

HOME BUSINESS NEWSLETTER

Issue 118

8

Sick of Zoom?
Try Clubhouse – IF
You Can Wrangle an
Invite

17

Hate Testing?
Do This Instead

22

Egg Newsletters
- Marketing You
Can Touch

27

Case Study:
Marketer Says
'NO!' to \$10,000/mo
Affiliate
Commissions

13

Exclusive Interview
John Thornhill



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What's On The Outside?

A couple of years ago, I wrote an article entitled "Seek nothing outside of yourself". In it, I was writing about The Book of Five Rings by Japanese Ronin Miyamoto Musashi. There was a quote: "There is nothing outside of yourself that can ever enable you to get better, stronger, richer, quicker, or smarter. Everything is within. Everything exists inside. Seek nothing outside of yourself."

In the original article, I was stating that we needed to make changes on the inside to move forward, not on the outside. So: the obvious follow up question is- if we are concentrating only on our inner selves, then what is on the outside?

And the answer is that the outside becomes the mirror of the inside we have built up. The same is true for us in our daily lives and in our businesses, and that is in layman's terms, be the change you want to see in the world.

Honour yourself and what you are creating and stay true to it, and eventually the outside will reflect the values on the inside. It is an inevitable outcome.

As we deal with our suppliers and other businesses, we all know what elements we would like to see working better to support us, but how often do we stop and ask the question "Am I doing those things for my own customers?"

For example, here in the UK, I deal with a certain telecoms giant for my home broadband, and whenever I have to contact them I wish they had a webchat option with 24hr service on it, but I don't have that for my own customers that might need support from me.

So, here's the question what are we doing on the inside that can be better reflected on the outside to help drive us to greater successes?





Resources and news

Wikipedia Turns 20, Kicks Butt

You might think that your little business can't compete with a big one. After all, they're doing millions of dollars in business while you're doing just thousands of dollars. Hopeless, right?

Nope.

Figure out what you're good at and stick to that. That's what Wikipedia did.

Despite being a small nonprofit, Wikipedia does a far, far better job of monitoring the information it shares for accuracy than other websites earning BILLIONS of dollars.

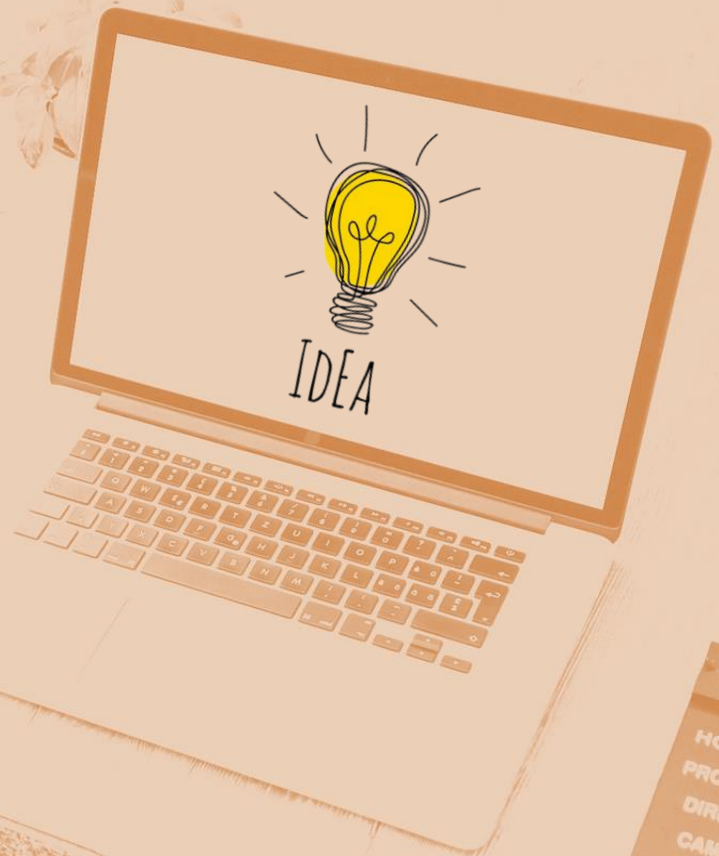
At 20, Wikipedia has become a refuge from Big Tech's misinformation and a beacon of reliability.

<https://www.cnet.com/news/20-years-on-wikipedia-has-become-a-refuge-from-big-techs-sea-of-misinformation/>

15 Free Google Tools That Will Enhance Your Marketing Strategy

Google has tons of free tools available for you to take advantage of and improve your marketing efforts. Here Quicksprout has narrowed down the top 15 free Google tools your business can use for marketing.

<https://www.quicksprout.com/2018/11/09/15-free-google-tools-that-will-enhance-your-marketing-strategy/>



GUIDE: Four Steps to Get Started with The Next Generation of Google Analytics

Google has published this new guide to help you get started with Google Analytics. The Google team says, “As customers engage with your business in new ways, it’s important that you are able to understand their journeys across multiple touchpoints, and deliver better experiences that meet their evolving needs. Analytics gives you the essential insights you need to be ready for what’s next, and the new Google Analytics is designed to help you get better ROI from your marketing for the long term.

<https://marketingplatform.google.com/about/resources/four-steps-to-get-started-with-the-new-google-analytics/>



7 Powerful Ways to Use Twitter Influencers

By identifying and tapping the right social media influencers, you can give a boost to your business.

Jeff Bullas has shared seven powerful ways to help you use Twitter influencers to promote your business.

<https://www.jeffbullas.com/twitter-influencers/>

ON AIR

New to Marketing? Do Reverse Podcasting For Fast Success

If you're new to marketing or don't yet have a large following, starting your own podcast can be an uphill slog that takes months of work before you start to build real traction.

But being a guest speaker on established podcasts – what I call reverse podcasting – can immediately establish your credibility and send hot prospects to your website.

It doesn't matter if you have a track record online because your offline experience can work just as well for getting interviewed. Remember that podcasters are always looking for interesting people to interview who bring value to their listeners.

To find out what which podcasts might be a good fit for you, choose someone well-known in your niche and then discover what podcasts have had them as a guest. These are the podcasts you want to approach.

Typically, podcasters will want to know what you can offer their listeners in terms of great info. They will also link to your site in their podcast description (great for not just traffic, but also SEO) and place your name in the podcast's title.

Once you've been a guest on numerous podcasts, then it might be time to consider starting your own podcast.

And your first guests can be the podcasters who interviewed you since you've already established a relationship with them.



Is This Weird Psychological Phenomena Keeping You Broke?

Let me ask you a question... “As an online marketer, how much should you earn?”

It’s like asking how long a piece of string is.

But here’s the rub: When I asked that question, I’ll bet you had an answer. And I’ll also bet that answer isn’t all that far away from what you’re used to making.

We get a job, go to work and earn \$40,000. That means on some level we perceive that we are worth \$40,000 a year.

Your colleagues also make about \$40,000 which is further ‘evidence’ that this amount is what you ‘should’ be getting paid.

How then, are you going to shift your mindset to earning \$40,000 a MONTH?

Imagine going to work tomorrow and your coworker says they just got a raise from \$40,000 a year to \$40,000 a month.

Your mind would be blown, right?

But in online marketing there are no rules for what you can and cannot earn. The only limits to how successful you can become are the ones you impose on yourself, and a surprisingly big factor is how much you think you are worth.

If you’ve earned a small sum of money all your life and now you intend to earn a big sum, you’re going to have to change your thinking and decide that you are indeed WORTH that larger sum of money.

You hold your own income potential in your hands, and it doesn’t matter what ANY other marketer is earning.

A friend of mine who does quite well (high six figures) in online marketing took a newcomer to lunch one day to give him a few tips.

Three years later that newcomer was out-earning my friend by 10:1.

Somehow you’ve got to get your mind around the fact that there is no one in the same position as you in online marketing. There is no pay scale or ladder to climb. You don’t need to get seniority or even master the intricacies (use outsourcers for that).

Anything is possible. You can write your own paycheck by using smarter thinking and doing the work necessary.

Find that little voice in your head that says you’re not worth \$X amount of dollars and tell the little bastard to shut up.

You decide what you’re worth and what you are capable of.

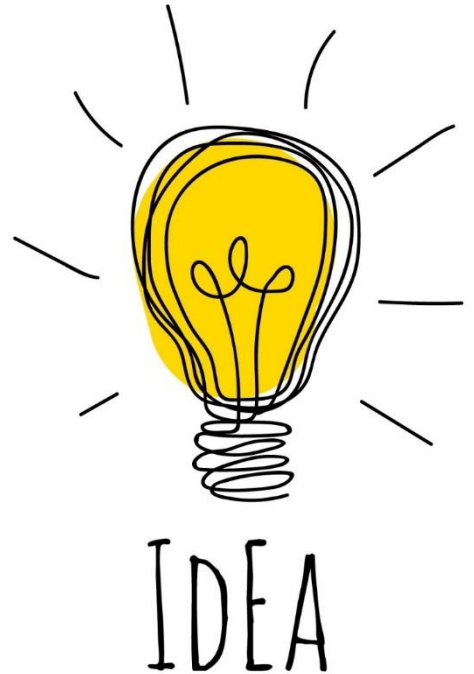
Because in online marketing, anything is possible.

Where To Find Related Keywords And How to Use Them

If you want to create content that ranks at the top of the search engines and drives organic traffic in 2021, you need to understand how to build topical authority and demonstrate topical expertise. No longer are you optimizing for single keywords but for entire topics.

It all starts during the keyword research phase when you're searching for related keywords.

<https://www.semrush.com/blog/related-keywords/>



WordPress.com Now Offering Website Development

Currently, it offers website designing and development in the following areas:

- Online Stores
- Educational Websites
- Professional Services

Custom website plans start at \$4,900.

<https://wordpress.com/built-by-wordpress-com/>



Top 5 Social Media Marketing Pitfalls

To make the most of the opportunities available to you on social media, start with an honest audit of your current marketing strategy. By avoiding these common missteps below, you'll be more likely to reach your audience, build a relationship with your followers and achieve your marketing goals.

<https://www.entrepreneur.com/article/359609>

Sick of Zoom? Try Clubhouse – IF You Can Wrangle an Invite



Some people are speculating that Clubhouse might be the next major social media platform.

But what is Clubhouse?

It's an audio app that allows people to listen to or actively participate in live discussions online.

Think Zoom without video and without recording. Also, there is no private messaging and no written comments.

You enter a room and start listening to the conversation. Or you have the option of raising your hand and possibly being called up on stage to join the discussion.

Contribute to the conversation and you could be made into a moderator, which allows you to call others up on the stage.

Or you can start your own conversation and see who shows up.

If this sounds like a free-for-all, it's not. When you're on-stage you're expected to mute yourself until you have something important to share, or until you're called on.

Rooms (conversations) can run for hours and possibly even days with multiple moderators. There's no requirement to participate; you can simply listen in as you would a podcast.

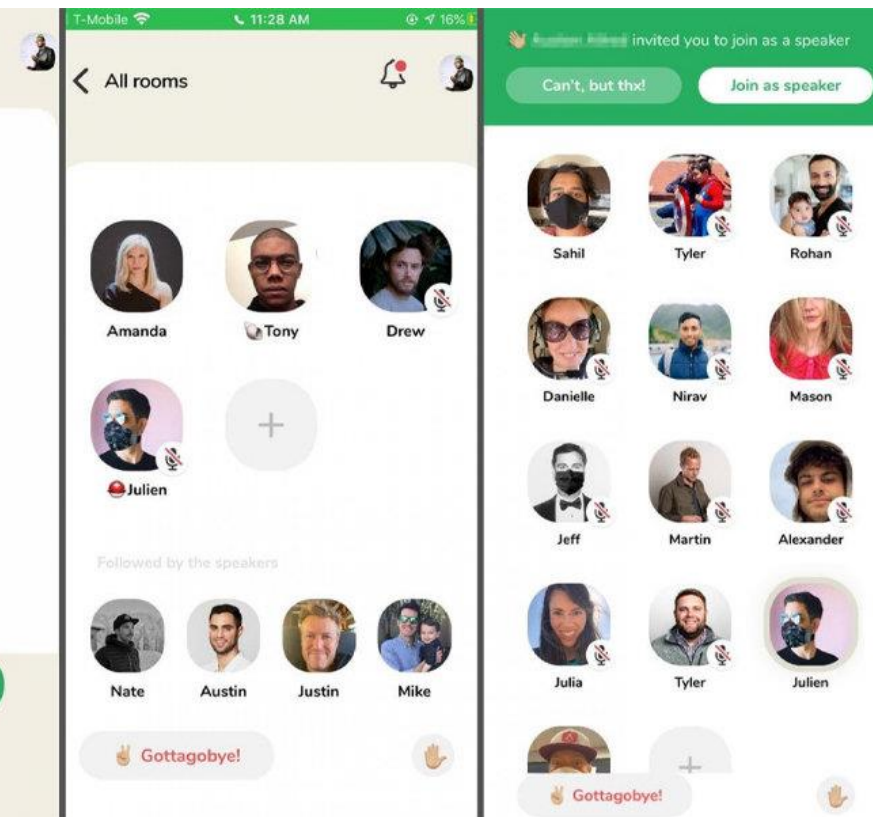
So, what are they talking about in these rooms? They're sharing stories, collaborating, bouncing ideas of each other and teaching.

Who's participating? Anyone with an invitation: Entrepreneurs, business elites, professionals, coaches, celebrities, investors, trainers, CEOs, moguls... the list goes on.

How do you get an invitation? Ahhh, there's the tricky part. Someone already in Clubhouse has to invite you, and their number of invites is limited.

Don't have an invitation? You might still get in if you download the app and set up your account. If someone who knows you is notified in-app, they can grant you access.

Is there a downside? Yes. It's been reported that Clubhouse has a lack of content moderation, sometimes resulting in abuse and hate speech. Hopefully they're working on that.



7 Things You Need to Know about Clubhouse

1: It's truly viral. When someone you follow jumps on a stage, the app tells you in real time. One click on the notification and you instantly join the room to listen in on what's happening.

As your network in Clubhouse grows, it's possible to start a room and have hundreds of people almost magically appear.

2: No grooming needed. Is your room a mess? Do you look like you just dragged yourself out of bed? It doesn't matter because Clubhouse is audio only – no video.

You can also listen in no matter where you are – on the bus, in the grocery store, in the bathroom – it doesn't matter.

3: Personal engagement and social media voyeurism in one. Do you want to chat with people and share ideas? You can. Or do you want to silently listen in on their thoughts, successes, failures and insights? You can do that, too.

4: You can use it as a testing ground. Do you have an idea for a book / product / business / whatever and want to see what others think? Take it to Clubhouse and you'll get immediate reactions and feedback.

5: Anyone can have a voice. Unlike some platforms, here everyone who wants to speak out, can. Clubhouse levels the playing field because it's not so much WHO you are but what you KNOW and share with the room.

6: You can build business connections. If you've been to a conference, you know the real networking happens in the hallways. With Clubhouse, people who like the value you bring to the platform can check out your Twitter or Instagram account and have a conversation with you there.

7: You can curate content. While recording and transcribing conversations in Clubhouse rooms without every participant's permission is an absolute no-no, there is a way around this policy. When you start a new room, add your intentions to record and transcribe to the room's public title and description. This alerts everyone who chooses to enter that you may use what you gather for your own content purposes.

If you can snag an invitation to Clubhouse then I heartily suggest you do so. My first time on Clubhouse turned into a three-hour marathon of online marketing techniques that resulted in 9 pages of notes and 3 new ideas I'm putting to work right now. Clubhouse is definitely worth a look.





\$100 a Day Flipping Insanely Simple Sites

While this isn't something I've tried, I've seen others doing it for years so it must be working like gangbusters.

You're likely already aware of the concept of building a full website with sales funnel, sending traffic to it, making sales to show it works and then selling the website as a proven money maker, right?

This is something far simpler than that.

Frankly, I'm a little surprised this works so well. But I've been watching people do this over and over again, so I know it's working.

They're building one page websites (one page!!) and selling them at auction for \$100 to \$300 or more.

And they're sometimes building several of these in a week or even in a day.

Here's how it works, or at least how I think it works. Mind you, I've never done this myself, but you don't have to be a detective to figure this one out:

First you find a paid service geared towards online marketers. It could be a website offering to write packages of articles, do SEO, build websites or whatever. Ideally you want a service that is extremely reasonable in price, and frankly these aren't hard to find.

It can be any service that is bought and paid for online, using basic information and contact details. For example, if the service writes packages of 50 articles, the information collected would be the niche for the articles and where to send them when they're finished.

Let's say the article writing service offers 3 packages: \$35 for 10 articles, \$70 for 25 articles and \$120 for 50 articles.

You would then create your own one page website which might even look quite similar to the original page. Insert three buttons for the three options, but increase the prices to perhaps \$55, \$100 and \$175. The buttons don't actually link to anything at this point.

Buy a domain name, make the site look professional with a nice layout and good headline and bullet points, and then put it up for sale on Flippa or someplace similar.

Remember there is no need to show stats, sales, traffic hits, SEO and so forth with these because none of that applies.

Instead, you talk about – and this is the important bit – the potential of the website to make sales. Explain that all the buyer needs to do is make the buttons active to pay into their account, take the payments and customer details, and pass the information on to the real service for fulfillment.

They get to keep the difference in price.

The buyers are likely newbies looking for a way to get started online. And the sites most definitely do have the potential to make money if the buyers send the right traffic to them.

You don't reveal the real service until they've purchased the site.

The site buyer then acts like a middleman, much like Amazon or Walmart on a much smaller scale and earns money from every sale.

You can make multiples of these sites, using basically the same website template and the same copy to sell the site.

Choose a different URL each time and sell the sites one at a time on each of the website flipping sites. Do this with one vendor or several, build one website a day or 5 a day or whatever.

This can be a great part time income for not much work, and it can act as a stepping-stone to building complete, proven sales sites that fetch four and five figures, too. Or just stick with these small sites if you're more comfortable – either way, it's a nifty idea.



This Email Line Adds \$500-1000 a Month to Your Income

This is truly old school and yet most marketers never do this.

In fact, it can add several hundred dollars or more to your bottom line each and every month.

And all it takes is a line or two of text in your emails.

What is it?

The signature line.

Place a simple signature line with a link to an offer as a footer in every one of your emails you send out to your list.

This can be to one of your flagship products, such as your coaching program or a high-end course.

Yes, it sounds almost too simple, doesn't it?

You probably won't get a lot of clicks on this link for a couple of reasons: They've already clicked on the main link higher up in the email.

Or your list goes 'ad blind' because they keep seeing this same line over and over again.

Which is why you want to promote a flagship product with a fairly high price tag. For example, if you have a \$500 coaching program and you only get one sale that month from your signature line, that's still \$500 profit. And it's even more if it's monthly billing.

You can change the line from time to time to keep it fresh.

Frankly, you don't need to spend a lot of time on this. Just write your line, add it to your footer and forget about it for a couple of weeks until you change it.

And then see what happens. It could add thousands to your bottom line each year.

John Thornhill

interview



Editor: This time we're chatting with an entrepreneur who's an ex factory worker. He left all that behind to become one of the UK's leading online expert. He's also one of the most down to earth entrepreneurs that you're ever likely to meet. He originally hails from the Northeast of England. So John Thornhill is a true British success story, but how did it get started and what challenges did he face along the way? Let's find out. John, it's great to meet you.

John Thornhill: Hi, thanks for having me. I feel honoured to have been asked to do this, so I'm looking forward to it.

Editor: Well, it's great to have you. Now a little bird told me that you started out online selling on eBay. Is that right?

John Thornhill: That is right. I try and keep it short because it's quite important that I tell people this. I started looking to make money online around 2000 and tried some crazy, crazy things. And it was around 2002 I discovered eBay. And I was fascinated by the fact you could take literally anything and sell it and make money. But what got me I've got my attention was I saw a lot of people were selling, they were selling eBooks but not in digital format. They were selling them on a CD-ROM. I don't know if you remember back in the day you would, you would burn files to a CD. And then I basically bought this CD-ROM off someone, it had about 25,000 eBooks on with resale rights. And I paid around 50, \$60 for this. Now when it arrived, I thought to myself, "Wow, this person spent around maybe five, \$6 to get this to me, including postage. I'm going to do the same."

Because everything had resale rights. So I copied the disc as you do and put it on eBay and for a little while it was doing okay. The problem was lots and lots of people were doing the exact same thing. One thing just to sidetrack, one thing about eBay is you can see what's selling, you can see what's not selling and you can see how much people make. So I was watching people who were doing okay, but then slowly but surely the earnings were dropping, the prices were dropping. So I had this idea that I would take individually books, so the best ones from the collection and just sell them on their own for anything between \$1 and maybe \$10. And it flew, it took off. So originally I was literally selling a zip file or sometimes I would send the ebook as an attachment.



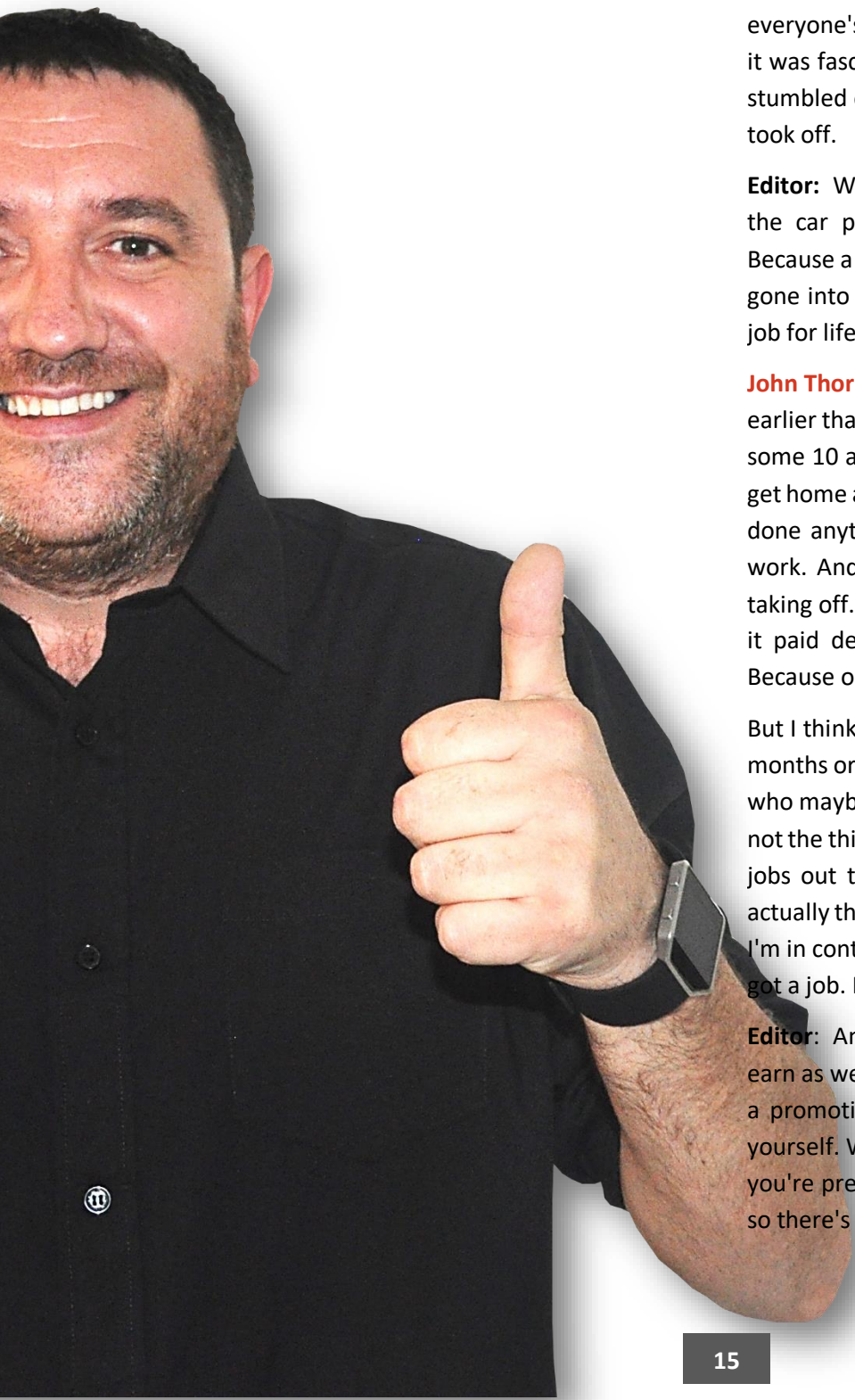
That's how I would deliver it. But over the course of around six months, I developed a system where small commitment on eBay, they would spend one or \$2 or maybe a little more sometimes. I would deliver the ebook automatically. I would leave feedback automatically, basically everything got automated. And I got to a stage where I was selling around a hundred or 150 eBooks per day. So I was doing okay, I was doing three, \$400 gross per day. Now this is what I want to mention my breakthrough came, now I was doing okay. My breakthrough came when I decided to put a course together to show people how to do this. So I would supply everything they needed, I would supply the listing material. I would should them how to automate the process, and I put a product together that sold for \$97 and what happened it just took off.

I was selling at least five to 10 copies per day. So I went from doing maybe a couple of hundred dollars per day to sometimes over a thousand dollars in a day. And this is what I want to mention here. I figured a way to make money on eBay and I was doing okay. But when I started to teach others how I was doing it, it exploded. And that was when I realised that people they're prepared to pay to learn how to do things whatever it may be, build a list, get traffic, whatever it may be and that's when it started to take off.

And this was around, I don't know... I started off on eBay around 2002, I started doing this around 2004 and by 2005 I was generating much, much more than I was working in a car plant where I used to work. And then I finally plucked up the courage to quit my job which was on June the 3rd, 2006 at 12 noon, I remember like it was yesterday. So that's basically how I got started and since then I've developed many programmes, software tools, things like that can help people online.

Editor: And it just goes to show that from small acorns, mighty oaks can grow. And for those people that haven't come across you before John, maybe I could ask a little bit more about your background. You mentioned you worked in a car plant, you're an ex factory worker. Maybe you could tell us a little bit more about your background and how that led you into finding eBay and then your own online business.

John Thornhill: Well, to be honest, I hated my job. I was a human robot. If you can picture a production line, especially in a car plant, I was doing the same thing every 90 seconds or so and I did that for around 15 years. And the money was okay, especially for just a manual skilled labour job but I had to get out and I started to look online.



Like I say it was around the year 2000 I was starting to look, I basically got a computer and almost straight away I was looking at ways to make money online. But it took me a couple of years of literally trying some crazy, crazy things. I remember buying into this programme which said if you leave your computer switched on you will make money.

So I was like, "Oh wow, this sounds good." I paid \$20 or something like that. And it was just throwing ads at you and getting you to click links. But for people who have tried things and believe me I've tried literally everything, and it was almost by fluke I discovered eBay. I can't even remember how I discovered it. Obviously it's a big site and I'm pretty sure everyone's aware of it. But back in 2002 I just stumbled across it was fascinated by the way everything worked, and luckily I stumbled onto someone selling ebooks and that's where it all took off.

Editor: Wow. And when you stepped away from working in the car plant, that must've been quite a worrying thing. Because a lot of people, I believe think that, "Will this last. I've gone into the online world but is it going to be almost like a job for life."

John Thornhill: Yeah. I probably could have quit about a year earlier than I did. Picture this I'm going and doing a night shift, some 10 and a half hours night shift. And I would sometimes get home and I've earned a month's wages online and I haven't done anything if you know what I mean, while I've been at work. And I was thinking, "Wow, this is unbelievable this is taking off. This is big." But still I had a secure job, a steady job it paid decent money I got by and it was a big, big step. Because obviously when you go it alone it's down to you.

But I think with what's been happening recently in the last 12 months or so, I think a lot of people have realised even people who maybe had secure jobs and maybe realising that's maybe not the thing now. I personally don't think there's many secure jobs out there, anyone could lose their job tomorrow. So I actually think I'm in a better position now that it's down to me. I'm in control and I'm not relying on a company telling me I've got a job. I work for myself and I'm in control.

Editor: And you're also responsible for the amount that you earn as well because of that. You can decide if you want to do a promotion for another product or launch a new product yourself. Whereas if you're working in a 9:00 to 5:00 job, then you're pretty much dictated to what you will earn each year, so there's an attraction there as well.

John Thornhill: Of course. If you've got a job and you want to earn more money, you've got probably two choices and that's to get a second job or work a lot of overtime. Believe me where I worked there was people who were tied into mortgages and things like that, and they literally had to work overtime every weekend and that's not a good life, is it?

Editor: That's right. That's right. So what made you want to get into the online space in the first place? Was it just that desire to make more money.



Note from the editor:

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

You already know that the better your funnel converts, the more money you can make. You can spend more on advertising or pay more in affiliate commissions and still make tons of money.

The trick, of course, is getting your sales funnel to convert well. And to do that, you need to test... well... everything. You need to test the sales copy that brings someone to your squeeze page, the copy on the page, the look of the page, the title of the freebie you're giving away, the cover of that freebie, the offer they see when they subscribe, the upsell offer after that (if there is one) and so forth.

You. Must. Test. Everything.

Which is time consuming and costly.

Because it could be days or weeks before you even manage to break even, much less start earning a profit – if you ever do at all.

But there is a massive shortcut that some people are taking, and I would be remiss if I didn't at least tell you about it.

We could debate the ethics on this but we won't. I leave that up to you. The fact is, people do this sort of thing in every single industry all the time, so it is nothing new.

What is new is that the average Joe or Jane marketer doesn't think to do this.

And if you haven't guessed yet, I'm talking about modeling another marketer's business. That is, replicating someone else's sales techniques and processes.

You'd be surprised how many people already do this in one form or another.

I've even seen marketers take pride when their own funnels have been modeled.

And no, it's not copying. At least, not if it's done correctly.

The idea isn't to copy the text or even use the same products.

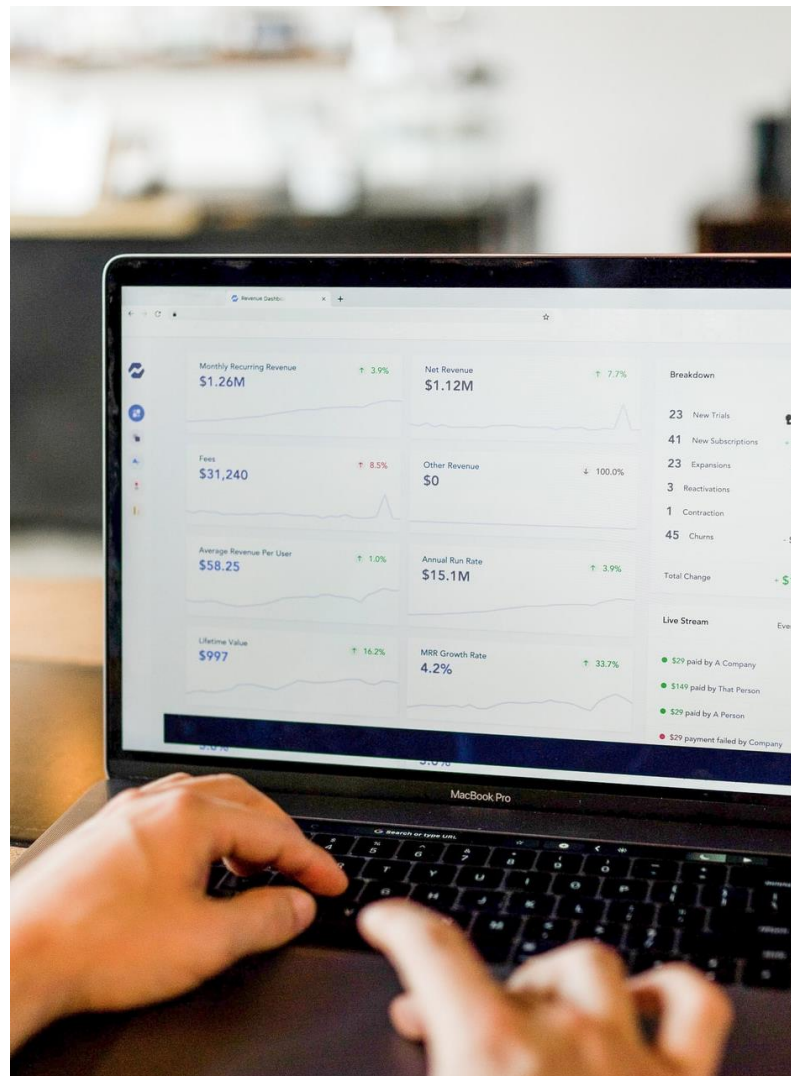
Rather, it's to model in terms of design, options presented, layout, pricing, number of upsells and downsells and so forth.

Your headlines might be the same color, size and font. But it's YOUR headline. Your video might be in the same location on the page, but it's YOUR video.

You're selling your own products, not theirs.

Your sales copy will be different. Your bullet points will be different. Your key benefits and so forth will be different.

Hate Testing? Do This Instead



But things like the layout of sales pages, colors, fonts, and so forth aren't copyrighted.

Does a green 'buy now' button work better than a red one?

Does a centered black headline in Verdana that asks a provocative question do better than a red headline on the right in Tacoma that makes a bold statement?

Does having the opt in box above the fold convert better than having a long list of bullets and the opt in box beneath the fold?

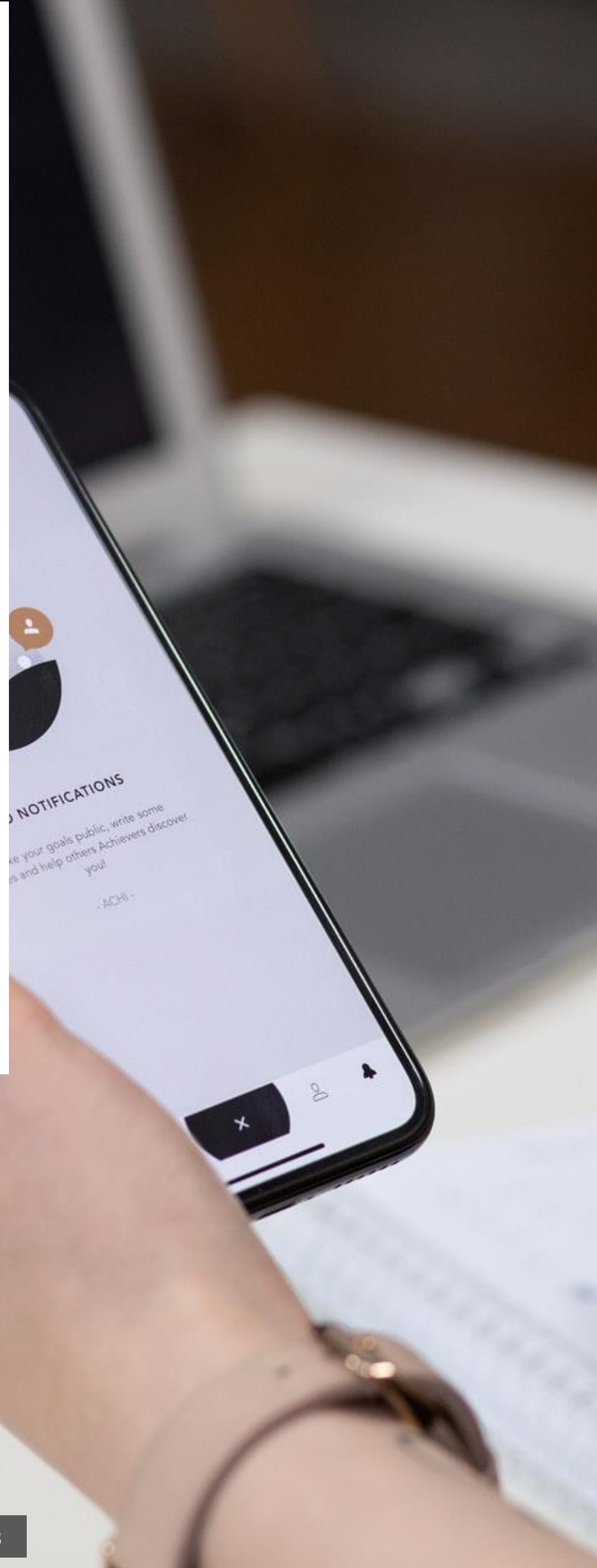
There are 1001 decisions to be made when creating a new sales funnel. But emulating a funnel that is already proven to work can make the process a whole lot easier. And faster, too.

Big time marketers can literally spend tens of thousands of dollars on traffic to test what converts best. But by emulating their funnels (not copying) you can get a leg up on what's working.

How do you know which funnels are working the best in your niche? If you're in the IM field, you can check their stats in JVZoo, Warrior Plus and Clickbank.

In other niches, Clickbank can be a reliable indicator, as well as paying attention to which products you see promoted via paid ads time and time again. If they weren't making sales, they wouldn't be paying to promote these products.

One last thing... this doesn't mean you shouldn't still test. Since this is your own funnel with your own copy and your own products, testing will give you a ton of info on how to raise your conversions as much as possible. But by emulating a proven funnel as the foundation to your system, you get to take a massive shortcut that will have you in profit that much faster.



How Digital Marketing is Changing in 2021

Thanks to Covid-19, businesses have been pushed from the offline to the online world at record speed, making digital marketing more competitive than ever.

How can you compete in 2021?

1: If you haven't already, it's time to get serious about putting out plenty of great content. Whether it's one sentence on social media or an entire white paper, you need lots of content continually flooding the internet on a daily basis.

2: Change the size of your content. Instead of making super long authority-type posts of maybe 3000 words that comprehensively cover a topic, consider going smaller. Short articles that cover just one thing well are ranking high these days, perhaps because of people's shorter attention spans and less time to read a long article.

Consider breaking up an authority post into small ones, each with a title matching what people are searching for. For example, instead of an article that outlines in detail all the steps to take when starting an online business, break it up into a series of short articles, one on each aspect of the topic (niche selection, branding, game plan, website creation, etc.)

3: While your written content should probably be shorter, your video and audio content needs to be longer. 10-minute videos are performing better than 2, 3 or 5 minute videos in the search results.

If you think about it, it makes sense that if someone is searching for answers, they're more likely to click on the 10-minute video than the 2-minute video.

But expanding your video or audio lengths only work to a point. Videos of 20 and 30 minutes are not doing as well as the 10-minute versions. People want the whole story but they want it quickly.

4: Speed up your pages. It's more important than ever to have pages that load quickly. When you improve your page speed you'll also increase your rankings and traffic.

There are multiple methods and tricks to decreasing page loading times. Research what's right for your site or hire someone to do it for you.

5: It's more important than ever to rank high on page one. Google is going to be looking for additional ways to increase their income, which will likely mean increased paid ads, changes to algorithms and who knows what else.



If you rely on free traffic from Google then don't get lazy or you'll lose it.

6: Repurpose your content. Turn that article into a video and a podcast. Take several small articles and make them into one big one and take a big one and turn it into several small ones. Remove the best bits and use it on social media, and then package it all up for a whopping comprehensive lead magnet.

7: Update your content. Take that blogpost from 6 months ago or even 6 years ago, make it fresh and republish it.

8: Do some podcasting. If the time is right, start your own. If not, be a guest on other people's podcasts. Compared to blogging, podcasting is still wide open and far less competitive. Plus, you can convey things like emotion and passion via voice that sometimes get lost with writing.

9: Backlinks probably aren't going to matter as much. Focus on great content built on what people are searching for. Relevancy is king.

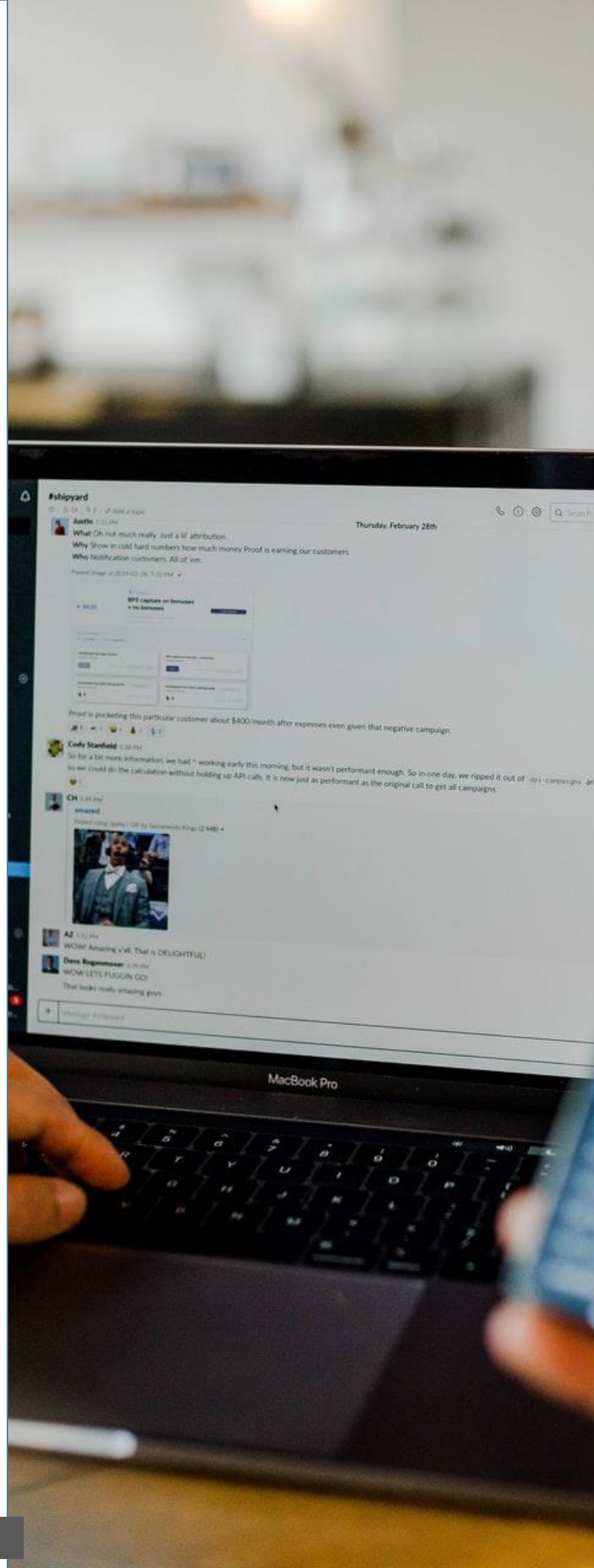
10: You better be branding. Brands are already dominating the internet because people know them and TRUST them. It's easier to get followers, to reach people and get sales when you have an established brand.

Conversely, people out to make a quick buck and run don't have a brand – they're just somebody making promises into the void.

10.5: And this is a big one: Forget the, "HELLO - BUY - GOODBYE" of yesterday where you tried to sell someone the first time they saw your offer, and if they didn't buy, you gave up.

Instead, find ways to interact with people at least 7 times. It might be through email, push notifications, messenger bots, social media, etc. I once knew a guy who was launching a brand new business. He guest posted on a hundred blogs and appeared on 30 podcasts all in the space of 6 weeks. While no one had heard of him in the beginning, by the sixth week everyone in the niche felt like they'd known him for years. His list exploded, he got JV offers daily, bloggers and podcasters asked him back repeatedly and promoted him for free... in the online world, that's about as close as you'll get to overnight success.

It's a lot of work, but it can really pay off.



How to Find Your Most Profitable Price Point in 24 Hours

If you charge \$47 for a product, will you make more than if you charge \$27?

Think about it...

It's not just the price that matters, it's also the conversion rate.

If \$27 converts at nearly twice or better the rate of \$47, then \$27 is a better price point for you.

But what if you charge \$37? Maybe \$37 will turn out to be the winner, but you won't know unless you test.

And if you have any cost to fulfillment, such as if you're providing services, then you will need to factor that in as well.

It gets complicated real fast, doesn't it?

But years ago I heard about the magic of the '100 prospect test'. The theory goes that if you send 100 people to your page, you can assess the results.

Not believing this myself, I tested a squeeze page with 100 visitors and 1000 visitors. And wouldn't you know it? The conversion rate on the first 100 was nearly identical to the 1000.

Since then I've been testing a lot of things with just 100 people, and that includes pricing.

In the above example, you could send 100 people to the \$27 price point, 100 to the \$37 and 100 to the \$47. You can buy the traffic from a solo ad or Facebook or any method you choose. Just make sure you use the exact same method for all three.

Compare and see which price point is the most profitable. If it's \$27, then you might do another test at \$17. And if it's \$47, you might do another test at \$67.

In 24 hours you can know for a fact – without guessing – which price point will make you the most money.

And if you think about a campaign that you run for the next six months, even a small increase in your income can add up to very big money.

Which is to say, don't guess. Instead, test and know for certain.



Egg Newsletters - Marketing You Can Touch

A chicken egg is a chicken egg and all chicken eggs of the world are the same, right?

If that's true, then how do you go about marketing YOUR eggs as being better or different than those other guys' eggs?

For one thing, there is some differentiation between factory eggs, organic eggs, free range eggs, pasture-raised eggs and more.

Personally, I like the pasture-raised eggs. It means the chickens get to roam outside like they're supposed to, unlike "free range" which just means they're free to walk around inside an overcrowded building full of chickens.

In my grocery store I have several options for pasture-raised eggs, and yet I always choose the same brand without even considering the rest. Is it because these eggs are cheaper? Nope. Is the egg carton better looking? Maybe, but that's not why...

Marketers, this is where you might want to pay close attention...

The one and only reason I choose this particular brand of pasture-raised eggs over all the others is because in each carton they enclose a tiny 2 page newsletter.

This is a single piece of paper approximately 4.25" x 3" or 10.5cm x 8cm. This miniature newsletter is called the "Vital Times" complete with Volume # and Issue #. The headline on the issue I'm looking at right now reads, "Girls on Grass – and Gratitude." The article is about 'the girls', with girls being chickens, and how they get to spend their day.

Here are excerpts...

For Vital Farms hens, 2020 has been awesome. Sunshine? Check. Pastures? Check. Dust bathing with friends? Check, check, check. Our girls wake up ready to explore...

What are we thankful for in this crazy, crazy year? It's pretty simple. You.

You wrote thank yous - more than 5000! - to celebrate the work of farmers and crew. You invested in our company and our vision. You inspired our front line to keep working through the long days and nights...





The newsletter goes on to praise their customers for the many things they are doing during the pandemic and then brings it back to how the customers make it possible for the 'girls' (chickens) to enjoy the simple pleasures.

Finally, it closes with a brief message of home and gratitude along with a photo of several chickens against a blue sky with green grass and the words "thank you".

On the opposite side of the newsletter are...

- A chicken cartoon in which one chicken is painting the barn wall and a second chicken asks, "Is that beige?" To which the first chicken replies, "Don't be silly, it's eggshell." Ugghh.

The lesson here is humor doesn't have to be stellar to still be appreciated, since finding almost any chicken cartoon in your carton of eggs is better than finding none.

- A bird of the month complete with photo and caption. This month showcases "Tiffany," a beautiful red chicken with the caption, "Talented Tiffany dance in the shade, making the most of a beautiful day."

Corny? Maybe.

Cute? Yes.

Fun? Absolutely.

- 100 words on why gratitude is healthy and how to start a gratitude practice. This is bringing honest to goodness real value to the customer.

- The company's mission statement is in a box with the first words in red all caps, "**OUR MISSION** is to bring ethically produced food to the table by coordinating a collection of family farms to operate with a well-defined set of agricultural practices that accentuates the humane treatment of farm animals as the central tenet."

Too long perhaps, but it does give the customer a real sense of what this company stands for. Customers believing you share the same values they share can earn you a customer for life.

Just be sure to never do anything to go against these values, because these are also the customers who will tear you limb from limb on social media if you let them down.

Think of someone who just learned their mate is cheating on them – customers who love your brand will want a swift divorce if you're 'cheating' on them by going against what you stand for.

- And finally there is an invitation to show off your egg cooking skills while tagging the company on social media. This is an extremely 'non-pushy' way to bring people to social media and get some good mentions.



Now in case you've forgotten why I brought up this tiny little egg newsletter in the first place, it's for these marketing lessons:

People love marketing they can touch. When you see something online, it's there and then it's gone and usually forgotten in less than a minute.

But something they can hold in their hand? It's right there in their home or office. It's real. In this case it's sitting on their kitchen counter while they make breakfast, carried to the table with the coffee and read while eating. Or at least that's how it works for me.

People love things that are out of the ordinary. Is any other egg producer putting newsletters in their egg cartons? I don't think so.

They love companies that align with their values. When you read the mission statement above, you either agreed with it or you didn't. If you didn't agree, then it might not matter to you how your eggs are produced, in which case you're likely not the right fit for a company that goes out of their way to be humane to their animals.

And if you did agree with the mission statement, you're much more likely to reach for that same egg brand when you go back to the store because it aligns with your beliefs and values. It says something about who you are, who you want to be and the legacy you want to leave behind for this planet.

Not bad for a tiny little newsletter.



Ask a Naked Movie Star How Often Should You Email

I'm not sure why I'm still getting pushback on how often to email your list.

My answer is daily, or even more often if you've got a good reason. But a lot of marketers out there 'know' that the 'rule' is to email 3 times per week.

Except... it's not.

Picture your favorite sexy movie star, whoever that might be.

Imagine that every day that sexy movie star emails you a new picture of themselves – naked.

Would you think they are mailing too often? Doubtful.

I'm going to guess you would be eagerly anticipating that next email and opening it with delight.

Disclaimer: Do NOT send your list naked pictures of yourself. That was just to prove the point that if your emails are interesting enough, people will welcome them every day.

If your emails contain tomorrow's winning lottery numbers or hot stock picks, will they get opened?

You bet.

But if your emails are lame, boring or worse, then what happens?

People say you're emailing too often because they aren't interested in what you're sending them.

Think about how to make your email content more like a hot stock pick or a naked movie star, and less about boring stuff no one cares about.

Then you can email as often as you like.

As always, learn to live with unsubscribes because you're going to get people unsubscribing no matter how frequently or infrequently you mail. Don't worry about it.

And one more thing... if you're still skeptical about the value of emailing every day, do this test:

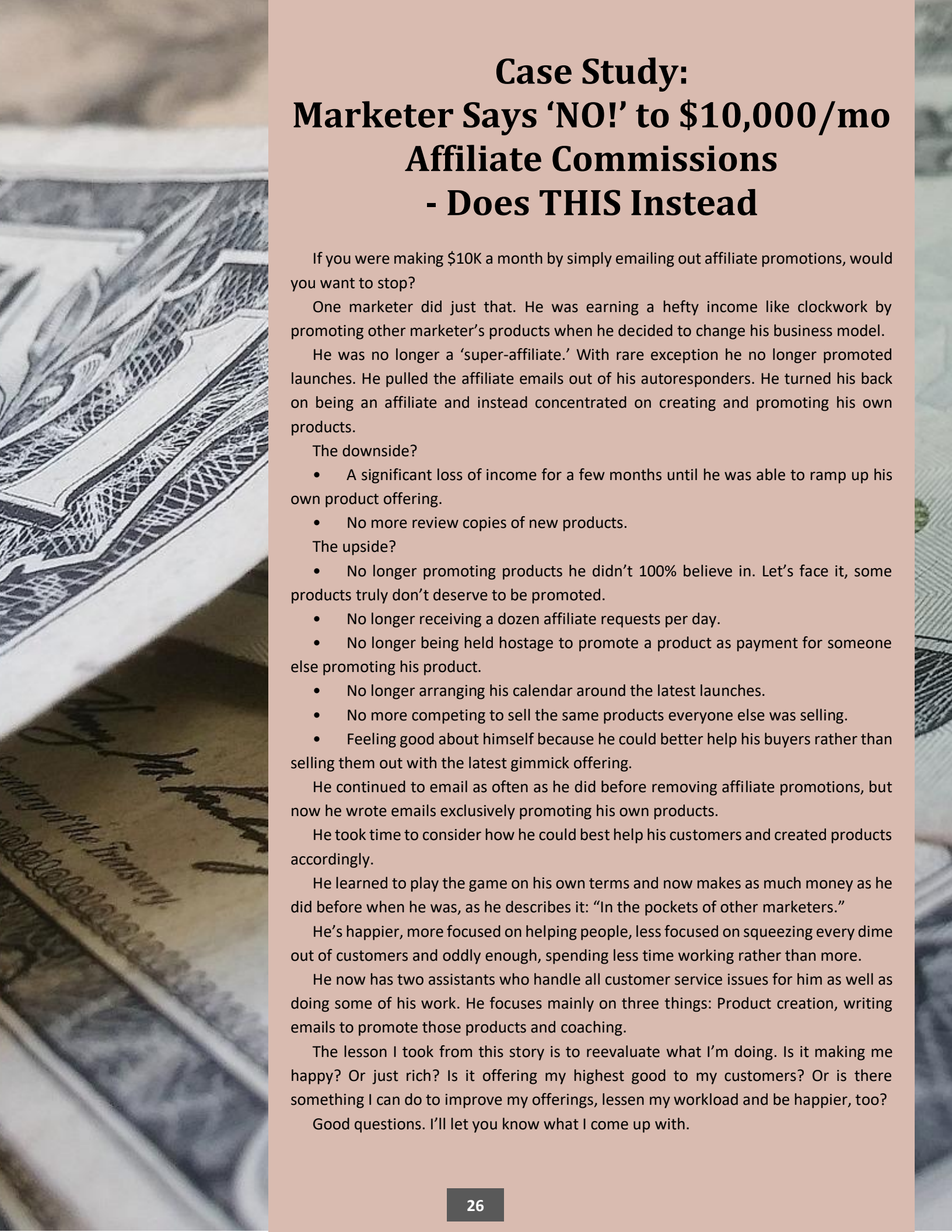
Take a look at how much you earned from your list in the last 30 days.

Now email daily for the next 30 days and compare totals.

You'll notice a big difference.

Customers buy when they are ready. Thinking you can send one or two emails and get all the potential sales out there is naïve at best. You've got to keep reminding them of why they want to buy and do it in a way that makes them want to read your emails.

Tall order, right? But you know your niche and you know what makes them tick and what best grabs their interest.



Case Study: Marketer Says 'NO!' to \$10,000/mo Affiliate Commissions - Does THIS Instead

If you were making \$10K a month by simply emailing out affiliate promotions, would you want to stop?

One marketer did just that. He was earning a hefty income like clockwork by promoting other marketer's products when he decided to change his business model.

He was no longer a 'super-affiliate.' With rare exception he no longer promoted launches. He pulled the affiliate emails out of his autoresponders. He turned his back on being an affiliate and instead concentrated on creating and promoting his own products.

The downside?

- A significant loss of income for a few months until he was able to ramp up his own product offering.

- No more review copies of new products.

The upside?

- No longer promoting products he didn't 100% believe in. Let's face it, some products truly don't deserve to be promoted.

- No longer receiving a dozen affiliate requests per day.

- No longer being held hostage to promote a product as payment for someone else promoting his product.

- No longer arranging his calendar around the latest launches.

- No more competing to sell the same products everyone else was selling.

- Feeling good about himself because he could better help his buyers rather than selling them out with the latest gimmick offering.

He continued to email as often as he did before removing affiliate promotions, but now he wrote emails exclusively promoting his own products.

He took time to consider how he could best help his customers and created products accordingly.

He learned to play the game on his own terms and now makes as much money as he did before when he was, as he describes it: "In the pockets of other marketers."

He's happier, more focused on helping people, less focused on squeezing every dime out of customers and oddly enough, spending less time working rather than more.

He now has two assistants who handle all customer service issues for him as well as doing some of his work. He focuses mainly on three things: Product creation, writing emails to promote those products and coaching.

The lesson I took from this story is to reevaluate what I'm doing. Is it making me happy? Or just rich? Is it offering my highest good to my customers? Or is there something I can do to improve my offerings, lessen my workload and be happier, too?

Good questions. I'll let you know what I come up with.



Attracting a Massive Audience With Your Blog

Plenty of bloggers like to write about their thoughts, their day or the crazy thing that happened to them on the way to the zoo.

But this type of blogging is generally more for fun than for profit.

To make money with your blog, you'll want to focus on keyword phrases and questions your target audience is actively searching for.

When you help people solve problems through free and valuable content that is relevant to your business, you reach larger audiences and build trust.

The best part is you get the opportunity to show people how your products and services can help them solve their problems and fulfill their desires and needs.

Let's say that you're a real estate agent. Your potential clients aren't looking for your recipe for apple pie, the award you won last week or even the number of houses you sold this month.

What they do want is their questions answered:

- "How do you buy a house?"
- "What credit score is needed to get financing for a house?"
- "What is the best way to invest in real estate with 10% down?"
- "How do I know I'm buying in a good neighborhood?"
- "What are the easiest ways to increase the selling price of my home?"

Find out what real estate prospects want to know, and then use those exact questions for your titles. Give helpful info in the blogposts and then refer them to your squeeze page to get your lead magnet, or suggest they give you a call to further answer their questions.

These types of posts can rank high in search engines without tricks because they are exactly what searchers are looking for. And once you rank, you'll be getting free, consistent traffic from Google.

This works in just about any and every niche you can think of and it's an easy way to demonstrate your authority while building an audience that is super receptive to your offers and services.

And here's how you can take this knowledge and double the impact: Use the same approach for your YouTube videos.

YouTube is simply a search engine for videos, which is why ranking on YouTube is similar to ranking on Google.

Choose keyword phrases and questions that match what people are looking for on YouTube. Create videos with those titles that are packed with great info. And invite your viewers to visit your website, subscribe to your list or take the action you seek.

Using this method and being consistent will yield powerful results: Free targeted traffic, building your authority with your new viewers and readers and plenty of new subscribers and customers.

THE **BIG** SECTION



17.5 Simple Steps to Maximize Your Day and Feel Great

What happens when you combine the latest scientific evidence with everyday simple habits? You start to feel like you can do, be and accomplish anything.

First, a little background to set the stage...

According to Dr. Andrew Huberman, neuromodulators such as dopamine, serotonin, acetylcholine and others modulate and enhance the activity of particular brain circuits and suppress the activity of others.

For example, when dopamine is released, it makes certain brain areas work better and others work less. Dopamine improves energy and motivation and causes us to focus on things outside ourselves. It enhances our well-being inside while putting us in an outward, goal-orientated mode.

Dopamine works with epinephrine in the brain and adrenaline in the body. When dopamine is released, epinephrine tends to be released, too. And when epinephrine is released, dopamine may or may not be released. This is important because epinephrine is involved in generating a sense of agitation, urgency, desire and willingness to move.

You're feeling like, "Let's get up and do this!"

You've got energy but you've also got agitation. If dopamine is present with epinephrine, you've got the perfect combination for getting things done. But if you've got epinephrine without dopamine, now you feel agitation and stress without motivation.

Dopamine is released when something good happens and it's also released in anticipation of things that make us excited such as reaching a milestone in our goal.

Then there are the serotonin and oxytocin systems that work together not for goal achievement, but to make you feel good for where you are and what you have in the moment.

When the serotonin system is engaged, we feel rewards for what we have in our immediate environment or for what we already possess.

Think about when you hug your family members or your pet at the end of the day. You think about how much you love them and that hug and those thoughts release serotonin.

Serotonin gives you 'here and now' rewards for what is good in your life right now, whereas dopamine makes you feel good about the rewards that are out there in the world waiting for you.

The serotonin system can be accessed anytime by feeling love and gratitude. It promotes quiescence and calm and gives the warm soothing feeling that you're good with everything that you have.

If you think in terms of primitive man, then dopamine sends people out to hunt, forage and take risks; while serotonin brings them back home again where they feel warm and safe with their family.

Serotonin and oxytocin, along with dopamine and epinephrine, have to be balanced. Certain "A" type personalities who run 24/7 on dopamine and epinephrine burn out. They become not just unhappy but miserable because they can no longer access serotonin and oxytocin.

That's why there has to be a balance.

The question is, how do you align your serotonin, dopamine and epinephrine reward mechanisms in a way that allows you to get as much work done as quickly as possible and with as little stress as possible?

That's where it gets tricky if you don't know what I'm about to reveal.

These 17.5 simple habits you can perform every day will enable you to enhance the effect of these neuromodulators and become almost super-human in your ability to get things done.

I know that 17.5 seems like a big number, but you'll see that most of these things are simply little tweaks to your day that can make a big difference in how you feel and perform.

These are habits to incorporate into your everyday living that will make you not just more productive, but also happier, have less stress with more energy and generally feel better about yourself and life.

Tall order for a few new habits, right? But this is scientifically proven, so let's dive in:

1: Get enough sleep. If possible, be in bed no later than midnight. Get up at the same time every morning. Reduce or eliminate overhead lights in the evening before going to bed. Make your bedroom as dark as possible.

2: When you get up, move your body and get some sun in your eyes. You don't have to do your full-blown exercise regimen, but at least do something like yoga, jumping rope or walking for 15 minutes right after getting out of bed.

If possible, get this movement outdoors where you can get some sunshine into your eyes, telling your body it's a new day and time to release dopamine. Moving for fifteen minutes is going to get the norepinephrine system primed because you have the adrenal glands which sit above your kidneys and they kick out norepinephrine and cortisol and get your system awake.

3: Have real, tangible, written goals. Not, "I'm going to make more money." That's too vague. "I'm going to increase my income by \$2,000 a month by June 12th" is a better goal.

4: Have a goal for what you will accomplish before noon. The dopamine system works best when you pick a goal and have a target you want to hit. This is why it's so crucial to identify what you're going to accomplish before noon or even in the first hour or two of your day.

5: When anything other than your goal leaps to mind in those first hours of the day, push it aside and stay focused on your goal. Why is it crucial that you not get distracted? Because if you stay focused, you're going to get the dopamine reward. Moving forward might feel a little tough if you didn't get enough sleep but if you can reach that goal then you're going to feel a dopamine release. This in turn will make it easier to accomplish your next goal of the day, as well as improving your ability to focus on singular goals.

6: Stay off of social media in the morning. You can also get your dopamine by flipping through Facebook or Instagram but this won't help you to achieve your goals.

You want dopamine. You're going to get dopamine. But the method you choose will determine if you get stuff done or if you waste your time. Identify what you want to accomplish in those first hours and then laser focus on that.

7: Make accomplishing an early morning goal a daily habit. By getting something done right after you wake up that NEEDS to be done, and by doing this nearly every single day, you are priming your dopamine system to work with you in goal achievement.

8: Exercise daily. Physical movement is a key component of achieving any large goal. Stress will stop you from moving forward on your goals, and the best way to combat stress is to exercise.

When there's even a low level of stress in the system, exercise will quiet the activity of the threat detection center (amygdala) in the brain and allow you to be more creative and get more done.

9: Write out your daily goals the night before. When some people wake up, they are raring to go. But for others, they feel groggy and it takes them time to transition out of sleep and clear their head. That's another reason why the fifteen minutes of movement is helpful when you first get out of bed. This amplifies the epinephrine and dopamine system.

And having your goals already written means you don't waste time trying to figure out what to do that day; you simply get busy and do it.

10: Try morning fasting. Not eating when you first get up will stimulate the release of norepinephrine. It also slightly increases the amount of dopamine because it puts you in a kind of anticipation of a goal, which in this case is food.

There's this ancient mechanism whereby when our blood glucose is low even though we might be a little hungry and a little bit agitated, it tends to focus us on things outside ourselves. And because we need something outside of ourselves, we're less content to just sit on the couch.

Contrast this with how you feel after eating a big meal. All you want to do then is sit down and relax. This is why by not eating in the first hours you're awake, you'll likely get more done.

11: Overcome stress by focusing on an immediate goal. If stress is stopping you from acting, you can get focused by setting your sights on an immediate goal and a horizon that you know you can accomplish.

It can even be a trivial goal, like you're going to make coffee, sit at the computer, open a file and read 3 pages. Fixating on the large goal can be paralyzing but focusing on what you can accomplish right now is incredibly freeing and helpful in releasing dopamine.

Even accomplishing a tiny goal couples the neural circuits for focus with the neural circuits for goal directed behavior with the neural circuits for energy and agitation. You're getting those aligned and they're coherent.

Conversely, when you look at the news and Instagram and your email and Reddit, your neurochemical systems are split. They're incoherent. And it's no wonder that by noon you haven't accomplished much.

12: Chunk your efforts. You have something called ultradian cycles, not to be confused with circadian cycles, where the brain works well for a time and then needs a break.

For many people this is 90 minutes. You might set a timer for 90 minutes and then take a break to do something entirely different such as a bit of exercise, reading something unrelated or whatever you choose to rest your brain.

Some people prefer the pomodoro technique which is bouts of just 20 minutes, but if you're like most people you can effectively work longer than that.

13: Write down your pop-ups. When distractions pop into your mind "I should check email" or "I need to put soap on the shopping list" just write it down on a pad you keep next to your work. This frees your mind to continue focusing on the project at hand while training it that mind chatter can be dismissed rather than acted upon.

14: Get a second dose of sunlight. Cortisol and norepinephrine naturally start dropping through the afternoon, which is why it's a good idea to get a little bit of sunlight towards the afternoon hours. This might also be a good time to get your exercise, too.

15: Abstain from caffeine later in the day. Unless you need to pull an all-nighter, it's best to stay away from caffeine starting mid-afternoon. Caffeine later in the day will negatively impact your dopamine and norepinephrine system.

16: Eat complex carbs later in the day. There's a naturally occurring amino acid called L-tryptophan that's present in turkey and in complex carbohydrates like pasta, rice and things like that.

L-tryptophan is a precursor to serotonin, which is why many people find it useful to eat the majority of their complex carbohydrates late in the day to promote the secretion of L-tryptophan and help them transition to more relaxation and sleep.

17: Eat low carb during the day. Since you can have complex carbs for your last meal, it's a good idea skip them during the day to keep your energy levels and focus levels high.

17.5: If you want to, take a short afternoon nap. Many people (but not all) benefit from a short nap in the afternoon to recharge their batteries. If you find that a short nap is better for you than a long one, you might set an alarm or sleep in a semi-reclined position to prevent over-sleeping. This can also be a great time to do a little meditation, listening to something that puts you in a trance or even lulls you to sleep for a few minutes.

People who are truly effective in both their work and their home lives have found a way to toggle back and forth between these two systems and control their dopamine system rather than having it control them.

If you can learn to go from full performance to full relaxation, you'll get so much done it will shock you. Mastering the transitions between these systems gives you an outsized effect on performance and relationships in your life.

Try adding as many of these habits as you can and pretty soon when you get up in the morning you'll find yourself automatically in forward motion and naturally targeting on specific goals



Who Am I?

There are times in our lives where we are compelled to stop and take a look at ourselves and ask the question: Who am I?

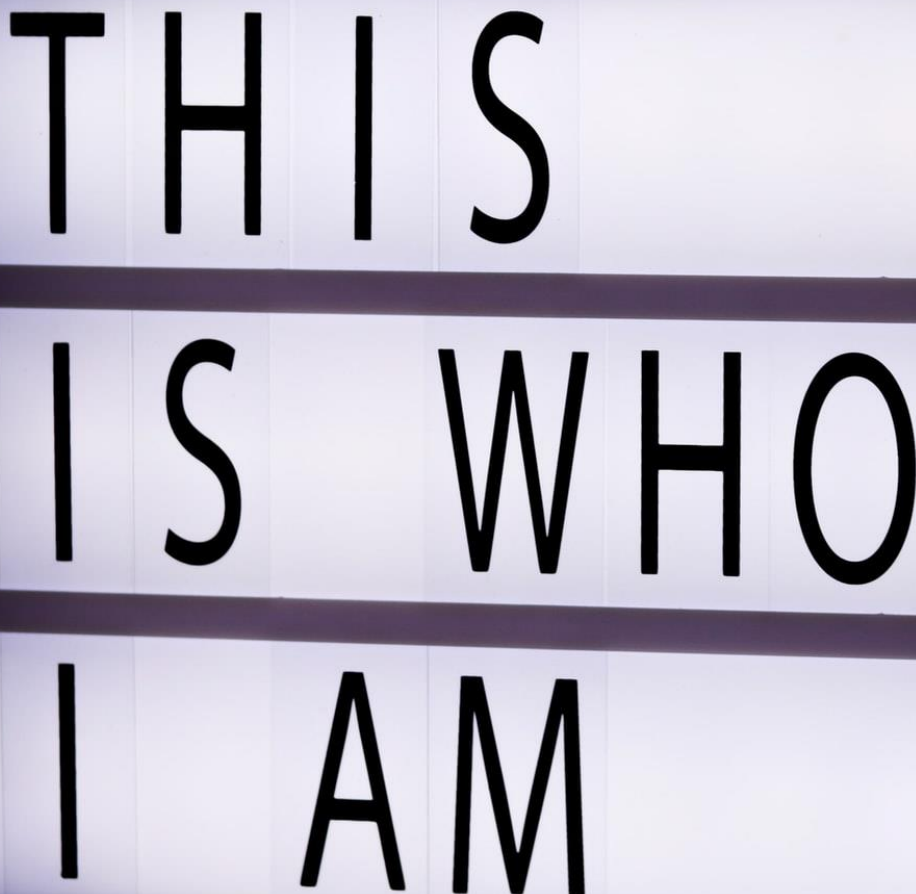
Obviously there are several follow up questions to that one, most often: Am I happy? Or What do I want now? But really all the follow-up questions we might ask are simply extensions of the first: Who am I?

We might ask that question on the eve of graduation from high school, or university, just before we start that first job, as we enter that first or last relationship, begin a family, buy a house, or start a business.

How do you answer that question? What would you identify yourself as?

Each of us is unique in the world, but we also each try to conform to a type. A mother, a father, a husband, a wife, a professional, an employee, an employer, an entrepreneur. You tell yourself that you are the role you are in.

Whatever you think fits you most comfortably is what you conform to. That is what you think you owe it to yourself and others to be. And of course, you want to be that to the best of your ability.



THIS
IS WHO
I AM

In this case, we're entrepreneurs, and so let us look at that word and honour what it really means to fit into that role. Our goal isn't the financial gains, since for the entrepreneur that is simply a scorecard. Our role is to enter independence and freedom, to follow our passions and to dream bigger than a normal 9-5 job would allow you to. It is to see the gaps in market that others don't and to not be afraid to take risks and leaps in investment. To go with your gut and to want more: to see the bigger picture.

You have to be who you are in this world, in accordance with how you define yourself no matter what, and as always- remember that the money is not the goal, the journey is!

See you next month!

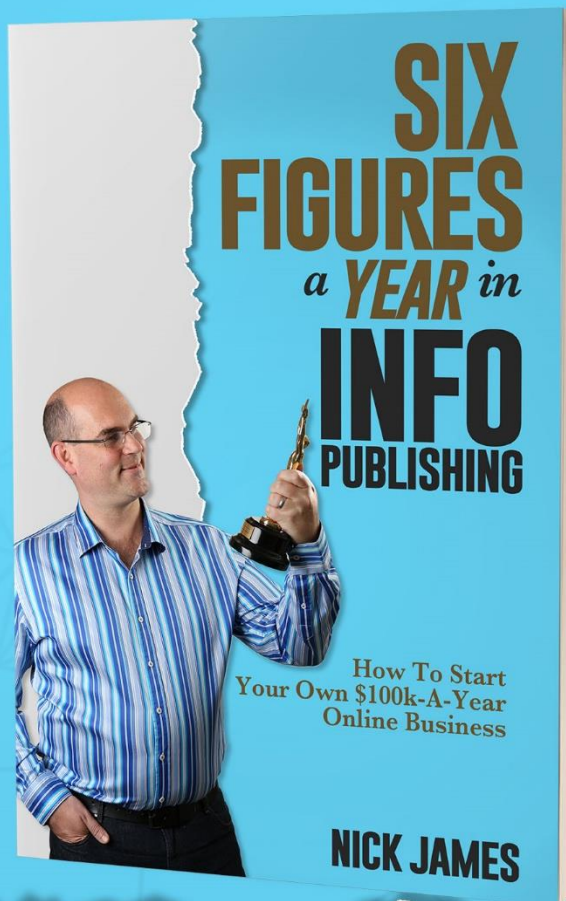


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