

# HOME BUSINESS NEWSLETTER

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## Shoe Leather

This old quote: “You can’t understand someone until you have walked a mile in their shoes” has been pretty dragged out. In conventions and symposiums speakers love to use that quote to emphasise how you should know and understand the different areas of your business.

The original author is lost to history. From a personal perspective, it is completely true. We are all unique and no one person can truly understand another from the inside, we can only empathise.

In our businesses, we can never know all there is to know about our customers, suppliers, and partners. All we can do is try to understand them.

It is important that we do this, because good customer service and good customer retention is born from it, the more we understand the elements that bring life to our company the better we can help it grow.

It may feel frustrating at times to continually put yourself in the shoes of each of the different people in your process and you may feel like it’s a waste of your time. But on your side, you know how you deal with your suppliers, with your customers, partners and vendors and you know how they deal with you. You can take all that information and analyse it, or you can walk in their shoes and work out what you can change to give them a better interaction with your business.

It isn’t wasted time, it’s all about understanding your business, market and customers, and all it costs you is a little empathy.

A black and white photograph of a middle-aged man with glasses and a goatee, wearing a light-colored button-down shirt, sitting and reading a newspaper. The background is blurred, showing what appears to be a living room setting.

# ***Resources and news***

## **New predictive capabilities in Google Analytics**

Google has recently rolled out some new predictive capabilities in Google Analytics that could have some big impacts on your Google Ads — specifically your website users' purchase probability and churn probability.

These newest updates represent the company's last push into machine learning to help businesses grow by improving the insights available in Google Analytics.

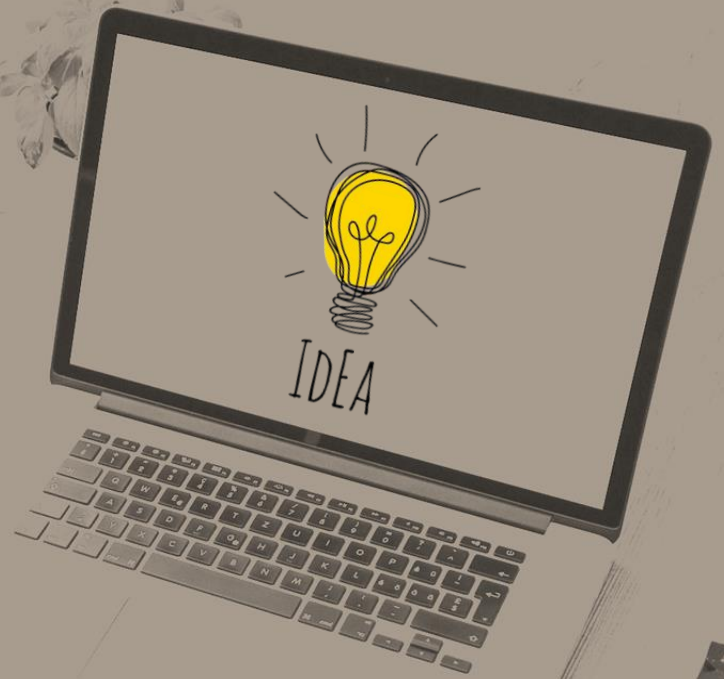
<https://blog.google/products/marketingplatform/analytics/new-predictive-capabilities-google-analytics/>



## Google launches Keen

A new Google app called Keen, which sounds like a blend of Facebook Groups and Pinterest, purports to make it easier for you to learn more about what you love and connect with others who share your passions.

<https://www.blog.google/technology/area-120/keen/>



## Google's Rich Results Test is out of beta

If you're unfamiliar with rich results, they "are experiences on Google Search that go beyond the standard blue link." So, what does that actually mean?

If you've watched Google search results evolve over the past few years, you've noticed your search results are no longer only a page full of large blue text links and descriptions. Some results produce a variety of different informational pieces.

For example, if you search "COVID", you'll encounter one of the most comprehensive examples of rich results.

<https://webmasters.googleblog.com/2020/07/rich-results-test-out-of-beta.html>



# Case Study: Increasing Opt-ins by 50%

Matt offers a physical copy of his book for free, if the new customer pays for shipping and subscribes to a \$1 trial of a \$47 monthly continuity program.

When Matt set up his squeeze page he was in a hurry. He recorded a short video of himself talking about the book offer but he omitted using an ecover. Conversion was at 26% and it wasn't paying for itself. In fact, for each new subscriber, he was paying about \$2.00 out of his own pocket.

The continuity program is a good one and he was making a profit overall, but he really wanted to get the initial offer to pay for itself so that he could ramp up his advertising.

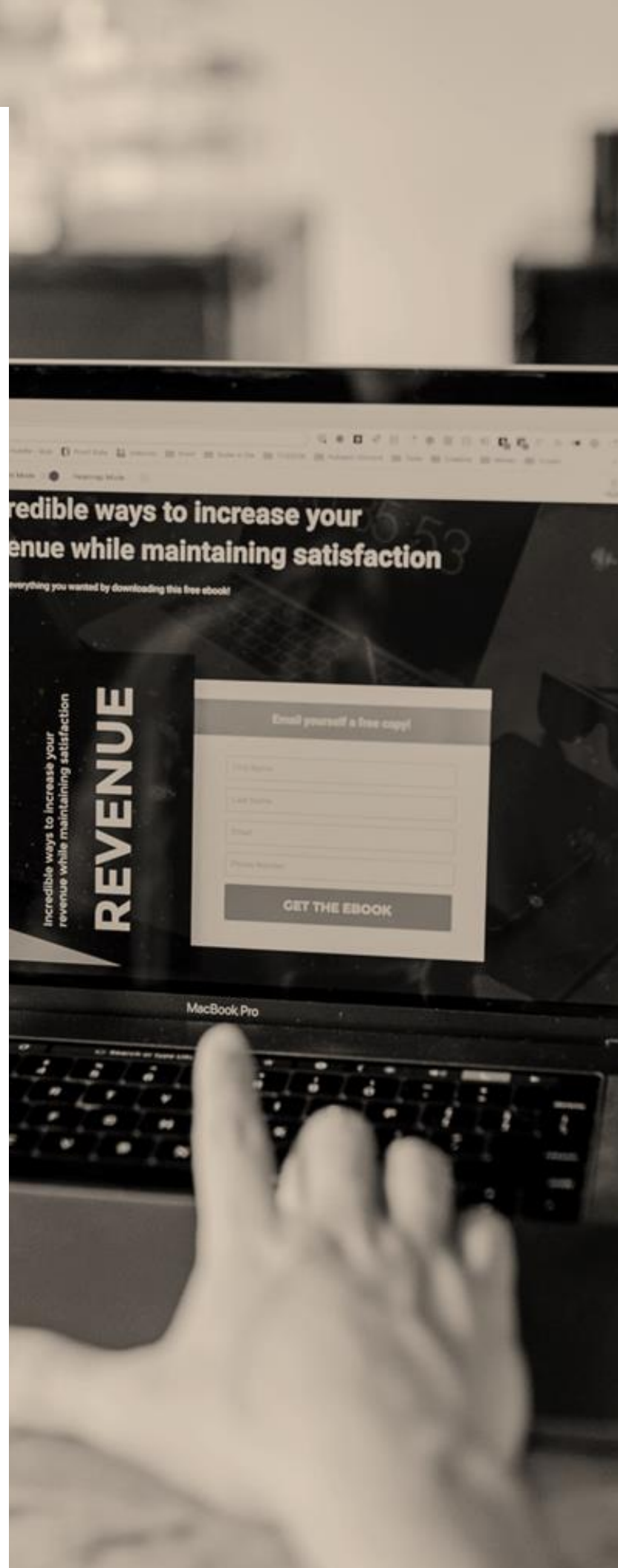
He tried a few things which increased conversion a percentage point or two. But then he finally added an ecover right above the opt-in form.

Conversions increased.

Then he went a step further, recorded a new video in which he holds a copy of his book and replaced the old video.

Conversions have now increased by 50%.

Never underestimate the importance of pictures in general and ecovers in particular. Whatever it is that you're offering; a book, a report, software, etc., display a picture of it for prospects to salivate over. Or better yet, hold it in your hand to make it even more real and more desirable for the prospect.





# When Typos Cost You Money

I just received an email from a well-known online marketer. The guy has been in the business at least 20 years and makes significant bank – or at least I assume he does – who knows.

Look, I get it that proofreading is boring. It sucks. Who wants to take the time, right? I've probably published more mistakes than anyone.

But... some mistakes can be far more costly than others.

I clicked over from the email to his sales letter which was interesting for more than just the typos (of which there were many.)

His subheadline wasn't even about the product, it was about one of the bonuses – a stack of old books written on a related topic. I'm going to tuck that little bonus-in-the-subheadline technique away for possible future use.

Scrolling down, there were the typical typos such as, "ahve" for have. "Befroom" and "beddroom" for bedroom. "Podcsat" for podcast. "Soemthing" for something. These are things that are super easy to catch if you pay attention to your spellcheck. And yet, there they were.

Then I got to the one that cost him sales. I'm going to paraphrase the paragraph headline and what he wrote, but you'll get the idea:

***3,000 members on recurring billing at \$47 a month. This guy I knew was famous for raising money for bigwigs and doing this and that, but he also ran an online business where he got 3,000 people paying him \$38 a month. I'll show you the exact method he used.***

Ouch.

Did you catch that?

My theory is he first wrote \$38 a month, but later decided it would look better at \$47. He changed the headline but forgot to change the paragraph that came after it.

Which had me wondering... is he making ALL of this up?

Just as bad, there was a 'testimonial' from "John Doe," the name Americans use as a placeholder for a real name. Obviously, this was supposed to be flushed out with a real sounding name and a much better testimonial than the placeholder of, "I've taken a few of his programs over the years and have learned a bunch."

Wow that's embarrassing. Ironically, I have no doubt this marketer has enough real testimonials to fill a book.

Up until the fake testimonial and the price discrepancy, I'll bet a lot of people really wanted to buy the product he was selling, too. I know I did. But after those confidence shaking mistakes, why would your average customer believe anything on the page?

Credibility and sales were lost.

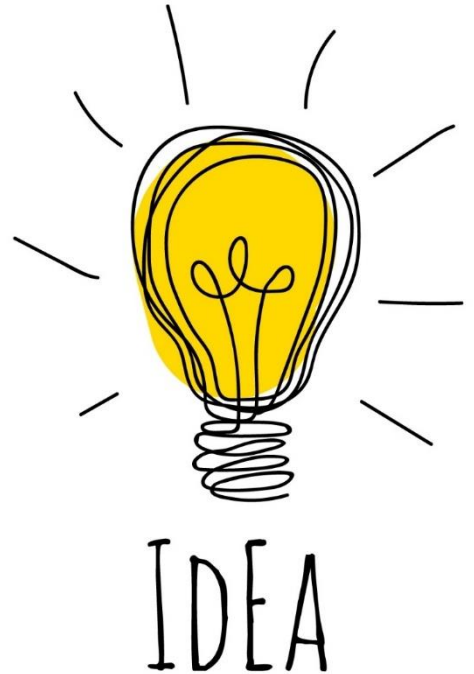
You might want to proofread your sales letters like your sales depend on it. Because they do.



## Snapchat announces brand profiles

"Brand Profiles offer a permanent home for brands on Snapchat, [bringing] various brand experiences for Snapchatters together into a single home on our service. With 229 million Snapchatters using the app daily, this real estate for our partners is especially important in a world where our millennial and Gen Z audiences can be hard to reach and build deep, authentic relationships with on many platforms."

<https://forbusiness.snapchat.com/blog/introducing-brand-profiles>



## Instagram Shop launches with Facebook Pay to US customers

Instagram announced the launch of Instagram Shop in the US, a new e-commerce hub that lets merchants sell products and take payments via Facebook Pay. A new Shop tab will also appear in the navigation tab this year.

<https://about.instagram.com/blog/announcements/instagram-shop-discover-and-buy-products-you-love-all-in-one-place/>



## Instagram Reels will rollout to US users next month

Mark Zuckerberg will launch Instagram Reels, Facebook's answer to TikTok, in the United States and more than 50 other countries in a matter of weeks. The global launch comes as TikTok is facing scrutiny from Washington.

<https://www.nbcnews.com/tech/tech-news/facebook-readies-global-launch-its-tiktok-competitor-n1234013>

# What are Seth Godin's 10 Rules For Your Success?

Here are Seth's 10 Golden Rules for Your Success.



Seth has published 17 books and has the number one blog in marketing, according to Ad Age Power.

**1: Do it Your Way.** Seth has a blog but until very recently he didn't have a podcast. He still doesn't have Twitter. Or video. Or even comments on his blog. Seth decided that it would just be him and his blog, one post per day, and we wasn't going to pay attention to what other people told him he was 'supposed' to be doing. As he says, you don't have to like his blog, but it's the only one like it because he did it his way instead of copying what others are doing.

Seth has chosen not to focus on his blog stats, either, because he doesn't want to work towards having a more popular blog. Instead he wants to receive the kind of emails that say, "I've been reading your blog for six weeks and look what I changed in my life. Thank you for inspiring me to do that."

**2: Tell Your Story.** Tell a story that resonates with your audience. People remember stories that match the way they want to see the world. When Seth meets small-business people, he's not interested in their balance sheet. He wants to know their story.

Why should the customer pick you? Why should the customer care about what you're doing? 2% better than your competitor doesn't win you the business. Having your own unique story that sets you apart from everyone else does.

**3: Be Patiently Impatient.** Or perhaps impatiently patient. Do what you have to do to succeed and do it fast if at all possible. But realize that success can take time.

You set up a brand new social media channel in no time at all, but no one is using it – should you close it down and do something else? It took Twitter 2 years to catch on. Imagine if they had given up after a few weeks or months.

**4: Refuse to Settle for Average.** Anyone can be average, and any business can be average. But what's the point? No one has ever said, "Oooh, that business is so average, let's use them!"

You can choose to stand out in your field, or you can choose to create an entirely new field. Either one works.







**5: Your Product is Your Marketing.** Did Google advertise? Did Facebook, Amazon or eBay advertise? No. But what they did do is make something people talked about.

If you can come up with a profitable idea that gets people talking then you'll never have to advertise.

**6: Spread Your Ideas.** Hold your idea close, tell no one and soon you'll see another business using that very same idea to make their next fortune. "Hey, they stole that idea from me," you'll say.

Nope. Ideas are everywhere and your ideas are not exclusive to you. Other people are having the exact same great idea you're having. That's why when you have a great idea, you should act upon it immediately and spread it in such a way that people take notice and pass it forward to others.

**7: Choose Carefully.** There are an infinite number of things you could be doing now, tomorrow, next week. And there are an almost infinite number of businesses you can start, choices to make, roads to follow... choose carefully.

But once you choose something, don't second guess your choice.

**8: Life is a Series of Dips and Rises.** Things won't always work out perfectly. You might make a mistake so big it looks like things are over.

But as long as you get back up one more time than you fall, you'll be better than okay.

**9: Navigate without a Map.** Going to work for one company and retiring there 40 years later is what your grandpa did, not you. For the last 2 -3 decades, Fortune 500 companies have created zero jobs.

The future is being built by people like you – entrepreneurs. There are no rule books and no maps, except for this one: Help others get what they want and you can get what you want.

**10: Create Something Remarkable.** Remarkable means quite literally, something worth remarking about. Something worth telling others. A black and white cow is not remarkable, but a purple one is.

Be the purple cow.



# How to Sell Products at a Ridiculous Markup

I'd love to call this a case study but I don't have enough info to do that. What I can say is that this must be making money or they wouldn't keep doing it.

Lately my Adblocker isn't always working properly on YouTube, which is why I'm suddenly seeing ads appear before my videos, and it's been a real learning experience for me. If you have an adblocker, you might disable it for a few days just to see what you've been missing.

Recently I watched a YouTube video while doing research on Tinnitus, which is likely why I was shown an ad for a simple product – an ear cleaning device – with an equally simple ad. It was a bunch of short video clips (mostly stock footage) assembled with background music and words on the screen – no audible narration of any kind.

They were selling this “revolutionary doctor-invented, doctor-endorsed” soft little plastic corkscrew device with a handle. Imagine a disposable toothbrush - only for your ears - and you get the idea. And you could buy one for \$44, or 2 for \$69, or 3 for \$93 or something like that. The prices were HIGH. And of course, they only had 7 available for my area and these prices were 50% off but only available for the next 7 minutes (yeah, right.)

Following a hunch, I went to Amazon and looked for the same device and found it for about ten bucks. Taking a wild guess, wholesale it's probably about \$2-\$4 in quantity.

Here's my point: If someone has an urgent problem and you have the solution, you can pretty much charge as much as you can get away with. If your advertising is done right and creates urgency and makes the product seem exclusive, then it's a fair guess that most people aren't going to go to Amazon to see if they can get it cheaper like I did.





If you can find a product that:

- Is low cost to you
- Can be made to appear to be worth much more than it costs
- Solves an immediate and urgent problem
- Can be targeted to the right audience on YouTube

Then you can make a simple video ad for YouTube and test it out. This might take a few tries to get right, but if you hit upon a winner, you can make some **SERIOUS** money doing this. I've seen the exact same system used by the same company for a portable air conditioner and a vacuum cleaner attachment, and I'm sure they're doing this with many other products as well.

The beauty of placing your ad on YouTube is people are on there looking for **SOLUTIONS**, and you do not have the competition of hundreds of other sellers like you do on Amazon.

The video ad itself was simple enough that almost anyone could create it. This leads to a sales page, which leads to an order page. And while I can't show you the videos, here are the sales pages for...

**The ear cleaner:**

<https://qtwists.com/>

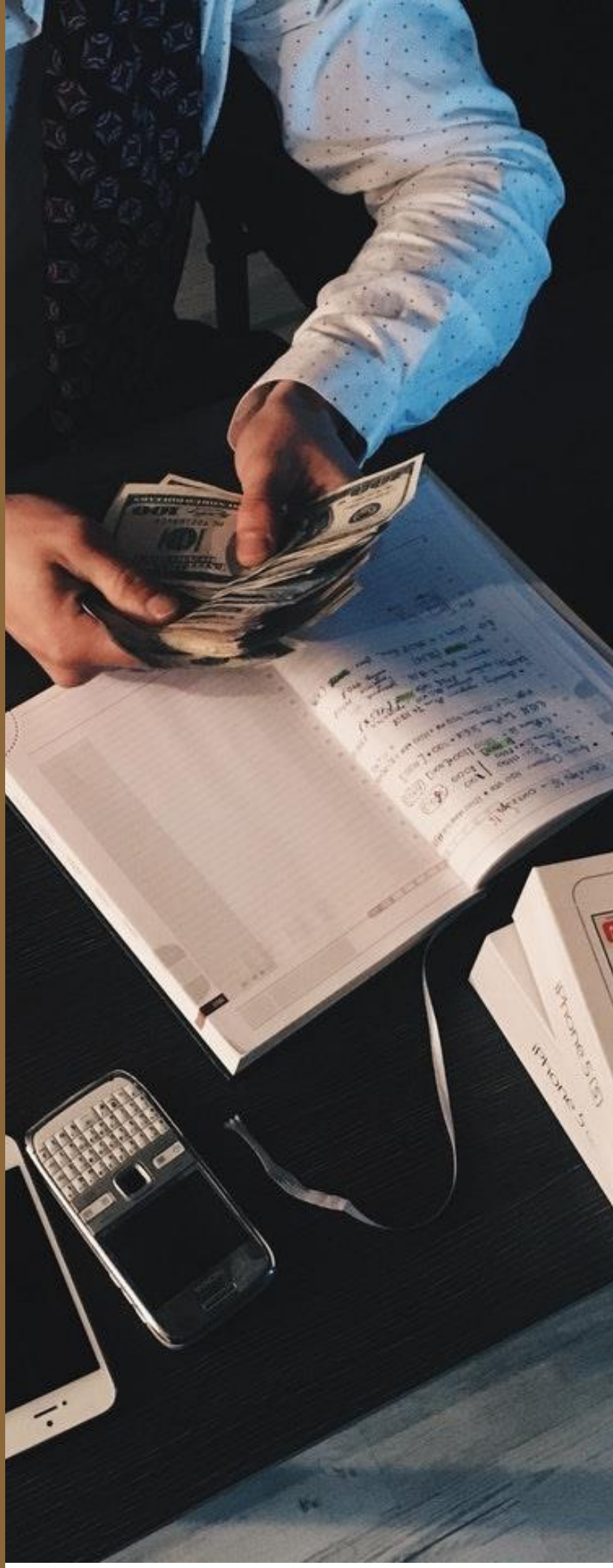
**The portable air conditioner:**

<https://getpolaire.com/>

**The vacuum cleaner attachment:**

<https://myvacuumax.com/>

Spend some time on YouTube without your adblocker and you'll eventually run into this type of video ad. This is an easy system that can be duplicated multiple times for multiple products. In fact, it's not hard to image that these guys are pulling in 6 or 7 figures doing this.



## Weird Website Trick Increases Conversions in Any Market

You're going to think this is too simple to work.

Big mistake.

Certain website designs attract certain target markets. The design that attracts gardeners, for example, is going to be different than the design that attracts electrical engineers.

Knowing this, the question becomes, "How do you design a website that you KNOW will attract your target market like no other?"

And how do you do this without a lot of market research, testing, trial and error and so forth?

It's so simple, I'm almost embarrassed to tell you.

Look at the successful websites in your market.

And then do what they do.

See? I told you this was simple.

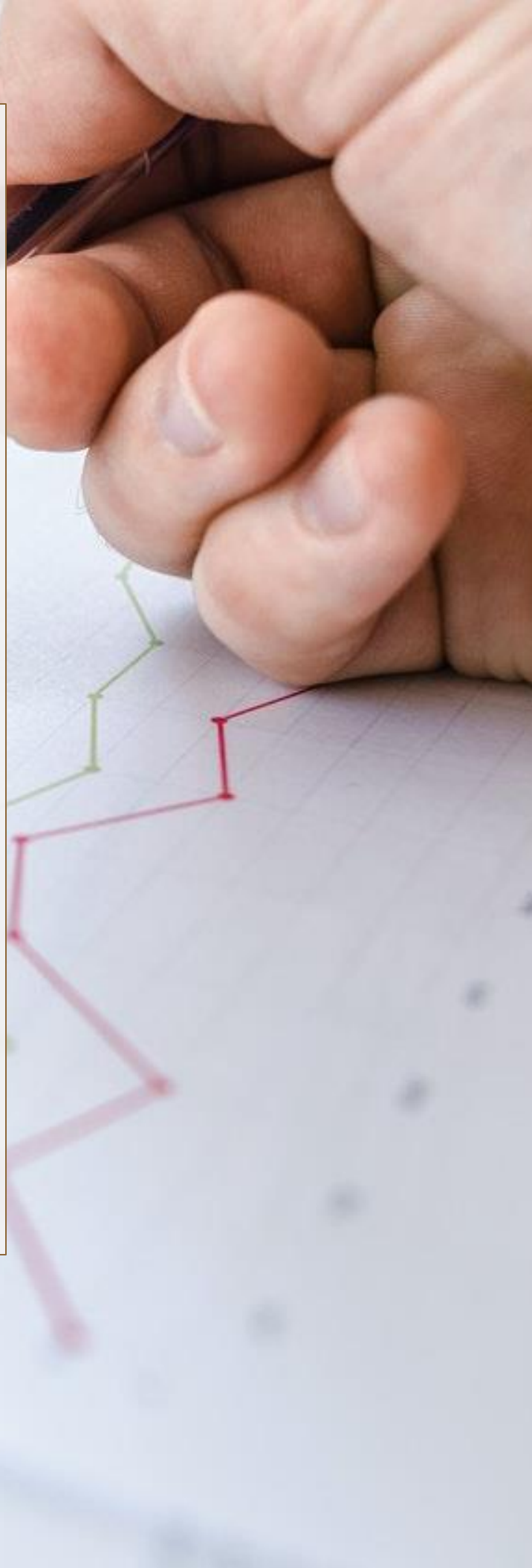
There is zero need to waste your time or money conceptualizing what your site could look like. You don't need to make a dozen mockups and drive traffic to see which site people stay on. You don't need to hire fancy web designers to create an artsy site.

See what's working, learn all you can and then create your own familiar design without copying.

If you use any site design other than the type favorited by your target market, you're going to lose traffic. And conversions.

People trust a good-looking site that feels somewhat familiar. Using a professional, familiar design boosts trust, reputation and authority. The visitor won't realize why they trust your site, only that they do.

And that's all that counts.





# James Malinchak

## interview



**Editor:** [00:00:00] Welcome to another interview. And I have a feeling that today's interview is going to be rather engaging, fun and extremely motivational because James Malinchak is one of America's leading keynote speakers and business coaches. USA today named him the world's premier speaker, trainer and coach is also been featured on ABC's hit show, 'Secret Millionaire', and now James, it's a great pleasure to welcome you to the interview.

**James Malinchak:** [00:00:24] Hey, thanks for having me. I truly appreciate it.

**Editor:** [00:00:26] It's great to have you with us. As, I mentioned in the introduction, you're widely regarded as one of the best motivational speakers in the world. Can I start by asking? Was that always an ambition?

James Malinchak: [00:00:37] No, it wasn't actually, um, Uh, I just remember saying, man, but if I can make two, \$2,000, when I was getting out of school, I made \$2,000 a month.

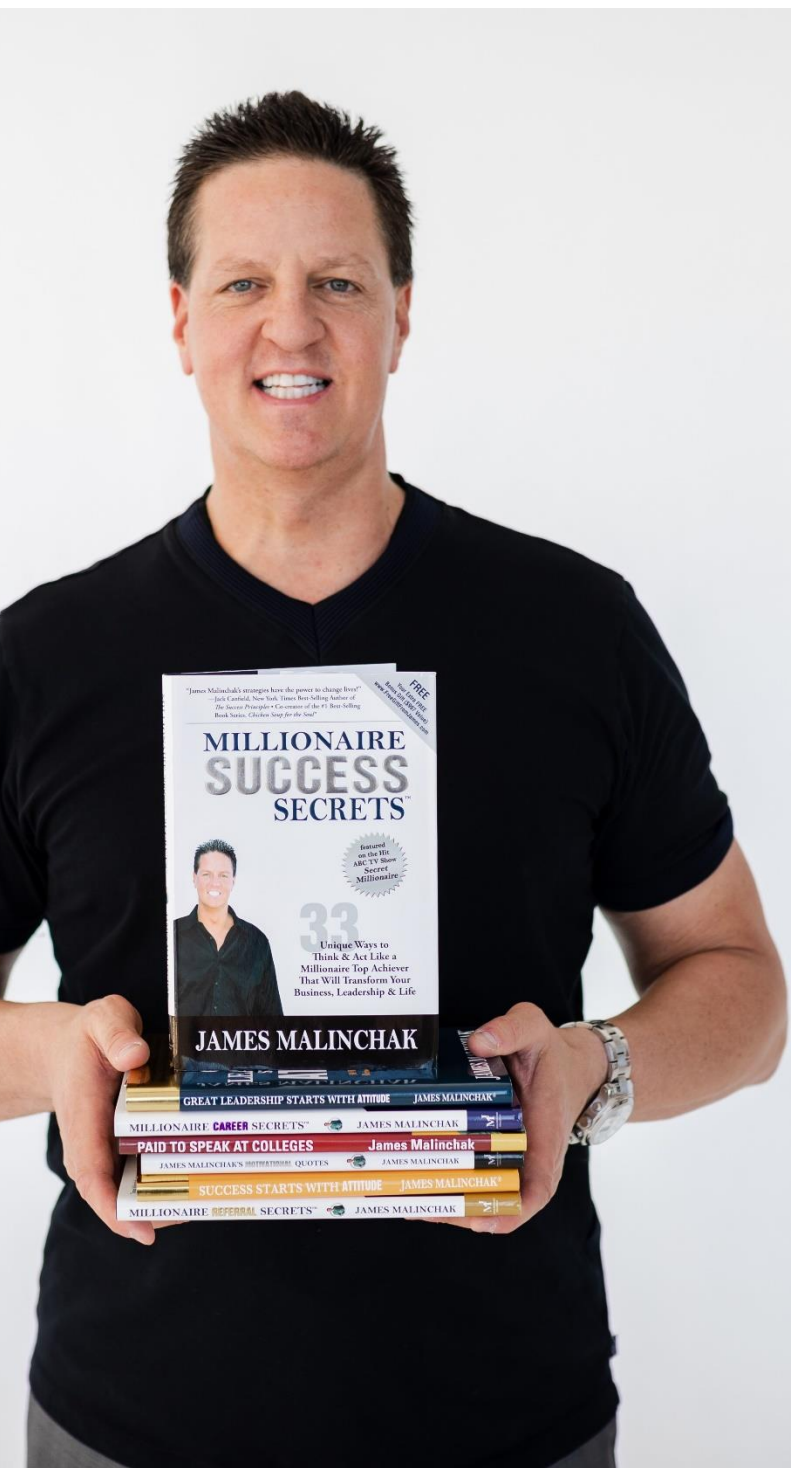
I'll be set for the rest of my life. Yeah, that's it I'll pay my rent, pay my car insurance. I'm good. Right. And, um, I have a friend who is a, kind of a celebrity pretty here in the U S he's a former pro football player. His name is Joe Theismann. A legendary quarterback for the Washington Redskins. And I want to see him speak back in 1995.

I'd never seen a speaker before. And, uh, I just loved what he did. Like he got up there and told stories. He motivated, inspired folks. And we went out to lunch after and I asked him not knowingly, very ignorantly. I said do they pay you to be out here? And he looked at me like, yeah. And I, said, well, what they pay you like \$50 or something?

He looked at me, I got nine heads. He said, "no they paid me \$10,000!" This was back in 1995. And I almost fell off the chair. "So they paid you \$10,000 to do what? He said, "to deliver that speech." I mean, Joe's \$25-\$30,000 now. And I was like, what? They paid you to talk for 45 minutes? And Joe is the guy that started explaining the speaking industry and how it's really a business and I'm the kind of guy you don't have to hit me in the head with a two by four, twice.

I catch it the first time he did right. And I can help people. I can inspire them, and they will pay me? Oh my gosh, I'm going to do this. And I did. And my first talk was, well, actually it did about 80 for free. Cause I didn't know anything about the business side of speaking. And then my first aid talk.

Was \$50 and a free dinner. And that's how I got started.



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**JM**  
**SPEAKER**

**JAMES MALINCHAK'S**  
**BIG MONEY SPEAKER®**

**Editor:** [00:02:29] And which did you enjoy the most? The \$50 or the free dinner?

**James Malinchak:** [00:02:32] Well, I'll take the free dinner because I actually had to drive about three and a half hours one way. And I emceed an event for about four hours and then I drove three and a half hours back.

So I think I used the \$50 up in gas. I think the free dinner when I got there was better.

**Editor:** [00:02:50] Well, you'll from a small town in Pennsylvania. So how did you go from such humble beginnings to becoming one of the world's most revered authors, speakers and business coaches?

**James Malinchak:** [00:03:00] Well, you know, I think growing up in that small-town environment, Had a lot to do with it.

Um, wonderful, great people. We had about 6,000 people in our town and we didn't have much. Dad work in the steel mill, uh, on the trains, hauling coal and all kinds of scrap metal. And moms was a lunch mother at the schools, meaning serving lunches to kids going to school. So we didn't have anything.

And, um, I think growing up in that environment, well, the blessing I had was I had a cousin. It was very successful. It came from that town and he would always invite you. You need to New York city to, uh, live with him. It was a commodity trader on the commodity exchange in New York and these gold, silver and merch and top pits and a very wealthy guy.

And, and he was the guy that showed me what's possible. And that it doesn't matter where you start in life. It matters where you decide to finish and that you could be doing have anything you want life. And it's something. My father taught me that if, if you can do anything you want life. If you listen, if you don't lose it, the people will tell you, you can't do something, and you just believe in yourself.

And so I think, and this is what I think is so important today for folks, you know, folks are doing certain things. They may want to do a bigger goal or a bigger dream, and they don't think it's possible. Cause they've never been shown the way or have the door cracked open and had some light coming in.

And I think that's what my cousin did to me. You know, he was, I mean, I saw this whole world, you know what I mean? Like this guy had like rolls Royce and things like that. I mean, I was a steel mill town kid. I didn't even know that was even possible for somebody like me, but because he cracked the door and showed me just a glimmer of light.





Now what I tell people all the time, people will give you a crack door with a glimmer of light and an opportunity, or, you know, some advice, but then you've gotta get off your ass and do something with it. You know, like, I, I was just fortunate that I followed and bid exactly. Here's my rationale. If this man is successful and very wealthy and has tons of celebrity people that look up to him, maybe I ought to listen to him and do what he says.

**Editor:** [00:05:19] Yeah. Yeah.

**James Malinchak:** [00:05:20] And so that's all I did. You know, my, my part was easy. I just had to execute on the. Plan or the past that he already created for himself. I just had to do for me. I don't want to say it was easy. It was a lot of long hours and things like that, but I didn't have to kind of create it. I just, so I was, so folks look for somebody who already has what you have.

They've already figured it out and then go up and ask them to mentor you. If you have to pay them to consult or coach for you, you do that because they're, they will not cut your learning curve in half. They'll cut it back 90%. Cause they already figured it out. Yeah.

**Editor:** [00:05:56] I mean, a lot of people talk about luck as being a key element here.

No, I'm not, I'm not lucky enough or also on. So what would you say James, um, about luck is, has it played a part in your success, would you say?

**James Malinchak:** [00:06:12] Absolutely not. No. So saying, you know, relying on a that's an easy way out. That's like saying, you know, I watched the movie, the secret in the universe is going to give me everything.

So I don't actually have to do anything. I'll just sit on my couch and I'll wait for customers to come in or I'll wait for money to walk in or I'll wait for the love of my life. Know, crawl through the window because I'm giving it up to the universe. Come on, let's get real. If somebody believes and they believe that it's just luck that gets handed them.

I mean, you're better off waiting for more Mo Larry or currently from the three Stooges to bring this up. No, it was when preparation meets opportunity and then you get off your butt and you do something about it. No, I absolutely do not believe it's luck.

**Editor:** [00:07:00] I, I completely agree. So, I mean, in terms of your own business and your own success, how hard do you push yourself?

**James Malinchak:** [00:07:10] Wow. I love this question because I grew up in a steel town and I watched my father who was the hardest working man I've ever known in my life. He, uh, he wouldn't get off a day from the mill and he would like, you know, put a fence around the yard. That's his day off. Right. Or he would get a day off and he would dig up sewer pipes from the, uh, sanitation for the soar.

Like he would do some work, like hard manual labor. And I used to believe that hard work is what it takes and. So it wasn't until I got out on my own and started being a, an artist and thinking things through that, I realized something, um, it's not about working harder. It's about working and most people say smarter, and I said, that's absolutely correct.



**Note from the editor:**

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



# 5.5 Conversion Factors to Sell More Books (Plus Your Launch Schedule for Amazon's Latest Algorithm Change)

To increase conversions of your book on Amazon, pay attention to these 6 items:

**1: Your Book Cover** – Don't skimp here. Make it professional looking, eye catching and readable in thumbnail size.

**2: Your Book Title** – Everything else being the same, a change of book title has been known to move a loser into the best-selling category.

**3: Book Description** – Think of your book description as a mini-sales letter. Every word should work to turn the prospect into a customer.

**4: The Look Inside Sample** (*This is the table of contents and the first 5 to 10 pages*) Make your table of contents compelling, with plenty of benefits and curiosity. Your first pages should highlight what the reader will get from reading your book – the benefits and changes they can expect, or the entertainment value. If it's a work of fiction, your first pages and lead character need to capture the reader's interest to the point where they care about the hero and MUST find out what happens next.

**5: Price Point** – This will depend on your genre. In some niches, 99 cent and even \$2.99 books sell well. In other niches, that low price point implies the book isn't worth the customer's time.

**5.5: Reviews** – Quantity of reviews can be almost as important as how many stars you average. Don't panic when you get the occasional negative review – it makes your positive reviews that much more believable, and some negative reviews can actually increase sales. For example, a book on herbal remedies with a negative review from someone who only believes in pharma drugs is a positive to that book's target market.

The higher your conversions – in other words, the more traffic you can convert into a sale – the more traffic Amazon will continue to send to your book page.

Focus on higher traffic, lower competition keywords. Choose categories with plenty of visibility that you can rank for (not so popular that you can't compete and not so obscure that no one cares).



If possible, get pre-orders to help you reach the hot new releases list when your book launches. Plan to send an initial boost of traffic to your Amazon book page the day you launch as well as the next two days after that (72 hours total). This primes the Amazon traffic pump. When Amazon's algorithm sees that traffic is purchasing your book, it will begin to send its own traffic.

To please Amazon's latest algorithm change, your launch schedule might look like this:

Pre-launch – discount your book price and get pre-orders\*, the more the merrier.

Day 1 of Launch – email your list and use social media. Today you're sending all of your warm traffic to get your conversions high.

Day 2 and 3 – do everything you can to get more traffic, such as promotions, guesting on blogs and podcasts, getting your book featured on book blogs and so forth.

Days 4 – 7 – if you can continue the hard push, do so.

Day 8 – move your book to full price.

And as long as your book continues to convert well, Amazon will continue to send traffic your way.

#### **\*Let's talk a little bit about Pre-orders**

Pre-orders are obviously a great way to guarantee you'll have sales on launch day, and you can start getting pre-orders before your book is even written, much less published.

**(HINT:** If you have a book idea, put it on Amazon for pre-orders. Then push traffic to it to see if it converts. If it doesn't convert, tweak the 5.5 conversion factors listed above. If it still doesn't convert, you might want to consider writing something else instead.)

Amazon has changed the preorder period from 90 days to a full 12 months.

And you can put your entire series of books up for sale before they are written – up to 10 books in a series. The power of writing a series - fiction or non-fiction - is that when a person buys one book and likes it, they are much more likely to buy more books in the same series.

Plus, you can promote all of the other series' books in each of the individual volumes.

Just make sure you can write and publish your entire series within 12 months.







# Online Marketers: The One Simple Shift That Will Catapult You To Success

It's my opinion that any online marketer - regardless of niche - who doesn't do the following is essentially hiking up a rocky mountain barefoot when s/he could be taking the ski lift.

Online marketing boils down to this: We either create our own products or choose affiliate products, and then we spend our precious time, energy and money getting people to BUY those products.

But only a relatively small percentage of marketers make the one simple shift that will catapult them to success.

I'm going to focus on product creators here but this applies to affiliate marketing as well.

Here's the traditional launch a product method:

- You get an idea for a product.
- You do some research and you believe this product will sell well.
- You create the entire product.
- You create the entire sales funnel that will sell the product, including squeeze page, upsells, downsells, sales page, product delivery page, affiliate page, etc.
- You line up affiliates and convince them to promote your launch.
- You launch and you make sales and you don't sleep for a week because of all the customer service requests and affiliate hand holding necessary.
- Then you pay affiliate commissions, pay affiliate bonuses, pay your web designers and copywriters and all of that if you haven't already.
- You're exhausted. And this didn't make the kind of money you thought it would, so you...
- ...start over with a new product and new sales funnel.
- You do this as quickly and as often as you can without going insane.
- Idea – product – funnel – affiliates – launch – repeat.
- You realize you're working 60 hours a week.

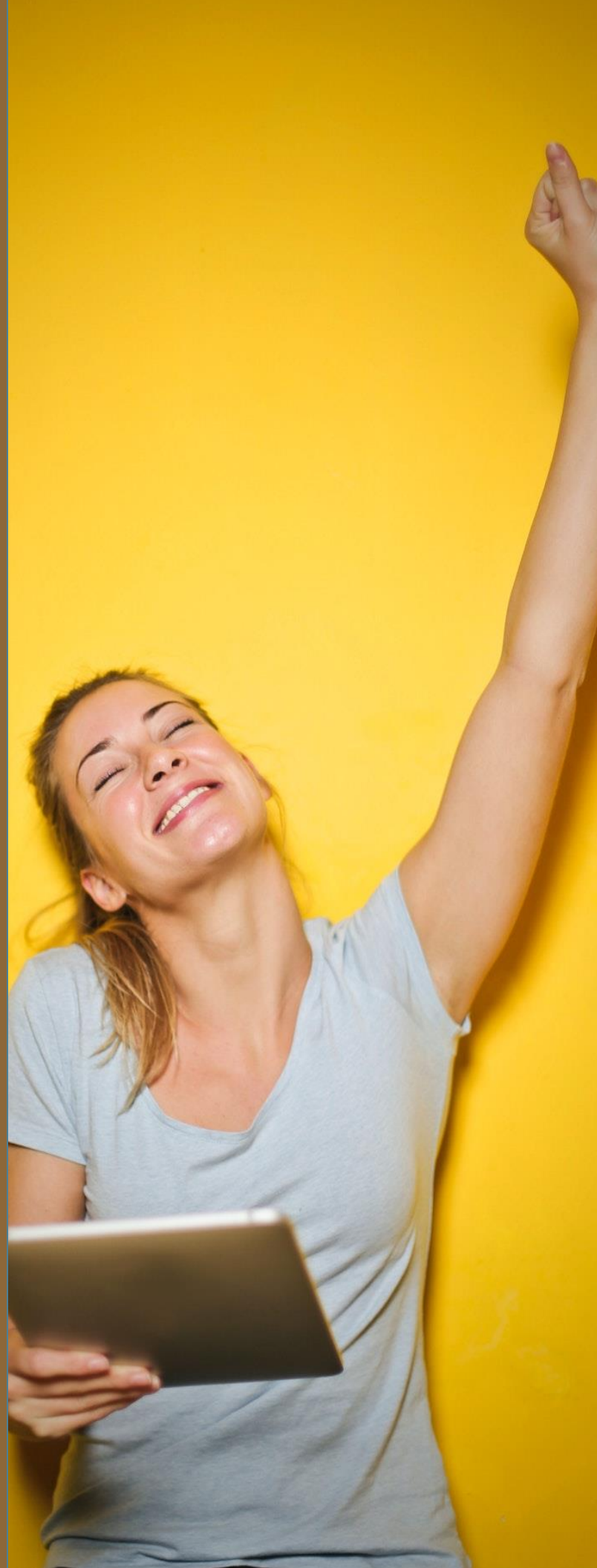
Sound familiar?

Let's add a twist.

- You get an idea for a continuity product like a membership, newsletter or software as a service.
- You do research to confirm this product will likely sell well.
- You create just a small portion of the product if it's informational – about one month of content. If it's software, you outsource the creation of it (unless you're a coder, which you're probably not, so let someone else do it for you).
- You create a page to offer either a free or \$1 trial of the product. You could create an entire funnel, but you're lazy so you just create the one page.
- You drive traffic (free or paid) and you get your initial members.
- You continue to get paid on those sales every single month.
- You see which traffic methods are working and you keep using those.
- You regularly update the product.
- You continue to get trial members, many of which continue on as full paying members.
- You may or may not use affiliates – that's totally up to you.
- This same membership sells for years. YEARS. Because you keep updating it.
- Life is good. You know how much money you will make next month. You work 10-20 hours a month.
- You're not breaking your own spirit by continually having to create new products. There is no way you would ever get a 'real' job again.

This second scenario can be just a small launch, perhaps to your own list just to see if it's going to sell well. You don't have to sweat the 101 things that go along with a huge launch because this isn't a: "Sell it hard and get out fast." kind of thing. You're selling this membership, newsletter or SAAS for months or years to come, and earning residual income, too.

You can start a membership site in a week and buy enough traffic to see if it's a winner. If not, tweak it and try again, or get a better idea. You're not out much money or time. (A full-blown launch can cost you hundreds of hours and a small fortune in copywriting, page design, affiliate contests and so forth.)







You're essentially giving away initial access, so affiliates are optional. Fancy sales copy is optional. If you're offering the right product to the right audience at the right price (free or \$1) then selling just got a whole lot easier.

And it's residual. \$10 a month. \$20 a month. \$47 a month. You pick the price. You get 200 new trial members the first week and 100 stick with you – you can do the math. You get 200 new trial members every single week for 52 weeks and half of those stay in the membership for several months – you can do the math.

Yes, there is attrition. But if you're offering the right newsletter or membership or software, that attrition rate can be surprisingly low. Think of a software someone needs to run their business. Are they going to cancel? Not unless you stop updating.

Think of a newsletter or membership that gives them the crucial info they need to succeed (business or personal, doesn't matter). Are they going to cancel? No way.

I love products that pay residual income.

I sell my own and I sell other people's residual products as an affiliate.

My reasoning is simple: Why work myself to death to create products that only pay me one time when I can create products that pay me over and over again? And these are products that I can keep selling for years to come.

Consider this: Do you want to do 2 to 4 major product launches each year? I know guys who do one per month. It's crazy.

Or do you want to have maybe 1 or 2 products that you can continually sell for years that happen to bring you residual income, too?

Residual income might well be considered the 8th wonder of the business world. When you're earning residual income, you have income security with LESS work than if you did a big fancy launch every 2 to 6 months.

Do you know what it takes to do a big launch? It's exhausting. And when it's over and the affiliates are paid and the bonuses are paid and all the expenses are handled, you realize that even though the launch went great (assuming it didn't flop) you still didn't make as much money as you thought you would.

Which is why you see marketers doing one big launch after another after another. It's work and frankly it's not fun.

If you wonder why so many 'big name' marketers come and go after a few years, this is the reason.

Be kind to yourself and work smart. Sell products with residual income.

# How to Earn 5 Income Streams From One Paid Printed Newsletter

While everyone else has a free e-newsletter or even a paid online newsletter, you might consider going in the opposite direction and having a PRINT newsletter.

You can use a mailing service to print and mail the newsletter for you, making it a hands-off operation once you send them your new issue and updated mailing list.

Formatting the issue is something you can hire out.

Even writing the articles can be outsourced if you don't want to do it yourself.

But why would you want to do a print newsletter?

You can charge more because it has a higher perceived value than an online newsletter, regardless of your niche.

You have increased credibility. It might not be right, but the fact is a print newsletter is generally going to be viewed as more authoritative than an online newsletter, especially if your target market is older.

With a printed newsletter, you are in their mailbox. You're on their kitchen table. You're on the coffee table in the living room or the nightstand in the bedroom. You are in your customer's homes, and while I don't know all the psychology behind this, I do know that when they can hold your product in their hands, your customers become much more bonded to you than if you're simply words on a screen.







Refunds are lower or even non-existent. The act of having to mail the newsletter back to you (the publisher) to get a refund is more work than most people are willing to do. And I know of print newsletter publishers who charge anywhere from \$47 a month to \$299 a month and do not allow refunds once an issue ships.

How do you make money with a printed newsletter?

You can use any one of these methods or a combination.

### **1: Subscription Fees**

Of course you can make money by charging for subscriptions. Determine what it costs to print and ship, what it costs to obtain a new customer and how long you expect the average subscriber will stay with you.

You can charge more for certain niches, such as highly specialized areas (think fields such as science and engineering) as well as almost any type of investing or how to make money niche. You can likely charge even more if your newsletter is for businesses rather than individuals.

Then again, you can also publish and mail your newsletter for free and still make plenty of money, as I'll cover in a bit.

### **2: Charging for 'Ride-a-longs'**

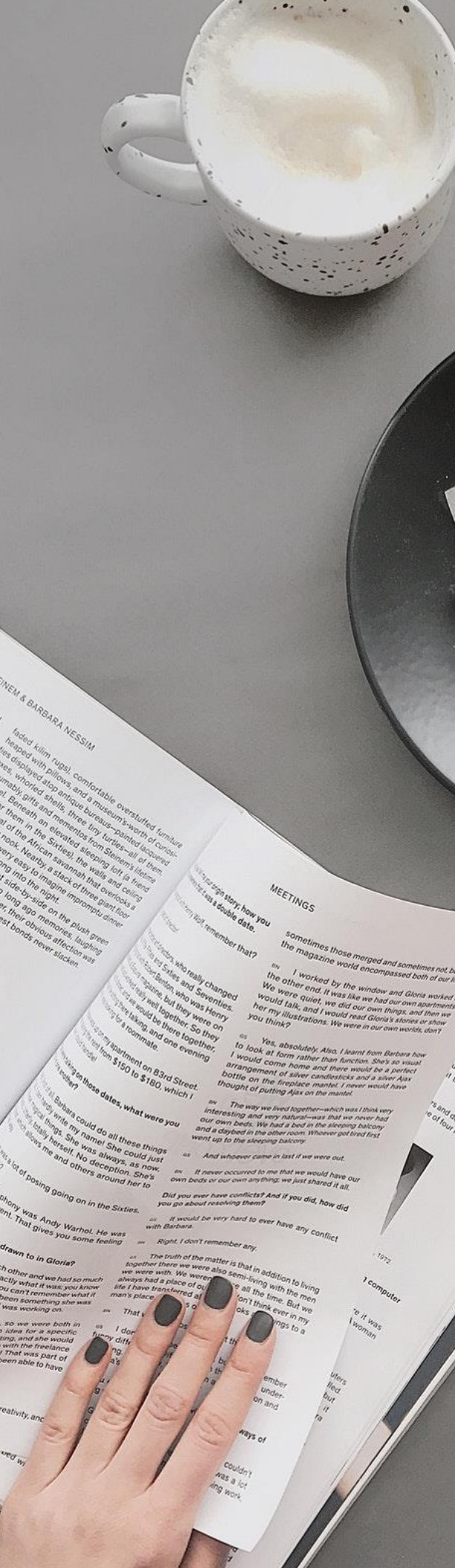
Since your newsletter will likely go out in an envelope, there's no reason why you can't add in some ride-a-longs. These are completely separate fliers, brochures and sales cards or sales letters from other businesses who want to target your customers.

When you build up sufficient subscribers in the right niche, you can make even more money from your ride-a-longs than you do from subscriptions.

### **3: Charging for Ads**

Another option is to sell ads inside your newsletter. Again, you'll want to have a sufficient number of subscribers to make it worthwhile for your advertisers. Anyone looking to target your prospects will be a good candidate, as long as they are not in direct competition with you.

It's even possible to send out your newsletter for free and still make a hefty profit if you do some or all of the following: Target the right readers, charge for ads, charge for ride-a-longs and/or sell your own products via the newsletter.



#### 4: Selling More Products

The added visibility and enhanced credibility a printed newsletter creates will naturally lead to more sales.

And it doesn't hurt that when your customer is holding your newsletter in their hands, you have no online competition for their attention. Think about selling from a website – you are in direct competition with every other website on the internet for that person's attention. At any moment they can click over to Facebook, YouTube, Reddit or whatever. But when they are reading the sales letter you included with your newsletter, they're not clicking away. They're **READING** the sales letter.

You can advertise your products in your newsletter and in your own ride-a-longs. You can also write newsletter articles that make it super easy to recommend your own solution.

Even when promoting a new launch online, who are your subscribers most likely to buy from? The person who sends them a newsletter in the mail each month, that's who.

You might also create a special inner circle of your paid newsletter subscribers. This inner circle gets special offers and deals your other list members don't get – just another perk of subscribing.

#### 5: Get Offered More JV Deals and Publicity Opportunities

The enhanced visibility and credibility of a printed newsletter can also result in getting more offers from fellow marketers to do guest posting, be a guest on podcasts and even do profitable joint venture deals.

One printed, paid newsletter publisher I know tells the story of someone subscribing to his newsletter using an alias. This person was a paid subscriber for 7 months before revealing he was a high level online marketer (8 figures) and wanted to strike a JV deal. That one deal resulted in a very large payday for the newsletter publisher.

And when you approach others with JV deals, it's much easier to get a yes when you can say you are the publisher of a newsletter.

#### 6: Get More Clients

Do you perform a service of some type? Coaching perhaps? Consulting? Freelance marketing for non-internet businesses? Whatever it is, you can use your printed newsletter to gain more customers.

Credibility. Knowledge. Trust-worthiness. Being the **EXPERT**. These are the perceptions your prospects will have of **YOU** because you are the author of the newsletter they read each month for help, tips, news and advice.

Place an invitation in each newsletter for them to contact you for a consultation. If you don't hear from them after 3 or 4 issues, call them and remind them of who you are. "Oh yes, I get your newsletter!"

Tell them you're calling to see how they're doing and if you can help. They will be flattered. This isn't a sales call because they know you and like you already.

Know, like and trust. Almost nothing can build that faster than continuous communication of awesome advice in your printed newsletter and an offer to help them. Find out what their current #1 headache is and help them solve it, and you'll have a client for life.



# When Your Competitors Don't Play Fair

Rule #1 of online marketing... there aren't nearly as many rules as you might think.

Rule #2 of online marketing... some people will do things that really should be against the rules. And sometimes these things will really make you mad.

Rule #3 of online marketing... you can't change what they do and getting mad won't help. But what you can do is sleep well at night. Here's what I'm talking about:

Within the 'make money online' niche, as well as most likely every other niche, there are people who don't play fair.

I'll give you a few examples:

- They sell live coaching for big fees, boasting about how customers will have direct access to them. Then they outsource those calls to staff or virtual assistants.
- They offer upsells at one price, then offer the same upsells at lower prices when people don't buy. Those who bought the first time paid more for the exact same product other customers paid less for.
- They offer products that aren't created yet. Then say they have 'technical difficulties' as they rush to outsource the creation of the product.
- They sell software that does not work.

You get the idea.

I've bent the rules myself, but in ways that never disrespected my customers. My own rule is that customers come first and it lets me sleep well at night.

The other day I was promoting an affiliate product when one of my customers sent me an email. He was livid. Seems he bought the product at one price, and then later discovered that had he left the page and waited for a follow up email from the seller, he could have saved \$100.

Whoops.

This is a good customer of mine. He's been with me for years. I apologized for his experience and sent him the \$100.

What I didn't do was complain to the product seller. I let it go. While I play fair, I realize I can't always expect everyone else to do the same. This seller has quality products I totally believe in, and I'll probably continue to promote them.

But in the future, I will look at the funnels I promote more carefully. And if there is a way to get a better deal, I'll let my readers know about it.



# Do You Hate Paying For Advertising?

It's great when we can use free advertising to make sales, right?

Like when affiliates send you traffic.

Oh wait... you have to PAY those affiliates.

Okay, but when you do guest posting, and appear on podcasts, and haunt forums and do all those other things that are free...

Except all of that takes TIME. And it may – or may not – send you the traffic you seek.

Hmmm....

What if we thought of advertising as an investment?

Let's say you invest in real estate: You might make 5% to 20% yearly returns on your capital, right? Of course there are things like property taxes and maintenance that eat into that.

Or you could lend money to others and charge 10-20% interest. But what are you going to do if people don't pay you back; break their legs?

Okay, you could buy a business. You'll need a big (BIG!) down payment and either a paid manager or 40-60 hours per week of your own time to run the place.

Then there's the stock market. Win some, lose some... better buy the blue-chip stocks to be safe. That's about 6% per year. I hope you're either very young and willing to wait a long time to see your money grow, or you have a lot of money to invest right now.

Then there's ads. Little bitty ads on Facebook, YouTube, Adwords, etc.

You place an ad – depending on what you're selling, you might spend \$50 a day. But you have a system in place, and that \$50 yields \$50 in immediate return and another \$100 over the course of the next couple of weeks or months.

In other words, you invest \$50, you get back your \$50 and you make another \$100 within 2 months. Like clockwork.

What are you selling?

Courses, info products, services... whatever it is you want to sell. Maybe you already have a brick and mortar business and you're getting new customers this way.

What other investment will give you a return like this? Because if you know of one, I sure want to hear about it.

"But I don't know what to sell or how to sell it."

Fair enough. Pick something. Choose a niche where there is a lot of money to be made that you find at least somewhat interesting.

Got it?

Now go on a quest. Find out what other people are selling in this niche and how they're selling it. Take an entire week to do this. Make lots of notes.

At the end of that week you should have a long list of affiliate products you can promote as well as ideas for your own products and services.

Pick one and get started.

My point here isn't to give you a primer on how to sell products or build sales funnels or even do advertising. It's to show you that one of the very best investments you can make is in buying silly little ads.

Because once you have a winner, you can continue to invest in that ad over and over again for remarkably large and fast returns.

Want to retire in 5 years?

This is how you do it.





## 3 Tips For Selling More T-shirts

T-shirts can be a great way to make extra money. Find a quote people love, design a super simple shirt with that quote, get it on Teespring and run a Facebook ad campaign. Yes, it's just about that easy.

The key of course is to find the quote that people are willing to pay for. To do this, first pick a niche so that you know exactly who you are targeting. For example, I saw someone on FB targeting female military veterans.

Once you've got your niche, set up a Facebook fan page for that niche and find a quote that is getting a lot of shares and positive feedback on Pinterest or Facebook.

The t-shirt I saw for female veterans said simply: "Yes I am a Veteran. No I am not a guy."

Nice.

**Tip #1:** Don't know what to put on a shirt? No problem, just ask. Let's say you go to Pinterest and you search for quotes. Choose what you think are the most promising quotes and put them on shirts in Teespring.

Post images of the shirts on your Facebook fan page without the links and simply ask if people would wear them. If you don't have fans yet, run Page Post Engagement (PPE) ads to reach your target audience. \$5 might be all you need to drive enough engagement to any one shirt picture.

Once you've chosen a winner, then you make a new Facebook post with your Teespring link. Drive traffic with Facebook ads.

**Tip #2:** Whenever you post a new shirt on Facebook, make this your first line of text: "Tag your friends who also love it." Follow this with your Teespring link and your sales copy and shirt picture.

Asking people to tag their friends will get you more views and more sales.

In the above example, who knows female veterans? Other female veterans, that's who. It will only take you a second to do this and it can result in a lot more sales.

**Tip #3:** Continue to make shirts for your chosen target market rather than hopping from niche to niche.

Then every time you run a new campaign, go to the admin area of Teespring and send a message to everyone who has purchased from you in the past. Let them know about your latest shirt that will be only be available for a couple of days.

Send the message 3 days prior to ending the campaign to give them just enough time to see the email and order. This is a short message of about 2 or 3 lines of text, nothing fancy. You will get more orders doing this one simple thing each time you have a new campaign that is ending soon.

# Why Internet Marketing was made for Introverts

20 years ago if you wanted to get rich and successful, it helped tremendously if you were an extrovert.

Why?

Because of networking. You had to convince people to finance you, to work for you, to work with you and to buy from you. Handshakes and small talk and saying all the right things and making the right impression and... whew. I'm exhausted just thinking about it.

That's because I'm an introvert. Yes, I can do all of those things in person, and I can do them well. But to recharge I need plenty of time alone. What I can't do is that sort of thing 8-12 hours a day. It's just not going to happen.

Enter the internet. All networking can be done online. All selling can be done online. EVERYTHING can be done online! It's an introvert's dream come true.

Online marketing is your shot at the life of your dreams.

And if you're an introvert, you have an edge over extroverts. Especially in the time of coronavirus.

So get busy and make your dreams come true.

## 5 Reasons You NEED a Blog

Blogs are so 2005, right? You've got to keep writing all the time and finding things to say and communicating and who needs that?

Okay, maybe you do.

If you have a website, you need a blog.

If you market online, you need a blog.

If you want to have an audience for whatever it is that you do, then you need a blog.

Here's why:

### **1: More Connections.**

Blog marketing boosts your connections with potential customers. They can get to know you through your posts, understand why you are the expert, find out how you're different from all the rest and leave comments for you to respond to.

### **2: Improved SEO.**

If you want to rank for certain keywords, frequently updating your content and using keywords in your posts is a great way to do it.



### **3: Freshness.**

A website without a blog is static. It's stale. It's not growing, moving, inspiring, adjusting to new developments, improving with the times or helping people when they need it most.

### **4: Testing New Ideas.**

You've posted 30 new blogposts in the past couple of months. Of those, 25 received a moderate number hits, 4 received a lot of hits and 1 went viral. Which post topic is telling you to expand upon it, create a product around it, write a book about it and teach a course about it? Gee, I wonder...

### **5: Practice.**

Do you want to get better at content creation? Having a blog is an excellent tool for that because you've got to continually update it. And you get immediate feedback, too.



# WE T O D O

“Your website should be your calling card, or your business front door.”

– **James Schramko**

“Content Marketing is no longer a numbers game. It’s a game of relevance.”

– **Jason Miller**

“Power doesn’t come from content, power comes from the content that moves.”

– **Mark Schaefer**

“The future of SEO is here: understanding and marketing to specific and defined audiences through search engines.”

– **Adam Audette**

“Don’t optimize for conversations, optimize for revenue.”

– **Neil Patel**

“The tactics drive the strategy.” – **Marc Benioff**

“As you go about creating new customer engagement programs and direct marketing packages for your brand, look for opportunities to give rather than to get. Whoever makes the first kind gesture, as studies show, tends to gain the most.”

– **Jeanette McMurtry**

Don’t be afraid to get creative and experiment with your marketing.

– **Mike Volpe**

“Don’t Build Links. Build Relationships.”

– **Rand Fishkin**

“Every day I feel really great to work with the team I work with and the clients I work with; it’s like my job is just to match great clients with great people.”

– **Will Reynolds**



# THE **BIG** SECTION



# Million Dollar Video Ad Script Templates

The other day I wanted to create some ads to place on YouTube.

No big deal, right?

Except that the right ad can make a fortune, while the wrong ad would cost me time and money with no return. I knew I had to get this right, so I did what most people do... I went online and searched for help.

And searched.

And searched.

Surprisingly, I could find very little about how to craft a 30-60 second ad for YouTube that will pull in the customers.

And maybe you've been faced with the same dilemma. Asking around, I discovered that for most marketers who want to use short video ads on YouTube, Facebook and so forth, the sticking point is creating the ad itself.

When a great ad can literally give you a license to print money on demand, and a lousy ad will rob you of time and money, there should be more information on how to craft these ads.

In fact, there should be TEMPLATES.

Follow the template, outline your ad and then create it and profit.

Good news! With further research and help from people who run video ads all the time, I now know how to create profitable video ads for almost anything.

And today I'm going to share this information with you, giving you not just one, but 10 simple templates you can use to create high converting ads that target your very best prospects.

No matter what you might be selling or what action you want your prospects to take, I think you'll find a video ad script below that will work for your purpose.

First, let's cover a few general principles that apply to all video ads...

## Getting Ready to Write Your Script

There are certain elements that are consistent, regardless of what type of video you are making.

The process begins not with a template, but with questions you need to answer about your target audience, your offer and exactly what you want to happen next. The better you can answer these questions, the more effective your video can be at converting your prospect to the next step, whatever that might be.

## Questions:

**What's the main purpose of this video?**

Is it to get viewers to your sales page?

To get them to sign up for your email list?

To visit your blog, view a more in-depth video, sign up for a webinar or join your social media group?

Do you want them to text or call you?

You must have a concrete idea of what you want your viewers to do once they've finished watching your video. You only get ONE choice here – one place to send them.

It's almost always a terrible idea to try to sell them on a purchase in a short video ad, but 60 seconds is plenty of time to convince them to take a smaller action, such as visiting your sales or squeeze page.



**Who is your exact target audience?**

It is freshly unemployed people looking to make extra income?

Middle aged women who want to lose weight?

Professionals who need help with retirement planning?

Beginning vegetable gardeners who need a game plan for raising, harvesting and processing enough produce to feed their family for a year?

It's vital that you know EXACTLY who you are targeting. This should be your IDEAL customer, the one who is most likely to purchase your product or service.

You're going to speak directly to them and not to the masses. Remember, if you try to appeal to everyone, then no one will be interested in what you offer. Every word you use should appeal to your very best prospect.

**What is their problem that you are going to solve for them?**

Not their 5 or 10 problems, but that one BIG problem that they need solved ASAP. Because this is a SHORT video, it must be focused on solving ONE problem with ONE solution – your solution.

**How does your solution help them solve their problem?**

After answering the previous questions, this one should be easy and clear cut. If it's not, you're on the wrong track. Exactly how is your solution the right solution for them?

For example, let's say you're targeting busy, intelligent women age 40 – 60 who are 50 pounds or more overweight and just learned their health is deteriorating because of their weight. Your goal is to get them onto your list and sell them on your \$500 coaching program. Your solution to their problem is your program designed just for their needs. This program helps them lose 2 - 3 pounds every week without going hungry, without time-consuming meal prep, without expensive foods and supplements and without hours of painful exercise. And you're going to give them this solution with a free 5 day training program (that sells your \$500 coaching course) which they receive just for visiting your page (where you capture their email address and ask them to sign up to your Facebook Group, where you hold the live lessons).

That was just an example, of course. Maybe you're simply sending them a free cheat sheet or lead magnet. Or sending them to your sales page (be sure to capture their email address) and using retargeting for those who don't buy the first time. The options are limitless when you've got the templates to do high-converting video ads.

Let's dive into those templates right now...

## 1: Classic Video Ad

This is the simplest copy framework - the same one used in many sales letters – and it works like this:

**Problem** – Spotlight the painful problem your prospects are facing

**Agitate** - Magnify the underlying pain behind the problem, accessing your viewer's emotions

**Solution** - Show them how to solve this painful problem with your solution

**The problem** should be the biggest, most painful problem that your prospects are facing that your product solves. In a one-minute video ad, for example, you do not have time to cover more than one problem. Pick your best one and make it good. This might even be a hidden problem beneath the obvious problem. For example, the hidden problem might be embarrassment at not having any energy and always feeling tired, when the main problem is needing to lose weight.

Main problem: Do you want to lose weight?

Hidden problem: Do you avoid certain activities with friends because you are embarrassed by your appearance and your inability to keep up?

You can see that the second approach can be much more compelling than the first one.

**Agitating the problem** is when you make your viewers feel the pain of having this problem. Ideally, you want to create contrast between the painful problem and the relief you are about to offer in the solution.

Be sure the agitation is as relevant to the type of person you are targeting as the problem itself.

**Problem:** Do you avoid certain activities with friends because you are embarrassed by your appearance and your inability to keep up?

**Agitation:** Do you wonder if your friends secretly joke about your weight when you're not there? Are you worried that your spouse will leave you for someone thinner who can keep up with their active lifestyle?

To find pain points and ways to agitate the problem, research what others say about the problem. Dig deep and find out why they really want the solution they seek, and then use their own words in the video.

**The solution** is ideally reached in 30 seconds or sooner in your video.

Here's what that might look like:

*Do you avoid certain activities with friends because you are embarrassed by your appearance and your inability to keep up?*

*Do you wonder if your friends secretly joke about your weight when you're not there? Are you worried that your spouse will leave you for someone thinner who can keep up with their active lifestyle?*

*Despite what everyone tells you, if you're more than 25 pounds overweight then simply eating less and exercising more will not help you to lose significant weight. That's because metabolic syndrome is very likely keeping you fat as well as endangering your health.*

*But it is possible to naturally reset your damaged metabolism and lose the weight without starving, without crazy exercise and without dangerous pills or potions.*

Now introduce your solution and explain how your product will fulfill the promise you've made. This section will likely be the bulk of your script, but don't go overboard here. Simply communicate enough information to get your viewers to take the next action you seek, whether that's signing up to get your lead magnet, visiting a website, joining a Facebook Group or anything else.

## 2: The Before, After and Bridge Script

This is somewhat similar to the first script. In fact, most of these scripts have similarities.

Here's the outline for this one:

**Before:** "This is your life right now, and it stinks."

**After:** "Just imagine how glorious your life would be without this problem or with this benefit."

**Bridge:** "Here's how you get from the stinky before to the glorious after."

Your goal here is to paint two pictures in your prospect's brain – the before and the after – and then show how to get from the awful place they are in to the wonderful place they want to be.

Real estate agents do this when they hold open houses. You might not even be seriously interested in moving. Maybe you're just bored and looking for a way to pass the time, so you figure you'll snoop in other people's homes during the open houses held by real estate agents to show off homes.

Did you know that most homes are NOT sold through these open houses? And yet agents still hold them because they know this is a great way to find buyers. When you start looking at the gorgeous homes you DON'T have and then you go home to your small, dull house and compare what you've seen to where you're living, you've got a 'before' and an 'after' stuck in your mind. And the difference between these two pictures might be all it takes to get you to start seriously shopping for a new house.

This is what you want to accomplish in your video. Remind your prospect of how miserable their current situation is and contrast that with what they could have if they get your solution.

## 3: The Promise, Picture, Proof and Push Script

What if your product doesn't solve a big problem? Or what if your audience is not yet aware they have this problem?



Then it's time to try the 4 P's.

**Promise** – Make a bold claim that causes viewers to snap to attention

**Picture** – Get viewers to imagine their life once they get this promised benefit

**Proof** – Explain how your solution works and back it with supporting proof.

**Push** – Recap what you've just explained in a very clear manner and then give viewers specific instructions on what to do next.

This is your go-to script when you there is no major pain to be solved. For example, when computers were first introduced, few people felt there was a major gap in their lives because they didn't have one. The same goes for MP3 players, smart phones and just about any new technological advance.

When you're filling a need people don't know they have, you can't talk about the pain of not fulfilling this unknown and uncared about need. Instead you talk about the big benefit or claim, paint a pretty picture of having this product, prove that it works and give viewers a little push in the right direction.

#### **More Video Ad Templates:**

Those first 3 templates are enough to cover 80% or more of your video ad needs.

But because I'm pretty sure you can't have too many video ad templates in your arsenal, and because there will be times when you need something different, I'm going to quickly share a few more with you in just a moment.

Also, there might be times when the purpose of your video isn't to directly sell, but instead to explain something, make an announcement and so forth.

Your video is still short, direct and to the point like a video ad, but the main goal isn't necessarily selling the click. At least, you're not looking like you're selling the click. Paradoxically, there can be times when you will get a greater response from not selling than selling.

For example, when an icon in your industry passes on, you might do a short tribute video to that individual. That last thing you want to do here is end the video with, "Buy our product!" Companies get lambasted, flamed, roasted and toasted for doing this. But tactfully placing your business name in the closing frame is fine. People who loved this person see your video and are moved to find your site or reach out to you on social media.

That's just one example, and I'm sure you'll run into many more as you do more and more marketing.

And there are even more occasions when you need a quick video that adds to the selling experience, such as a video to explain how your service fulfillment works, a video testimonial for your product, an interview of a case study and so forth.

But since the main purpose of the majority of your videos ads will likely be to sell, most of the following scripts I've chosen here can also be used to promote your products as well.

Here then are 5 more templates you can use for making your next video ads:

## **4: The Video Announcement**

This can be to announce anything newsworthy to your audience, including the release of new products, adding more features to an existing product, an awesome offer or sale of a product they're already familiar with and so forth.

In general, you'll use an outline like this:

**Short introduction** – This is one of two sentences designed to grab attention and introduce the BIG NEWS you have. This might be in the form of a questions, such as...

"Are you sick and tired of being terrified of catching the Coronavirus every time you leave your home? When you come home, do you spend the next 14 days waiting to see if you get sick?"

**Main message** – Next is the big picture of the news you're sharing.

"Vira-Shield can protect you from 99% of airborne virus and bacteria particles in the air."

**Details** – You’ve given them the big picture, now zoom in and give them the details.

“It’s comfortable, it keeps you cool and breathing is a breeze. Not only that, but when worn correctly it is proven to filter out 99% of dust, bacteria and viruses – including Covid-19 – by a double-blind University of Nox scientific study. Plus, you look like a total badass when you wear it, too.”

**Call to action** – What should they do right now?

“Click here right now to choose one of 14 colors and finally enjoy peace of mind whenever you leave home.”

I gotta tell you, If I saw this video I would be clicking that link so fast my mouse would melt.

## 5: The Struggling Hero Video

This video is great for explaining almost anything that involves solving a problem. Added points if you can make it memorable, too.

The struggling hero starts with a character who is struggling with the same problem as your audience (I know, what a coincidence, right?). This works spectacularly in animation, but you can use real people or a slideshow.

**Introduction and Problem** - Introduce your character and his/her problem.

“Meet Bob. Bob is feeling sad because people have been avoiding him lately – even his wife Jill, and Bob’s afraid it’s because of his bad breath. In fact, it’s gotten so bad, even his dog Rex has been staying a leash length away from Bob.”

**Solution** – Introduce the solution, giving the big benefit. Your hero can be introduced to the solution by another person, stumble upon it by himself, or the narrator can speak directly to him.

“Bob, have you tried Tasty8 Mouth Rinse? It’s proven to eliminate even the worst mouth odors for 8 whole hours.”

**How it Works and Results** – Now go into detail.

“Tasty8 Mouth Rinse uses three different kinds of bacteria neutralizing agents to completely rid your mouth of odors and leave your breath fresh and tingly clean for a whole 8 hours. Just rinse for 30 seconds and you’ll have breath so fresh your confidence will soar and women will throw themselves at you. Or at any rate, your wife will at least kiss you again.”

(You do realize I’m making this up off the top of my head, right?)

Call to Action – “Visit our site right now for a 20% off coupon when you sign up for our plain brown wrapper auto ship program.”

## 6: Breakthrough Video

This type of video explains something new of a breakthrough nature. If you have a unique solution to a problem, for example, then this is the script to use. Because you want to get to your breakthrough as fast as possible, you’re going to immediately start with the...

**Problem** – what is the problem and why is it so terrible?

“Your friends are afraid to tell you that your cat’s litterbox smells worse than you think – a LOT worse. In fact, they’re talking behind your back about how they hate visiting your house because it’s so bad.”

**Hopelessness** – there was no real solution until YOUR solution.

“Until now, all you could do was try to cover the smell with scents or clean the litter boxes multiple times per day.

**Unique Solution and Why it Works** – why and how is your solution so much better or more advanced than anything else out there?

“But thanks to our exciting discovery, your friends will never again be afraid to enter your house. Miracle Cat Litter with exclusive odor absorbing clay beads harvested from the Valley of the Picas removes 99.979% of all odors. These amazing clay beads are just the size of pinheads, yet they can remove 1000 times their own weight in odor. And they’re completely natural and healthy, with no toxic chemicals or perfumes to hurt your kitty.”



### **Call to Action**

"Visit our website now to see Miracle Cat Litter in action with our exclusive Smell-o-Vision technology and get your coupon for 25% off your first bag."

Smell-O-Vision?? Sure, why not...

## **7: One of the Gang Videos**

Your first goal with this video is to establish common ground. It could be "us against them" such as a common enemy, or simply "you're not alone" in having this problem.

**Establish the Common Interest** – You can ask a question, make a statement, let them know they are not alone or point out the common enemy.

"Don't you hate it when your coworker in the next cubicle just won't shut up? This happened to me and she almost got me fired."

**Problem** – what's the problem you're going to solve?

"I know exactly what it's like to continuously be bothered with distractions at work. Because I couldn't get any work done or even think straight with this coworker continuously talking, my boss thought I was slacking off. He was going to fire me and I knew I had to do something quick."

**Solution** – "Thank goodness, I discovered Pure Quiet Headphones. When I slip these on all background noise disappears. I can't even hear my coworker, and she's only 6 feet away."

**How it Works** – "These headphones work by canceling out all incoming noise, as well as generating a very soft brown noise that helps my brain to intensely focus on my work. Now I get twice as much work done in half the time. I've gotten two promotions in 14 months and my pay has doubled. Just imagine what these Pure Quiet Headphones can do for you!"

Call to Action – "Visit our website for a no-risk trial today."

## **8: The Talk Show Sales Ad**

I love these because they're ads cleverly disguised as interviews. Most everyone likes interviews and talk shows. The back and forth repartee keeps it lively and interesting, like listening in on a private conversation between an expert and someone who knows how to extract all the best info from him or her.

Place a video interview in your sales funnel and people won't even realize at first that they are being sold to. If we think about the webinar in which someone interviews the expert – but you call it an interview instead - then you'll get the idea.

One note about the talk show or interview ad is this: If you're looking for brevity, this format is seldom the answer. When is the last time you heard a one minute talk show? But if you have at least 5 minutes or more, then you might consider this one.

For your 'interview,' write down the key points and then have a real conversation using this outline:

**Introduction** – the person doing the interview introduces herself and then the expert, explaining what problem they're going to discuss (solve) in this interview.

**Establish credibility** - The person doing the interview asks a question to get things rolling such as this person's experience in solving this problem.

**Agitate the problem** - Then they might go in depth on the problem; why it's terrible and why it needs to be solved.

**Give hope** - The person being interviewed can talk about how they had this problem or how some of their customers or clients had this problem and what an enormous difference it made when the problem was solved.

**Other solutions** - Then they talk about various well-known solutions, and what is wrong with each solution or why they are problematic or difficult to implement, all while letting listeners know there is a better way which they will talk about in just a moment.

**The Solution** - Finally they talk about the solution they want the audience to embrace. Time wise this takes about one third of the interview.

**Call to action** - And lastly there is the call to action.

## 9: Video Testimonial

This is super simple and short. But never underestimate the power of a video testimonial, especially if the speaker is well-known or has some sort of implied credibility such as being the CEO of a company.

**Introduction** – the speaker introduces herself. “Hello, I’m Elizabeth Michaels, Marketing Vice President for Incapacitated Pharmaceuticals.”

**The Problem Statement** – this is what came before your brilliant solution.

“Before the Hypnotized Doctor App, we had to send sales reps out to convince doctors to prescribe our drugs.”

**Results** – what’s the result of using your solution?

“But then we got smart and hired Bob’s Hackers to break into every doctor’s phone and install the Hypnotized Doctor App. Now we never need to send out sales reps because every doctor in the country is continually hypnotized while they sleep to prescribe our drugs to every patient they see. Our sales are through the roof, our shareholders are happy and I’m about to retire to a South Seas island with no extradition laws.”

**Conclusion** – the person giving the testimonial can make a recommendation to anyone watching.

“If you want to influence doctors, just do what we did and in a few short weeks you can be retiring, too!”

*To any pharma reps or companies out there... just kidding!*

*To any doctors reading this... you might want to check your phone. Just in case.*

## 10: Story Video

This one is my favorite. I should probably use it more because everyone – EVERYONE – pays attention to a story that captivates them. And the payoff for a story video can be high if it happens to go viral on social media. But this one also seems like more work to me, which is why I don’t often take the time to use it.

To be fair, most of the other scripts do incorporate a bit of a story arc. For example, here’s where you are (it sucks!) here’s where you could be (it’s wonderful!) and here’s how to get there.

But to do a real story video, you’ll want to use this basic story structure that has been working for literally thousands of years:

**Inciting Incident** - The hero’s normal life is disrupted by some event that provides a challenge or goal.

(Woman receives an invitation to her 25th high school reunion and is horrified to realize the ex-cheerleaders will make cruel jokes about how she looks.)

**Turning Point** – The hero gets busy and accepts the challenge or goes on the adventure or makes a decision to right a wrong, etc.

(Our hero decides she will absolutely lose the weight and get in shape for the reunion.)

**Midpoint** – After some success and some failure, the hero reaches a point of no return.

(Our hero loses a little weight but is starving and exhausted and can’t go on. Then one of the dreadful cheerleaders calls her to see if she’s coming, and she accidentally brags to this cheerleader about wearing the same outfit she wore on graduation day. Now she HAS TO lose the weight.)

**Escalation** – The hero has to risk everything to win, or the stakes have become unbearably high, or something has made it even more imperative that the hero wins.

(She has everything on the line now, because word has spread and everyone is expecting her to wear her graduation outfit.)



**Final battle** – the exhausted hero learns her biggest lesson from her worst failure.

(Her weight is right where it was and there are only 4 weeks left to the reunion. Starving and working out like crazy did NOT work. She is about to throw in the towel and not go to the reunion when she finds your program. She dives in and in 4 weeks she loses 30 pounds.)

Hero defeats the antagonist and finally achieves her goal.

(She wears that same sexy outfit she wore at graduation. The cheerleaders (who have all gained weight) are green with envy. The high school quarterback asks her to dance. Sparks fly. The end.)

That's a LOT to fit into a short video but it can be done. Animation works really well for this.

**And there you have it** – 10 different scripts you can use for your ads and whole lot more. Keep these handy because you'll find they can also work well for other mediums beside video. For example, doing live calls, writing sales copy, email marketing and more.

A few things:

- Watch your pacing
- Never use more words than you need
- Make every word you do use count
- Never, ever be boring

And have fun! Making video ads can be a blast because they are so short. It's excellent practice for making longer videos, and it's a skill you'll always be able to use in your marketing.

## How Much Does A Polar Bear Weigh?

I've never been a user of "chat up lines" but I do find some of them rather funny, one of my all-time favourites is: "How much does a polar bear weigh?"

Obviously you're hoping that the recipient isn't a zoologist that knows that information, and when they say they don't know, you can respond with "I don't know either but it's enough to break the ice..." and then introduce yourself.

It's ridiculous but I always thought it was cute. In later life and whilst running my own business, it occurred to me that we often encounter questions to which we have no inkling of the answer and must muddle our way through.

I attended an interview and was asked what I thought was my greatest weakness, and that has always been my kryptonite question: the one I have no idea how to answer. Not because I don't have any weaknesses, far from it, but because I don't know how to rank them. So, I accidentally said to the interviewer, "Well, I have no idea how much a polar bear weighs".





The interviewer was familiar with that chat up line as it happens, and it led us into a very interesting conversation about what we perceive as weaknesses and why that question gets asked so frequently, ironically it was an excellent ice breaker. I don't suggest using this response with people because it was a fluke that it worked but many times I comes across situations where I do not have the answer readily to hand.

Overall, if I cannot trust my gut right away on a question I'm asked, what has always served me well is the belief that it's not about knowing the answer, but knowing where to go to get it, and having the courage to put your hand up and say "I don't know, but I'll find out". That has brought clients and customers back to me over and over again, simple honesty and respect, and in business that's really the best investment we can make ourselves.

See you next month!



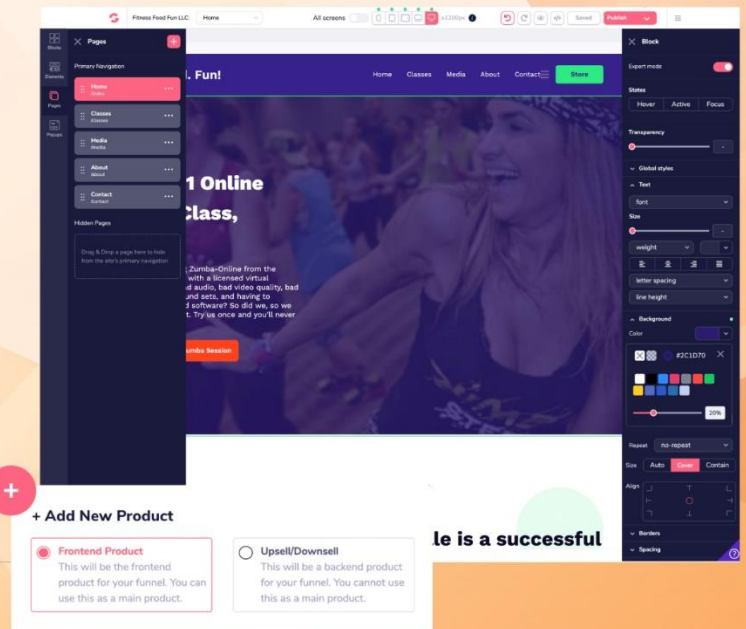


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