

HOME BUSINESS NEWSLETTER

Issue 119

8

**Weird Little
Case Study**
Yields Possible 6
Figures

17

Do THIS
to Reduce Refunds
AND Increase Sales

22

Case Study:
The Ogilvy-Oyster
Method of Sneaky
Selling

25

7 Ways
To Make Money on
Twitch

13

Exclusive Interview
Omar Martin



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

©2021 Stone Evans • Home-Business.com

All Rights Reserved Worldwide.

All images © Pixabay.com & Unsplash.com
All rights reserved worldwide. Extraction of images from this publication and/or any other use of them is strictly prohibited.

Towers



Several years ago, I wrote an article about a group of tiny frogs struggling to reach the top of a tower. As a crowd watched, most failed because they were tiny frogs, and the tower was very tall.

In the end one frog reached the top, and it turned out the frog was deaf, so he was unable to hear the negative comments of the crowd below. He never experienced any doubts for himself and just got on with the job of climbing the tower. This is lesson one in business: do not compare yourself to other frogs, do not listen to those who doubt your vision and essentially become 'deaf' to everything that takes you off path.

There is however another lesson to be learned from towers, and that is teamwork. It is possible for one person to climb a tower, there are always certain handholds and gaps that can be used to help them gain height, but often strength can fail, and handholds become hard to reach.

But by working together we can build a human mountain that reaches higher and higher until the top of the tower is within reach, and once one or two are at the top, then they can start helping to pull their teammates up until all are at the top of the tower.

Sometimes cooperation and teamwork can help us reach far higher than we could be working alone.

A man with grey hair, glasses, and a goatee is sitting and reading a newspaper. He is wearing a light-colored button-down shirt. The background is blurred, showing what appears to be a living room with a couch and some plants.

Resources and news

[STUDY] 2021 Social Media Industry Benchmarks - Know Exactly Where You Stand in Your Market

They compared 22 million posts on Instagram, Facebook, and Twitter from 35 industries and created a comparison between the social media performance of 2019 and 2020.

Frankly, I thought the takeaways on this were rather bleak. Then again, I get the impression they are studying larger brand name businesses, so this may or may not pertain to your own online endeavors.

<https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

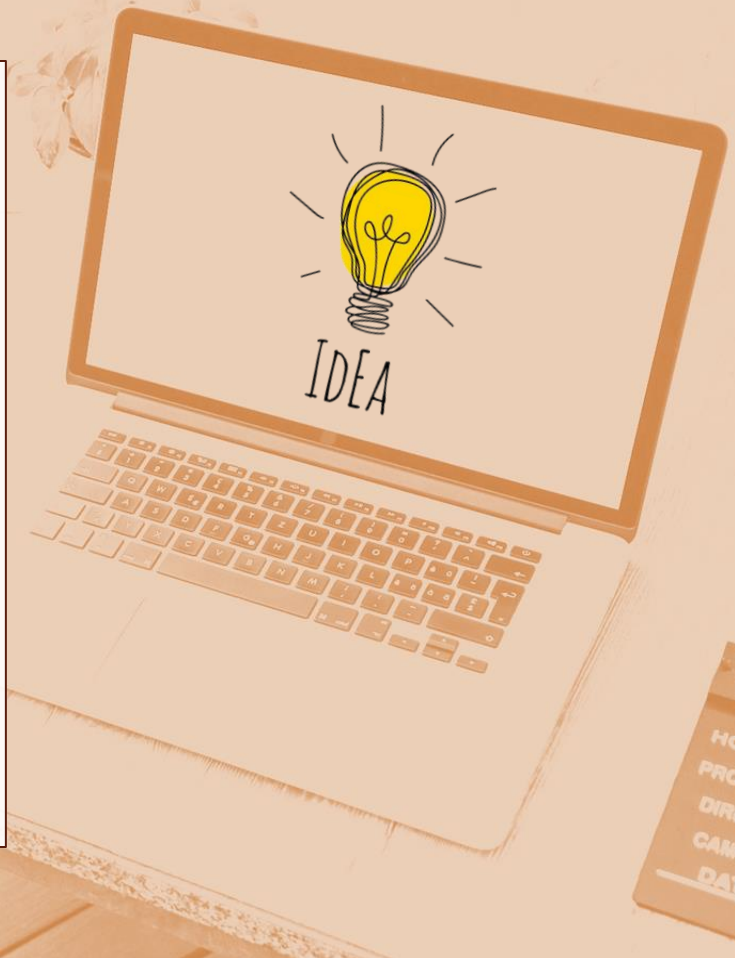
Small Businesses Caught in Crossfire as Facebook Shows True Colors

An independent bookshop in Sydney. A small brewery on the Gold Coast. A private group focused on shopping small and supporting parents. A prominent small business industry association.

These are just a few of the countless Australian businesses and organizations that yesterday woke up to find their entire Facebook presence had vanished.

Nervous yet?

<https://www.smartcompany.com.au/opinion/facebook-k-news-ban-small-businesses/>



Is This Social Media Network in Serious Trouble?

Last month we mentioned the hot new invite-only social network Clubhouse, which connects people in rooms to talk about anything they choose.

Clubhouse is all the rage with influencers and celebrities, but now there's trouble underfoot as privacy problems have come to light.

First, we learned that Clubhouse is facing court action in Germany over serious failings under data protection and consumer law:

<https://www.jdsupra.com/legalnews/clubhouse-app-faces-court-action-in-6123803/>

Next, an article in Forbes reveals the issues at stake, including how Clubhouse appears to be using member's phone contacts to build profiles of people who aren't Clubhouse members.

Even if you're not on Clubhouse and have no interest in joining, it's entirely possible they already know your name, mobile number and how many friends you have on the network.

<https://www.forbes.com/sites/barrycollins/2021/02/10/clubhouse-the-hot-new-social-network-has-big-privacy-problems/>

Finally, you might want to read this opinion piece from The Guardian that spells out why Clubhouse may be nothing but trouble. As the article says, "The start-up's invitation-only model gives it a sheen of exclusivity, but privacy horrors lurk behind the buzz."

<https://www.theguardian.com/commentisfree/2021/feb/20/why-hot-new-social-app-clubhouse-spells-nothing-but-trouble>





Stupid Simple Webinar Trick For More Sales

I can't believe I didn't think of this myself.

You go through all the steps of getting a webinar up and sending traffic to it.

You make sales.

But you don't make as many sales as you could because...

...People joined the webinar late and didn't see the whole thing...

...People missed a portion of the webinar because they were distracted, left the room, got a phone call, etc....

...People are on the fence. They're tempted to buy, but they're still not certain it's right for them.

All of these points can be remedied with a simple fix: Replay the webinar immediately after the webinar.

Call it an encore edition or whatever you choose. As soon as the webinar is over, replay it again without pause.

In many cases this simple step can yield you several more sales.

Let's say running an encore only makes you another 3 sales each time you do it. Let's further say the product you're selling is \$200, and you run a total of 30 webinars over the course of the promotion.

That's an extra 90 sales and an extra \$18,000 dollars, all because you run encore webinars right after the initial webinar.

Not bad!

This Stupid Mistake Will Cost You Sales

Don't even second guess when I tell you that...

...an abundance of typos on your sales page will create doubt in your prospect. They'll suspect you have no clue what you're doing.

Further, they may suspect you're a fly-by-nighter, someone who threw a site up to grab sales and then disappear like vapor in a storm.

Yes, we all make typos – including and maybe especially me. But I take great pains NOT to make them on sales pages, for good reason.

Recently I was intrigued by an email promising to build a news site that would generate an income for me.

Okay, I know what you're thinking already. Yeah. Right. Sure it will.

But what the heck... I clicked the link, scrolled down a bit, and here's the first paragraph I read:

Last Trending News

Your News Dashboard Bring To You The Last News to Easily Click&Post. You Can Pin The The News With One More Click To Make Your Posts Unique.

How many errors did you find in this tiny bit of copy?

I found 6 or 7, depending on how you count them.

It should read...

Latest Trending News

Your News Dashboard Brings To You The Latest News to Easily Click & Post. You Can Pin The News With One More Click To Make Your Posts Unique.

Even then the writing is terrible.

Yes, English is obviously their second language.

But they couldn't spare a hundred bucks to get someone to check their copy for them?

Sale lost.

Lesson learned:

Typos in sales letters can and will lower your conversion rates.

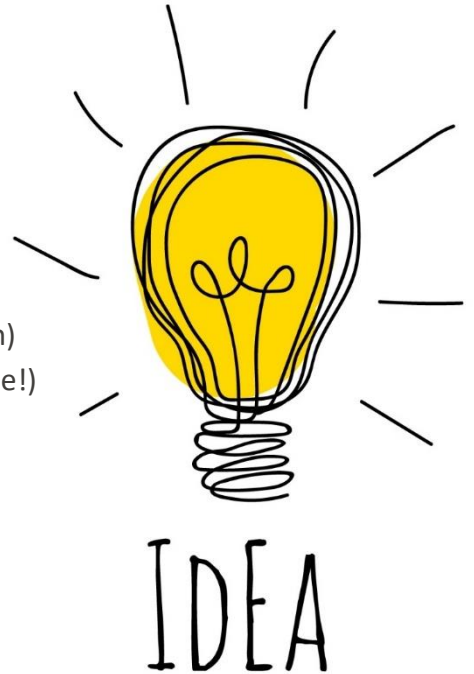
50 of the Most Hilarious Advertising Fails

Also known as 50 reasons to take a really close look at your own ads.

3 of my favorites:

- Living with Addition? (If you missed it, read those three words again)
- Anxiety Disorders – Now Only \$45.00 (Thanks, but I got mine for free!)
- Join Hands to Make Our Hospital Infection Free (Umm... no)

<https://www.boredpanda.com/bad-advertising/>



Pinterest Closes In On TikTok & Snapchat with +37% Monthly Users

Pinterest continues to build its audience and add features to help marketers connect with Pinners, as monthly active use and revenue grow.

<https://www.searchenginejournal.com/pinterest-growing-globally>



LinkedIn Launches the 'Return to Growth' Digital Magazine, Outlining Marketing Tips and Notes

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>

Weird Little Case Study Yields Possible 6 Figures



When I first heard this one I dismissed it as something that couldn't possibly make all that much money.

I was wrong.

Here's what a friend of mine (we'll call her Beth) is doing with Amazon to currently clear several hundred dollars a day and quite possibly reach the 6 figure mark this year.

She is, in a nutshell, buying and selling books.

But Beth's not haunting thrift stores or yard sales to do this. In fact, she never leaves home.

She has two methods she uses that go hand in hand, sometimes clearing over \$100 PER BOOK.

Beth's first method takes advantage of the fact that most Amazon shoppers want to use their Prime account to get free, fast shipping. Because of this, they will often pay far more for an item than they need to.

She looks for new and used books (HINT: Textbooks work really well for this!) that have a large Prime price tag and a much smaller price if you buy it directly from the seller.

For example, she showed me a textbook that is selling for \$170 on Prime, and for \$12 plus \$3.99 shipping directly from the cheapest seller.

There were actually a couple dozen copies selling for \$50 or less. She buys up all of the cheaper copies, ships them to Amazon and then sells them through Amazon Prime for much larger prices.

I know, this sounds like needles in haystacks, but she has gotten really good at finding these deals. She wouldn't divulge her search technique, except to say that she perfected it one rainy afternoon when she had nothing else to do.

She also searches other book sites beyond Amazon, and she says that some of her very best deals come from purchasing books from other sites and then selling them on Amazon.

That's the first half of her business.

The second half is weirder still.

If you've ever looked closely at Amazon book listings, you've seen that little box on the right of some listings that say, "Do you have one to sell?" Amazon will pay you to send them books that they can then sell. But here's what's so weird...



There are times when you can buy used books from Amazon sellers for a lot less than Amazon is willing to PAY for the books.

And when you tell Amazon you have a book to sell, they lock the price for 25 days. This gives you time to receive the book you purchased and send it on to Amazon. If the price Amazon is willing to pay goes UP during this period, you cancel the price you were going to receive and get the new, higher one.

You can buy more than one copy of a book and trade it in.

You can also find cheaper books on other book sites and then sell those to Amazon.

And you can also find other websites that will sometimes (often?) pay more than Amazon.

Here's another weird fact: Every book site that buys books pays you in cash except for Amazon.

They pay in gift cards. That seems like a flaw in the system, right?

But Beth uses these gift cards to buy more cheap books that can be resold at higher prices, making even more profit.

And gift cards may save you on taxes but you didn't hear that from me. Consult your tax person.

Beth handles the books herself - both incoming and outgoing - by purchasing a scale and a thermal postage printing machine that makes everything simple and easy. But I understand there are also third-party process centers that will handle the books for you for a fee. This includes both receiving the books from individual sellers and packaging them up to send to the book websites of your choosing.

And there you have it: A weird little arbitrage book business that almost anyone can do. The downsides as I see it are you need money up front to get started because you'll be purchasing books. The more money you have, the faster you can build your business.

Also, if you're selling books to individuals, you will have to sometimes wait to make the sales. That's fun, though, because you never know how many sales you might wake up to each morning.

If you're interested in this, start with books you know sell for high prices such as textbooks and branch out from there.

It could be a great way to make your mortgage payment each month, or possibly even build a full-time five or six figure income.





The Psychological Hack to Getting Sh** Done

In the 70's they did an experiment to see if the same college students who turned in their assignments on time also had clean socks. (No joke - they seriously did this.)

The hypothesis was that people who got their schoolwork done would be the same people who got their personal chores done as well.

But the results were the opposite of what they expected. Students who turned assignments in on time were terrible about keeping up with their laundry, and students who kept up with laundry turned in their assignments late.

What has happened?

Researchers later realized that we only have a certain amount of attention and willpower we can pay during any one day. If we first pay that attention and willpower to doing laundry, we feel depleted before getting homework done. If we do the homework first, we tend to put off doing laundry for another day or even another week.

In a second experiment, people were left alone in a room with cookies. Some of them were allowed to eat the cookies while others weren't.

Both groups were then given an extremely difficult puzzle to solve. Those who were allowed to eat the cookies along with a control group who never saw any cookies spent an average of 20 minutes working on the puzzle. But those who had to practice willpower by not eating the cookies only spent 8 minutes working on the puzzle because they'd already spent much of their willpower.

If you go to a mall and give people simple math problems to solve, those who have spent a long time shopping will give up on the simple math problem much faster than those who just walked into the mall and haven't been shopping yet.

Understanding what these experiments mean for you can completely change how you plan your work and how much you can accomplish in a day and in your life.

Each of us has a finite amount of willpower each day, and it gets depleted as we use it. And here's another surprise: We use the SAME stock of willpower for ALL tasks, regardless of what they are or how important or unimportant they might be.

We don't have laundry willpower, homework willpower, cookie willpower and math willpower... we just have one glob* of universal willpower that we are given each morning when we wake up.

If you think you lack willpower to exercise after work, it's more likely that you used up all of your willpower at work and have none left. Exercising before work will solve your problem.

If you decide to go grocery shopping before you get your work done, you'll use up your willpower making hundreds of little decisions on what to buy and what not to buy. That's why when you get home from the store you might find yourself wasting time on the internet or television, because you have no more willpower for doing real work.

If you do your creative work first thing when you get up in the morning instead of putting it off to the end of the day, you're going to get a lot more accomplished.

There are ways you can conserve your willpower and attention so that you have more of it for your important work.

For example, you can prepare the same foods for each meal so that you don't have to decide each day what to make. Better still, you can pay someone to prepare a week's worth of meals for you. If you don't understand how willpower works, this will seem like an expensive option. But when you eliminate the attention, decision making and willpower needed to shop for and prepare 21 meals a week and instead use it on your work, you will make far more money than you spend on the meals.

Much like Steve Jobs, you can wear the same style of clothes each day so that you don't have to decide what to wear. Steve Jobs would grab a pair of jeans and a black turtleneck each day without expending any of his attention and willpower on what to wear.

Don't check your email in the morning. Reading a hundred subject lines, replying to 30 emails, writing 5 emails... this all adds up to a tremendous amount of decision making, attention and willpower that could be better spent doing the work that makes you money.

Any unimportant tasks that you can eliminate or delegate will reduce the number of decisions you have to make and the amount of willpower you expend each day, leaving more willpower and attention for your main focus.

You've no doubt heard this technique of prioritization referenced as the "highest use of your time." A \$5000 an hour professional does not spend 5 hours a week cleaning her home. Why would she, when she can hire someone at \$20 an hour to do that for her? She is still able to earn \$4800 an hour employing the maid while doing her own work.

But if she spends 5 hours cleaning her own home, she has lost \$25,000 in revenue. Or to put it another way, she spends \$25,000 a week cleaning her home, which is ridiculous at best and incredibly stupid at worst.

Here are the only three takeaways you need to revolutionize your life and double or even triple how much you accomplish:

1: Eliminate every little job and decision you can, freeing up willpower and attention for what is important. Get someone to clean your house, cook your meals, run errands and so forth. Get rid of anything that takes time and attention but doesn't provide you with a good return for your time. This might mean eliminating obligations such as being on a committee for a non-priority cause, quitting a hobby that doesn't give you satisfaction, simplifying your home and belongings, simplifying your wardrobe and so forth.

2: Start your day doing the most important thing, followed by the second most important and so forth. This might mean you first exercise, then perform the highest value work task, then the second highest value work task, etc.

3: While we didn't cover this, it is important to find something you completely enjoy that is totally unrelated to what you normally do. In other words, get a hobby you thoroughly love and spend a little time on it at the end of the day. This will take you out of the work realm, reduce stress, give you satisfaction and make it easier to get up tomorrow and jump right into your most important task of the day.

*Scientific term ☺



How to Instantly Become 20% More Charismatic in Videos

When teaching and selling via video, nearly all of us could do just a little bit better.

We could be a little bit more interesting, a little bit more enthusiastic, a little bit more entertaining and a little bit more charismatic.

It's not easy to narrate a long slide show or to face the camera for a length of time and hold attention.

Most of us are not professional presenters or announcers and we haven't been trained in how to hold an audiences' attention.

But there is one trick I stumbled upon that can instantly improve almost anyone's delivery, and it's this:

Speed up your performance just a little bit.

You can do this one of two ways:

Either edit your audio/video to remove any 'umms', 'ahhs', 'let-me-see's and so forth. Remove them entirely. Long pauses? Remove them. Anything that doesn't move the story forward? Rambling? Needlessly repeating yourself? Remove it.

If you don't want to edit your video, get someone to do it for you.

The second thing is to speed it up. Just a little. You don't want to sound like a chipmunk. But if you slightly increase the speed of delivery, either by speaking faster or speeding up the video, it can make a remarkable difference.

Play around with this and see what happens.

Once last thing... smile. Regardless of whether they can see you in the video or just hear you, they will know when you are smiling.

Laughter is great, too.



Omar Martin

interview



Editor: If you've ever wondered if it's possible to make a huge career change in order to make it big in online marketing, then you are going to love this. Omar Martin has an amazing story to tell, about how the events of September 11th, 2001 made him reassess his priorities in life. Now, on September 11th, he lost good friends that day, and he decided to upstate New York, where he's working in medicine alongside the New York Fire Department to move down to Orlando, Florida. These days, Omar runs a successful online business together with his wife, Melinda. And I hope you're as excited as I am to find out more all about that, Omar, it's a real pleasure to meet you.

Omar Martin: Thank you very much. I appreciate you having me on.

Editor: Well, I guess for those who haven't come across you before, perhaps you could tell us a little bit more about your story. And what inspired you to become an online marketer.

Omar Martin: Well, for me, it was culture shock, doing any marketing or any sales, my formal education was in medicine, and I was studying to be a physician. I graduated medical school in 1996, I was working for the New York City Fire Department, as a paramedic, I really loved what I did. But frankly, I just wasn't happy. It's the type of work where it really takes a special individual, especially where I chose to work. It was, the busiest one of if not the busiest, 911 system on the planet. And you go from the worst moments in people's lives, to the next worst moment in somebody's life, to the next over and over again. And your day is just filled with all these jobs. And, in spite of all that I was very good at what I did.

Omar Martin: But it's a very unappreciated job. And, you're a moving target for a very low salary, low wage, and mostly unappreciated, especially back then. But I think the straw that broke the camel's back for me, was September 11th. Like I said, I was already, wondering is this really what I meant to do for the rest of my life? And, the events of September 11th, it wasn't yeah, I lost my best friend and partner, I wasn't working, by the way, I wasn't on duty when this happened. But, not in a way makes it even harder, right? But, it was devastating. It wasn't just my partner, Dave, that died. But it was 343 brothers and sisters from the New York City Fire Department. So, I reevaluated things. And frankly, that was the event that, made me decide that I'm never going to go back to medicine.



Omar Martin: I'm going to find ways of helping people, find ways of maybe making this planet a little bit better place than I found it. But it's going to have to be outside of risking my life physically every day. And, that's where my journey started, to find something else. So I had to put my pride and my education in my back pocket, and I had to start looking for something to do. When I came to Florida, from New York, it was culture shock, because I just had to find a way to make some money. And upon arriving here, I just, I only had about 200 bucks in my pocket, didn't know where I was going to stay where I'm pretty much all my possessions, were in the trunk of my car.

Omar Martin: And I just picked a paper, got a newspaper and picked an ad, and went on a job interview. And I was interviewed by this beautiful woman, and I didn't want to come back for the job to be honest, the job was door to door sales. It was horrible. But it was she was very beautiful woman, and I got the job obviously. And I ended up marrying that very beautiful woman who today helps me run is still my boss today. She was my boss. And that is my beautiful wife, Melinda, who is the CEO of our company today.

Editor: Fantastic. I mean, it's an amazing story to hear that you went from, the awful events of September 11th. And that was the catalyst that propelled you forward into almost a new life, I guess, for want-

Omar Martin: Yes.

Editor: Of a better description. And you mentioned, you lost your good friend, Dave, on that dreadful day. Would you say that's been a catalyst for you, in terms of driving you forward and giving you that desire to succeed?

Omar Martin: Oh! Man, absolutely. You see with Dave in particular, he had dreams man, you ride so you spent so many hours working with somebody in the ambulance or your partner, you get into a lot of stuff together. You come really close, and Dave had dreams man. Dave, unlike myself, Dave was a very physically fit guy. He was very athletic. He was and his dream was to own a gym. He wanted to own a business but his idea was to make it an entire little strip mall where it was a spa, it was a gym, it was like a whole health and fitness centre where, you can come in and it was just, and all of that died that day with him. That entrepreneurial spirit and that stuff that he wanted to do and he wanted to create so, yeah. In many ways, it was a springboard for me to want to do something else. So yeah, it was, the circumstances of September 11 did in fact, they were, very inspirational.



Editor: Yeah, they went from, as you say, a very sad situation, to getting you into the position where you met the love of your life. And then look how that turned out in terms of your business. So, it just goes to show to, you need to keep the faith, I guess. Now, we chatted with John Thornhill recently, and he told us how you said to him, "Tell me what to do John. And I'll do it." So I guess he was your mentor. Is that right?

Omar Martin: Yeah, John and I have become the best of friends. I mean, if it wasn't for John, I'm not saying that I wouldn't have found something to do. I made a decision a long time ago that I was going to be successful, and that I was going to find something to do that can help others. And, John just happened to be the person in the path when it came to internet marketing. And it came to it's actually a pretty interesting story. But when I met John, he was offering this coaching programme. And, he was very good at what he did. But for the very first time, he was about to start teaching others. And I was in that first class of his and I was, frankly, I was just enamoured by the concept that you can make money on the internet, it was so completely different than anything I've ever done.

Omar Martin: Remember, I was in medical, I was from the mentality from the old school way of thinking was like, "You have to put in your dues, you have to go to school, get an education, put tonnes and tonnes of years, and years in university. If you want to have something that pays you really well." The doctors, the lawyers, those are the guys that make the big money, and I can't, I grew up thinking that. And then, I'm introduced to the concept that wow! You can actually make really good money from home doing stuff on the computer. And back then, it was very new, the whole thing to me, and I was just enamoured with the concept. And John was really good at what he did.

So, when I saw that I could learn the process from him. I instantly tell guys I was convinced, once I discovered exactly what he was doing, I was convinced that I was going to be an internet millionaire I was like, "Okay, that's it." And I just, I had no problem telling them. I was like, "Hey, man, I'm going to be your best most successful student like ever." Like, "I'm going to get better at this than you." I didn't say that. At the time, but I definitely thought it, and you know what? Here we are, at the time that this interview took place, it's been 13 years.

And, we John and I are the best of friends. I mean, he's flown here to the states many times. He has a drawer in our guest room that has his own clothes in it. So we've just become, great friends. And we've done products together and we've partnered up we were actual partners, we have a bank account together and we've done amazing things, and we've been able to help countless other people 1000s of other people as well as a result.

Editor: And how did you guys meet? What was the product that you purchased?

...



Note from the editor:

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

Most new marketers make the painful mistake of thinking the sale is done when the customer buys the product.

Nope.

That's just the first sale.

Wise marketers who want to stay in business and continue to profit know there are two more sales to be made.

First, you've got to sell the new buyer on how great your product is. If you don't, you'll get refund more requests.

Second, you've got to sell your new buyer on consuming and using your product. When you do, these new customers are far more likely to purchase additional products from you, often at much higher price points.

Interestingly, you can make both of these sales with one simple technique. I'm going to assume that the product in question is an information product, and that it's a good one – no junk.

Here's what you do:

When you collect reviews and testimonials prior to launch (you are doing that, right?) you're going to ask a couple of extra questions of your reviewers:

1: Which is your favorite section/chapter/video of the product?

2: What did you discover and how will you use this information to achieve your goal?

Your questions might be slightly different depending on your product and your niche.

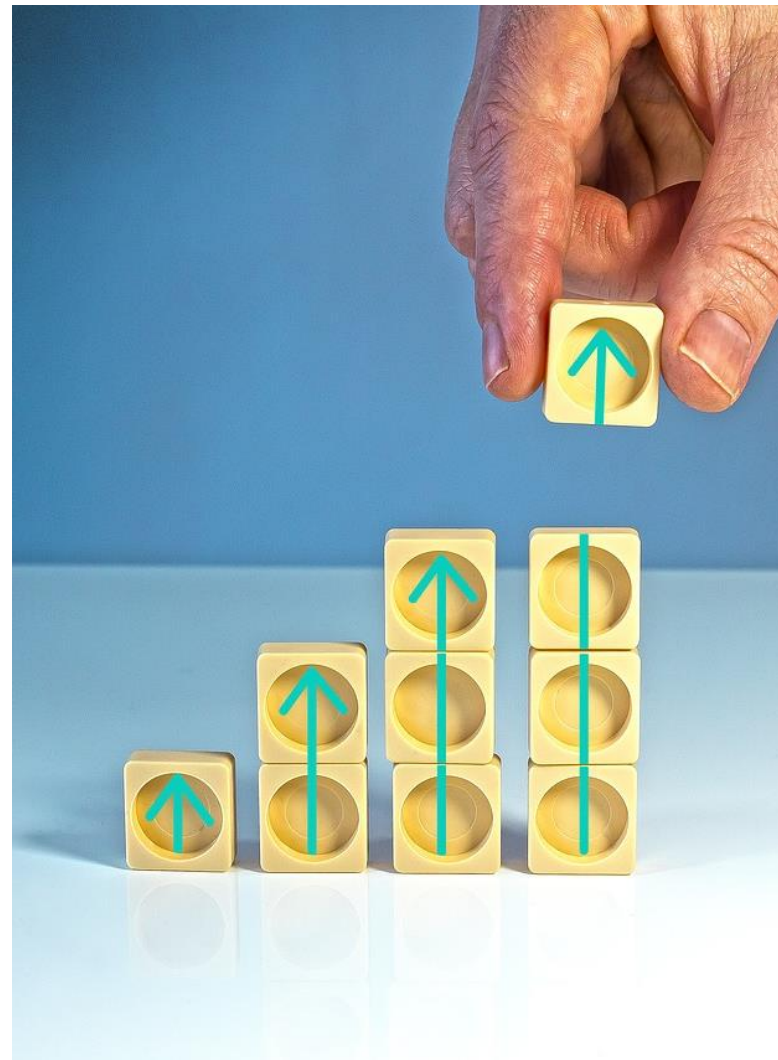
The gist is to get each reviewer to choose a favorite section of the product and tell you what they're going to do with this information.

For example, "The third video taught me how to add an additional \$10,000 to my monthly income with just a few small tweaks to what I'm already doing."

Or, "The fifth chapter revealed a mistake I've been making that nearly cost me my marriage. Now that I'm aware of it, I've made a simple adjustment that's brought my husband and me back together again and we feel like newlyweds!"

You can use these in your sales material, but you can also place these INSIDE your product to remind your customers of why they made the purchase. You might place the testimonials at the beginning of chapters, or one the page containing that particular video, or wherever it's appropriate.

Do THIS to Reduce Refunds AND Increase Sales



After people buy your product, they naturally forget most of what the sales letter or sales video told them. A week or two later, they might only remember they paid \$199 for a product that will teach them how to blog. If buyer's remorse sets in before they even consume your product, you're done for. A refund request will be on its way to your inbox.

By adding these very specific testimonials, you remind them that others have found your product particularly helpful. This can get them to read or watch your product and see how great it is. Then instead of asking for a refund, they'll be wondering what else you can offer them.

A couple more tips: Use these testimonials as well as bullet points in the follow up email series you send after making the sale. This will remind new buyers of what a great decision they made in purchasing your product and encourage them to consume it and use it.

At the beginning of each chapter or section, as well as on the page where each video is loaded, add in a list of bullet points telling them what they'll discover in this material.

Remember, it's important to not just make the initial sale, but to also sell them on the idea that they made a smart purchase as well as selling them on consuming the product. When you do, you'll reduce refunds dramatically as well as encourage your new buyers to make many more purchases from you in the future.



Can Stupid Jokes Make for Good Marketing Emails?

I know firsthand how difficult it can be to continually come up with new topics for your emails.

The first 20 are easy.

The next 30 aren't too difficult.

The next 50 take work.

And once you've done a few hundred emails, you're pretty sure you're just writing the same things over and over again – most likely because you are.

If you want to keep your emails fresh, interesting and even exciting for your readers, then it's time to step up your game and find something new to offer.

Which is why I thought of... stupid jokes.

Because who doesn't love to hear a joke? Even if it's one that makes us groan, we still enjoy the anticipation of seeing whether or not it's funny, whether we laugh, and maybe even whether or not it's good enough to share with others.

I know what when I receive an email from an individual or a business that says, "Joke enclosed," I almost always open it, because... why not? I need more laughter in my life, and I'll bet your readers do, too.

So how do you turn a joke into a marketing email?

That is the question.

First, let's find a joke. I just did a quick search and found this one...

"When I asked my 3 year old niece Anna what she wanted for her birthday, all she'd say was 'reading glasses.'"

Thinking it must be some sort of preschool fashion trend, I bought her a pair with plain glass lenses.

A week later, I picked Anna up from daycare and asked where her glasses were.

"I don't know," she replied. "But they don't work anyway."

"What do you mean?" I asked.

"Well, I still can't read," she sighed.

Ha!

Okay, I thought it was pretty funny.

How do we segue this into an offer? Let's use the online marketing niche for our examples:



1: We could say something like, “Wouldn’t it be great if you could put on a pair of marketing glasses and suddenly know how to make sales on autopilot? This product is the next closest thing because...”

2: Or we could say, “As you see Anna took ‘reading glasses’ quite literally, which is exactly how I want you to take my guarantee on this product. I 100% absolutely, positively guarantee that when you follow the program, this is what will literally happen for you: ...”

3: Perhaps we might go with, “Poor kid. Obviously, the glasses didn’t perform like the name, ‘reading glasses’ promised her. Have you ever purchased one of those, “Make X Money in X Days” programs, only to discover that what they really meant was, IF you have a website and IF you have a list and IF you have a product, then this will work?”

“Well with my \$10,000 in 30 Days program, you don’t need any of that in place. In fact, you can be a total beginner and this program will still perform exactly as the name implies, with no catches and no disappointments.”

4: Last example: “I can’t promise you reading glasses, but I can do one better than that. This course will open your eyes to an entirely different way of thinking and doing business, resulting in you being more excited about your future than you have been since you were Anna’s age.”

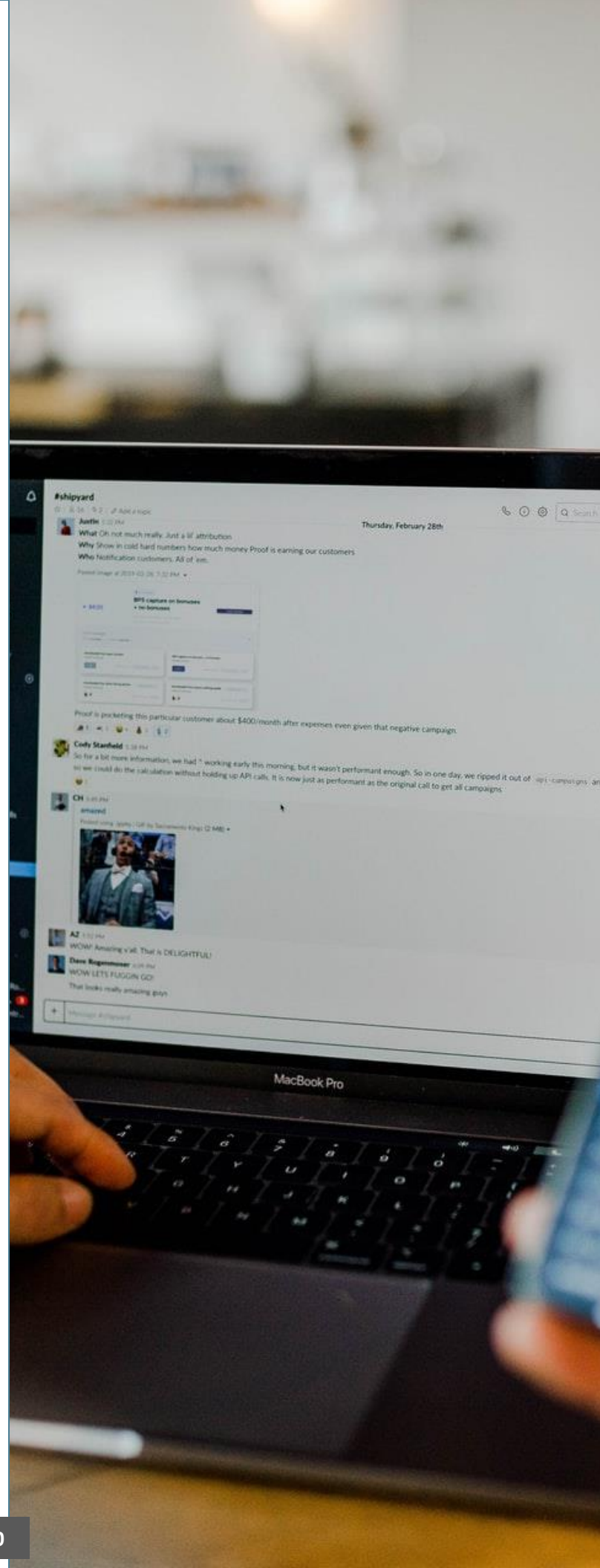
All 4 examples need a little polish but you get the idea.

I took a random joke, typed it out and then came up with four segues into offers. Of course, this is no right or wrong way to do this and there are an infinite number of possibilities. In fact, if everyone reading this tried this exercise, we would have thousands of examples and no two would be exactly the same.

Here’s your assignment: Go online and find 3 jokes that make you chuckle or even laugh out loud.

Copy and paste them into your writing program and then come up with 3 segues into any product you are currently promoting or plan to promote in the future. If you don’t have a product, make one up.

The point is to see that you can indeed use almost anything interesting or entertaining to begin your emails, and then segue that into the message you want to convey. It might not even be to sell something, but rather to teach a tip, make an announcement or simply remind them that you stand ready to help when they need it.



How to Radically Revitalize Your Business in 30 Days with Zero Out of Pocket

Have you ever driven your car onto a frozen lake, parked, cut a hole in the ice and started fishing?

This might sound like a crazy idea if you're from a warm climate. Why would you sit there on the ice for hours, freezing yourself silly, waiting for a fish to wake up from its cold slumber and bite your hook?

One way to make this sport more bearable is to build yourself an ice-fishing shanty. About the size of a garden shed, this is a small structure that is towed out onto the ice. The structure has one or more trap doors in the floor where you can use an auger to cut through the ice.

You can furnish these shanties with comfortable chairs and a propane heater – just don't get your shanty so warm that it melts into the ice or worse yet – through the ice.

"What in the heck does this have to do with email marketing?"

Maybe nothing, but let me continue...

A couple in Princeton, Minnesota, decided they'd rather have chicken eggs than fish, and so they converted their ice fishing shanty into a chicken coop.

They added nesting boxes to accommodate 80 chickens and use the trap doors to clean out the old bedding and chicken poop before moving the structure – on wheels – to a new location. When a chicken hawk appears in the sky, the chickens can dive under their chicken coop for safety.

Really, I think this is a much better use for the ice shanty than sitting in the cold for hours hoping a fish has had enough living and is ready for the fry pan.

If you've been doing online marketing for any length of time then I'll bet right now you have assets that you aren't using fully. It's just a matter of identifying those assets converting them into a better, higher use.

For example, do you have...

- Old email lists?
- Social media followers?
- Products you've created but no longer sell?
- Content that is languishing with no readers?
- Special knowledge you've gained on how to do certain things?
- PLR products you've purchased but not used?

Any of these assets and loads of others I didn't list can be repurposed to increase your business.

Think about it... if an old ice shanty can find new life housing 80 chickens, couldn't you...

- Revive your old email lists by sending a 30-day campaign of emails people WANT to read?
- Start a new, coordinated campaign to bring your social media followers to your website, your squeeze pages, your products?

- Update, refresh and re-release your old products, or sell resell rights to them?
- Update and repurpose your existing content into audios, videos, new posts, books and so forth?
- Take your own specialized knowledge and turn it into new posts, lead magnets and products?
- Dig out those PLR products you purchased, find the gold and repurpose those into content and products, too?

You might want to take inventory of everything you have, whether it's languishing on your website, on your hard drive or in your memory, and make a list.

Then after each item, think of 5 ways you can repurpose and reuse it to either build your audience or make more sales.

If you've been doing online marketing for any real length of time, then I'll bet you an ice-fishing shanty that you have thousands of dollars in assets going to waste right now.

The challenge is to identify them, decide on a course of action and then get busy.

And it won't cost you a cent.



Case Study: The Ogilvy-Oyster Method of Sneaky Selling

Here's how a small shift in your content strategy can lead to big profits:

"The Guide to Oysters" was the first ad advertising expert David Ogilvy wrote for own agency.

In the full-page ad, details on different oysters, where they come from and how they are prepared are given, along with photos of each.

It's a highly informative article; the kind people might rip out of a magazine for future reference.

Oh yes, and in the bottom right corner, Guinness Beer is touted as the ideal drink to have with oysters.

You guessed it... the ad wasn't for oysters at all but rather for the beer.

Sneaky, huh?

No doubt you're already creating "how-to" content for your readers and sending it out in emails, posting in your blog, social media and so forth.

And at the end of your content you might promote a related product, too. For example, you tell how to use a certain method to get traffic. Then you offer a product that teaches 20 more traffic methods.

But what if... now think about this, because it's a bit of a mind shift...


What if your content told how to USE the product you are promoting?

You take that same traffic product, regardless of whether it's your product or an affiliate product, and you write a post on how to use it to achieve a goal.

I have a friend who does exactly this and it's made all the difference in his business. Before he started using this method, people would thank him for his great content but never buy the product he was promoting.

After he started doing this, people started buying. It was frankly kinda spooky how well this worked. Myself, I was skeptical. But numbers don't lie.

Before this method, my friend worked a full time job. 4 months after he made the change, my friend quit his job and now does online marketing 20 hours a week and surfs, scuba dives and climbs the rest of the week.



I promised him I wouldn't reveal his name or niche, but let's go back to our traffic example and I'll give you an idea of how this works:

Let's say the product you're promoting is a course on how to do Facebook Advertising, and the headline for your latest post is something like, "How to Get 50 Buyers a Day for Your Product Using Facebook Ads".

In your post you basically outline some info (not all the info, of course) on how it's done. But here's the thing... more than once you reference the product you're selling as being a key part of the Facebook Ad process.

Jumping into the middle of our imaginary article: "When you get to Step 3, just reference the tool on page 43 of the "Super Traffic Course" and you'll know immediately which ad is more likely to get the best results."

Or something like that... please note I'm doing this off the top of my head.

"If you don't have the Super Traffic Course yet – seriously? What are you waiting for? – you can grab it here."

"Or you can spend a few hours gathering the same info that you'll find on page 43... not the best use of your time, perhaps, but trial and error will eventually see you through if you stick to it."

"Once you've used the tool of page 43 and you have your numbers, you'll know exactly which ad to run first as well as the best time to run it. Now the next step is to..."

Using this method requires two things:

First, you need a shift in your thinking. Odds are you've always written something like, "Tip 1, Tip 2, Tip 3, oh by the way, buy this product."

But now the product is actually an integral part of the content. You are teaching them as though they ALREADY OWN the product, which does something wonderful to your reader – it makes them THINK as though they already own it.

Except... they don't.

So now they feel like an insider but still on the outside. Darn it, they're missing something really awesome!

It creates a cognitive dissonance in them that can be easily resolved by... TA-DA! Purchasing the product, of course.

This is soooo sneaky, isn't it?

Ha! I love it.

The mind shift on your part is the first thing you need. The second thing is some well executed balancing which will come with practice.



You want to give enough info to make the post helpful even if they haven't purchased the product. Your posts should stand on their own. But they shouldn't give away all the secrets of the product – not even close.

You're creating intrigue and a sense of missing out for those who don't own the product while simultaneously giving good info they can use. See? A balancing act. And all the while you are also making it completely clear that owning the product will make the process easier, faster and in this case more profitable.

My friend says this was the hardest part to learn. He had to figure out how much info to give, what to withhold and how to seamlessly promote the product within the article. He also said the first time he tried was a hot mess, but he kept at it and within a week it was easy and within two weeks it was second nature. It's simply a matter of learning a new way to frame what you're writing.

His posts aren't super long, either. They're usually just 500 words to 1500 words, depending on how much he covers.

And then he promotes his posts extensively and shamelessly through social media as well as to his ever-growing list.

Million Dollar Side Point: Half of his posts actually reference and promote free lead magnets he's giving away to build his email lists. He has lists in a dozen sub-niches to his main niche, and those lists are growing FAST.

He especially promotes these posts on social media. And he reposts these posts every month or two and again promotes them on social media as if they are brand new. His rate of list building using this simple technique is blowing my mind right now.

I think I may have 'buried the lead' with that last paragraph, so if you've read this far, congrats. You now have a secret to list building that others missed!

Bottom Line: Write "how-to" content that works in conjunction with the product you are selling (or the list building lead magnet you're giving away). These posts work as covert sales letters that set you up as the authority, teach useful skills AND sell the product or the opt-in.

I know might be different from what you've done before. And the first time or two you write content like this, it might seem weird, awkward or strange. But done correctly, it can also be super profitable.



7 Ways to Make Money on Twitch

There are streamers on Twitch earning six and seven figures a year. And while Twitch is the go-to platform for gamers, you don't have to be a gamer to make money on this platform.

What is Twitch?

Amazon-owned Twitch is the world's leading live streaming platform for gamers and other lifestyle casters. Communities are built around a shared and streamable interest, with Twitch streamers broadcasting their gameplay or activity by sharing their live screens with fans and subscribers.

Twitch isn't just for gamers, either. There is a wide variety of content that includes live and recorded broadcasts of music, sports, travel, food and talk shows.

Twitch offers free and paid versions, with paid tiers removing ads and offering more features.

Activity can be live-streamed from a minute to 8 hours or longer. Users find streams by browsing various categories. Channels can be followed, resulting in activity updates and notifications.

Think live-streaming social media and you get the idea.

How do You Build a Twitch Audience?

In one word... gradually. Like any other platform, it takes time to attract an audience. Successful channels are built up over years by continuously producing material.

The first step is to find your niche, whether it's gaming, talk show, food, music or whatever works for you.

The second step is to differentiate yourself from others. Maybe you're not the best game player by a long shot, but if you're funny, helpful or entertaining, you can build an audience.

Create a regular streaming schedule so your fans know when to tune in and watch.

Use your existing social media accounts, such as Facebook, YouTube and so forth, to promote your Twitch broadcasts. Make yourself known to other Twitch users by engaging with their streams.

Interact with your viewers. Ask them questions, make jokes, respond to their chats and so forth.

The #1 key in Twitch is to be entertaining. If you can do this, fans will tune in time and time again to see what you're doing.

How to Make Money as a Twitch Novice

You don't need a huge audience to begin making money with Twitch.



1: Take Donations

Twitch users routinely donate money to their favorite streamers. Add a “donate” button to your channel using Paypal or a third-party app such as Streamlabs to collect donations.

Don’t be shy about asking. In your videos, gently remind people that you gratefully accept donations and that those donations make it possible for you to continue streaming.

2: Find a Brand Partner

Companies use Twitch streamers to promote their products, giving the streamer a kickback in return. This is a partner relationship, not to be confused with Twitch’s Partner and Affiliate Programs which we’ll cover in a moment.

For example, if you’re a gamer, than potential partners will be selling items such as hardware, software, headsets, chairs and even energy drinks.

If you’re not yet a big time gamer or streamer, you will likely need to find these partners yourself rather than wait for them to find you. Watch to see who sponsors other Twitch Streamers in your genre who have comparable fan bases and approach those companies first.

3: Sell Merchandise

If you have a particularly dedicated audience or even just a super-catchy name, you might sell your own t-shirts, mugs and so forth.

Set up shop with any of the t-shirt producers, make the designs yourself or hire a graphic artist, and then promote your wares on your Twitch channel.

How to Make Money as a Twitch Affiliate

When you meet specific criteria, you can become a Twitch Affiliate. Once you reach the following milestones within the past 30 days, you’ll be eligible to receive an invitation to become an Affiliate:

- Minimum 500 total broadcast minutes
- Minimum 7 unique broadcast days
- Average of 3 or more concurrent viewers
- At least 50 followers

Once you join the Twitch Affiliate Program, you can earn money on Twitch through.

4: Subscriptions

Viewers can subscribe to your channel to unlock benefits like exclusive chat rooms, emoticons and merchandise discounts. These monthly subscriptions start at \$4.99 and as an affiliate you will receive a cut.



5: Virtual Cheers

Viewers can give monetary support via virtual cheers, called “bits.” Viewers buy bits in different colors and sizes and then dole them out to their favorite broadcasters who receive a cut.

6: Game Sales

Whenever you play games that are sold in the Twitch store, a “buy now” button appears on your channel. When viewers purchase the game and in-game add-ons directly from your channel, you receive a 5% cut.

How to Make Money as a Twitch Partner

This is the top tier for Twitch earners. Anyone and everyone on Twitch who is earning 6 or 7 figures is a Twitch Partner.

7: Revenue Sharing

You must apply for partnership, and if accepted, you will receive a share of ad revenue generated from your Twitch page.

Requirements for Partnership include:

- Streaming for 25 hours in the last 30 days
- Streaming for 12 unique days in the last 30 days
- Reaching 75 average viewers in the last 30 days

When you reach these requirements, a button will appear on your dashboard that allows you to apply for Partnership. Twitch usually gets back to you within 7 business days with their decision.

Note: Not everyone is approved for Partnership Status the first time around. If you are not approved, keep trying. Make sure you act professionally on your channel, that you have a content strategy that reflects who you are and that you continue to build your following.

And as a Partner you are also more likely to receive endorsement deals and lucrative brand sponsorships, too.

THE **BIG** SECTION



Masterminds: How to Add an Almost Instant 5-Figures to Your Business While Changing Lives (Including Your Own!)

Imagine a business that can make you 4, 5 or 6 figures per year, takes very little time to run and has the power to change your own life in dramatic ways above and beyond the extra income.

This is the crazy but true story of perhaps the best business model in the world: Running Mastermind Groups.

I'm going to assume you're an online marketer. You've probably got a sales funnel or you're building one. If it's like most sales funnels, you've got inexpensive products on the front end and hopefully more expensive products on the backend.

Here's my question about your sales funnel... do you have a flagship product? Something for which you charge serious money? Something that really, truly CHANGES people's lives for the better?

And if not, then why not?

I've mentioned before that if you don't have a big, expensive flagship product, then you can create one in a day by offering coaching.

Some people who are new to coaching like to charge \$200-\$300 a month. More experienced people who are confident they can get their clients results are able to charge 10 times this amount and more.

Coaching is awesome for getting people results, and if it's right for you, then I suggest you do as much coaching as makes you happy and rich.

But the fact is, coaching isn't for everyone. You might not feel comfortable coaching, or you might not want to spend the time working with people one-on-one.

Or you might want something different than coaching, something that has the potential to dramatically change the lives of a group of people while taking the pressure off of yourself to perform.

For you, I'd like to suggest starting one or more Mastermind Groups.

Masterminds can take less of your time than coaching, require less expertise than coaching and can potentially earn you as much or even MORE than coaching.

What is a Mastermind Group?

Loosely speaking, a mastermind is a select group of people who meet regularly in person or through video conferences to share ideas, help each other overcome challenges, keep each other accountable and achieve their goals.

Napoleon Hill coined the term "Master Mind" and defined it as... "A coordination of knowledge and effort, in perfect harmony, between two or more people, for the attainment of a definite purpose."

Hill surveyed hundreds of the most successful people in the world and found that many of these people attributed their successes to being in such a group. The most notable of these people was Andrew Carnegie, who attributed his entire fortune and success to his mastermind group.

Mastermind groups aren't just for the rich and famous, either. Almost any group of people with a common interest or niche can benefit from a mastermind group.

Here are three examples, but really the possibilities are nearly endless:

Children – there could be masterminds for new parents, parents of children of a certain age, parents of children with particular challenges, new empty nesters and so forth.

Online marketers – this is a huge area including new marketers, seasoned marketers, marketers in every possible niche as well as specialties such as social media marketing.

Professionals at any stage of their career – for example think of law students, brand new lawyers and seasoned lawyers in every area of law and you've got a hundred possibilities for mastermind groups in a single profession.

What's So Great About a Mastermind Group?

If your personality, knowledge and success is the average of the five people you associate with most, it just makes sense that people in a mastermind group will enjoy more success and do it faster than those who are going it alone.

I'm reminded of a certain Irish marketer who participates in a \$100,000 a year Mastermind Group. He is fond of telling the story of how one idea he got from this group yielded him a multiple 7 figure income.

And no doubt you've heard stories, too, of how mastermind groups have been the catalyst that propelled entrepreneurs from nothing to ultra-successful, sometimes even selling their businesses and retiring after just a few years.

The Chronicles of Narnia and The Lord of the Rings likely never would have been written if not for an English Mastermind Group of writers and poets that included CS Lewis, JRR Tolkien, Charles Williams and Owen Barfield.

President Theodore Roosevelt felt out of his depth when he entered office at the age of 42, the youngest age ever for an American president. He needed help working with much older and more experienced politicians and so he created a mastermind group for guidance, support and help.

No doubt you've heard of Henry Ford, Thomas Edison, President Warren G. Harding and Harvey Firestone. But did you know they were all in the same mastermind group and called themselves, "The Vagabonds?"

It's truly amazing what can be accomplished when you're in a mastermind group.

What Are the Benefits of a Mastermind Group?

That's going to depend on the particular group, but in general...

1: Support

Members have a group of people who help them to succeed. How valuable is it to have a group of like-minded people cheering you on and giving you ideas to become successful?

It's no understatement to say that a mastermind often makes the difference between success and failure.

2: Resources and Connections

If a group has 10 members, and if each member has 20 powerful, knowledgeable or influential contacts, then each member of the group now has potentially 200 contacts to help their business grow.

If you weren't born into a family with vast resources and contacts, a mastermind group might be the next best thing.

3: Ideas

They say two heads are better than one and ten are better than two. A mastermind group can give you new ideas, different perspectives and crucial feedback.

And you don't even have to be in identical businesses. For example, what's working for one marketer in a particular niche can often be applied to many other niches as well.

4: Accountability

A mastermind group keeps its members inspired and accountable to achieve their goals.

There's nothing like knowing your fellow members expect you to implement what you decided upon in the last session and report back your results in the next session to keep you moving forward.

5: Shortcuts

Mastermind members possess skills and ideas that took years to develop, yet they can share them with you in minutes.

6: Partnerships

You may find other members in your group with complimentary businesses with which to partner on a single venture or even an ongoing basis.

How Much do People Pay to be in Mastermind Groups?

While there are no hard and fast rules, on the low end \$500 a year to be in a mastermind group of beginners or non-business people is somewhat common.

On the high end, I know of two Mastermind Groups for online marketers that each charge \$100,000 a year. These are run by invitation only, and while the entrance fee seems high, members report the entrance fee pays for itself many times over.

And it wouldn't surprise me a bit if there are a handful of mastermind groups that charge a million dollars a year and whose members are all billionaires or aspiring billionaires.

How much you charge will depend on a variety of factors, including what kind of group it is and how much expertise your members bring to the table.

And keep in mind, there is nothing stopping you from starting as many mastermind groups as you can comfortably handle.

Should You Charge Fees Monthly or Annually?

When you are starting your very first Mastermind, you might want to charge monthly. This will assure participants they can leave if they don't see results, which will make it far easier for you to sign people up. The exception to this rule is if you are already firmly established in your niche with a great reputation. In this case, charge annually and charge big.

If you don't have a great reputation that proceeds you, and once you and/or the group is showing results, it's time to increase the price and possibly charge annually.

It's worth noting that participants who pay annually feel much more committed to the group and tend to do better. If you do charge monthly, ask for a firm 3-4 month commitment before they evaluate if they want to stay with the group.

Planning Your Mastermind

Before you start looking for members, you might outline the basics of your mastermind as you see it. This won't be written in stone and can change once you have members, if the group agrees to the changes.

For example, your members might agree it's easier to meet on a different day than you initially chose, or they might want the meetings to be longer or use a slightly different format.

Here are a few things you might decide ahead of time...

- How often will the group meet?
- What day of the week or month will you meet? What time? (Once per week is generally the maximum with a longer meeting once per month being the bare minimum.)
- How long will each meeting be? Once you have a length set, take care to stick to it unless the group agrees to go longer.
- What is the limit on number of members? Anything between 8 and 16 generally works well, but do what is best for your particular group.
- You will be choosing the initial members, but how and when will new members be added to the group if there is a vacancy?

- How will you evaluate new members? What is your criteria? (More on this in the next section).
- Have a clear agenda and structure for each meeting. (Again, more on this in a later section).

How Do You Build a Mastermind Group?

First, determine what sort of group you're going to build. Who specifically is it for? You might create an avatar to help you with this.

Next, set the parameters for joining. What level of accomplishment (if any) does a person need to join the group? For example, if you're starting a writer's group, will you take any aspiring writer? Or do they need to have published a certain amount of posts or books to join? Fiction or non-fiction writers? What about location? Do you want people from all over the world, or just from your own country? Does age matter? Experience? What about their goals?

The better you do at setting the parameters for who you want, the easier it will be to find a group of people who can work together.

Now that you have an idea of the type of person you want in your group, it's time to find them.

You might already have an email list to draw from. Or you can use social media to put out the call or use your website or your own contacts. If your mastermind group is the flagship product of your sales funnel, then you'll be reaching out to your buyers to find the right people.

When evaluating each person for possible membership, you might consider the following:

Can you relate to them on a personal level? Can you see yourself being friends, or at least spending time with them each week?

Do they have similar experience? This goes back to knowing who you want in your group. Trying to mesh people who just graduated college with business owners having decades of experience likely won't work. But there's no reason why you couldn't have two separate mastermind groups, one for newbies and one for experience people.

Are they competitors? You're not going to want a dentist mastermind with 10 local competing dentists. Because they are all going after the exact same market, they're not going to open up about what's working in their practices. But 10 dentists from 10 different cities might work very well.

What Are the Housekeeping Rules of Your Mastermind Group?

As the person running the group, the rules concerning how the group will function will be up to you. But it is important that you do have rules and that you let prospective members know what these rules are. Make it clear that for everyone's benefit, participation depends upon following these rules, and failure to do so will result in the member being asked to leave.

Here are some good rules to get you started:

- What happens in mastermind STAYS in mastermind. For the group to be successful, people need to be able to trust each other and know that what they share in the group will not leave the group.
- Whenever possible, share stories and not advice. This might seem counter-intuitive, but people learn best when we share stories and experiences with similar situations and challenges.
- Active participation is a must. Each member must be committed to actively participating, both in sharing their own challenges as well as helping other members.

How Do You Run a Mastermind Group Meeting?

There's no hard and fast answer, but here's a template you might want to use:

1: If the meeting is in person, then you might have 5-10 minutes for informal catching up. If you're doing this online with something like Zoom, it can be difficult if there is more than one conversation happening, so I'd suggest in that case you skip informal talk and get right to the meeting.

2: Give everyone 5 minutes to update the group on where they're at with their goals from the last session.

3: Take a deep-dive into one specific challenge of one, two or three members. You can't do this for every member every week, but then again not every member will have a challenge each week, so it should work out.

Reserve about 30 minutes for this section. If three members want deep-dives, they only get 10 minutes each. 2 members will get 15 minutes, and if there is only one member with a challenging problem, they get the entire 30 minutes.

If you don't already know, then you'll want to touch base with members beforehand to know who needs the deep-dive each week. An email the day before should do the trick.

The group offers actionable potential solutions to the members facing the challenges. It's also likely that others in the group will be facing similar challenges, so while it appears that only 1 to 3 people are being helped, in reality everyone can be benefiting from these deep-dives.

4: Next, ask if any other members have major outstanding challenges. There might be time to give them some quick help, or they can reserve the deep-dive time for the following week.

5: Finally, everyone takes a turn stating their goals for what they want to accomplish over the next week. You'll be writing these goals down and sending them out to the entire group in an email after the mastermind. This is an amazing way to hold people accountable with very little effort.

You Are The Group Leader

While it's true that you could designate someone else to run the group, I don't recommend it. Members are paying YOU to be the leader, and so you should act as that leader.

In the beginning you will be introducing members to each other and essentially warming the group up. It takes time for people to grow comfortable together, and during that time they will all be looking to you to move the group forward and make things as smooth as possible.

Your job is to keep things on topic and flowing. If anyone gets off topic, you need to steer them back on track to respect everyone's time and commitment to this group.

You'll likely find that one or two of your members tend to talk too much. They may interrupt others or have trouble yielding the floor when their time is done. It is up to you to gently, politely and firmly let them know that everyone gets a fair and equal amount of time and attention.

You'll also likely have one or two members who have difficulty speaking up. In the beginning it is important to get them talking, even if it's initially on superficial things. Once they are able to relax and feel they fit into the group, they should feel more comfortable speaking their piece.

Here's How You Change Your Own Life...

Yes, you can make excellent money running one or more mastermind groups, but this added income might be just the icing on the cake for you.

The fact is, many successful people attribute their success to mastermind groups, and running your own mastermind group is a way for you to get PAID to be IN a mastermind group.

In fact, you can run as many mastermind groups as you're comfortable doing, as long as the quality of the groups do not suffer.

If you were participating in not just one but maybe several mastermind groups, do you think that might make you more successful?

Let's say you're an online marketer in the dating niche.

You might run a mastermind for other non-competing marketers in the dating niche, as well as a mastermind for 6 figure online marketers in many different niches and a third mastermind group on social media marketing.

Think of the possibilities! And think of the potential partnerships, too, as well as the introductions you can get to other influential people who can help you.

"But if I'm getting PAID to run the mastermind, is it ethical for me to also participate as one of the members?"

Absolutely.

In fact, I would point out to the group from the very beginning that you will be not just the leader, but also a participating member. For people who already know you and trust you, this will be a selling point.

If anyone has a problem with it (I can't imagine they will) or if you are uncomfortable about it, then you can volunteer to pay the same amount everyone else has paid to be there. In your case, donate the money to a worthy cause.

Remember, you are the one who is putting the group together. It is up to you to get the right people who will work well together to accomplish big things and this is valuable, indeed.

You are also the one setting up the meetings, paying for any related software, running the meetings, sending out the emails and so forth. Unlike the paying members, you have ongoing duties to the group each week to keep it running smoothly and ensuring that everyone benefits.

Don't get caught up in worrying that it's not 'fair' that everyone is paying you. When done correctly, membership in a mastermind group pays for itself many, many times over.

And don't be surprised if you receive special gifts from your members when they have big successes, either, so they can show their appreciation for bringing them into your group.

Mastermind Software and Resources I Can Recommend

Initially you can use something as simple as Zoom to run your masterminds and Paypal to charge fees.

When you're ready for something a little more professional, there are services such as MightyNetworks.com that integrate with Zoom and other video meeting platforms to give you many more options and benefits.

If you've got the meetings handled and you're looking for a way for members to keep in touch between sessions, you might use Slack.com.

And one more resource is MastermindBetter.com which includes scheduling, goal tracking, agendas, timers and group chat.

"Sounds great, but I'm nervous about running a mastermind. How do I get started?"

If you've never been in a mastermind group before, I'd suggest you start one for practice. Carefully choose a small handful of people you know and trust. Tell them your reason for starting this mastermind is two-fold: You want to mastermind with them AND you want to start more masterminds.

Charge a small amount for this first one to ensure everyone takes it seriously. Yes, charge for this first one. People pay attention to what they spend their money on. If you don't charge, they may not take it seriously.

Hold a meeting each week, work out the bugs, gain your confidence and then start your first 'real' paid mastermind group that charges 'real' money.

One more thing... give yourself deadlines. Write down your deadline for starting your first mastermind, such as 7 days from right now. Then write down your second deadline for starting your second mastermind, such as 6 weeks from right now.

And here's where it gets really interesting... you could make your first mastermind a group of people interested in starting... wait for it...

... Masterminds!

(I know what you're thinking! A mastermind on running masterminds is so wonderfully... Meta!)

Think about it. How could you NOT succeed if you were already in a mastermind group dedicated to starting paid mastermind groups?

In fact, anytime you want to take on something NEW and BIG, **why not start a mastermind group for that very thing?**

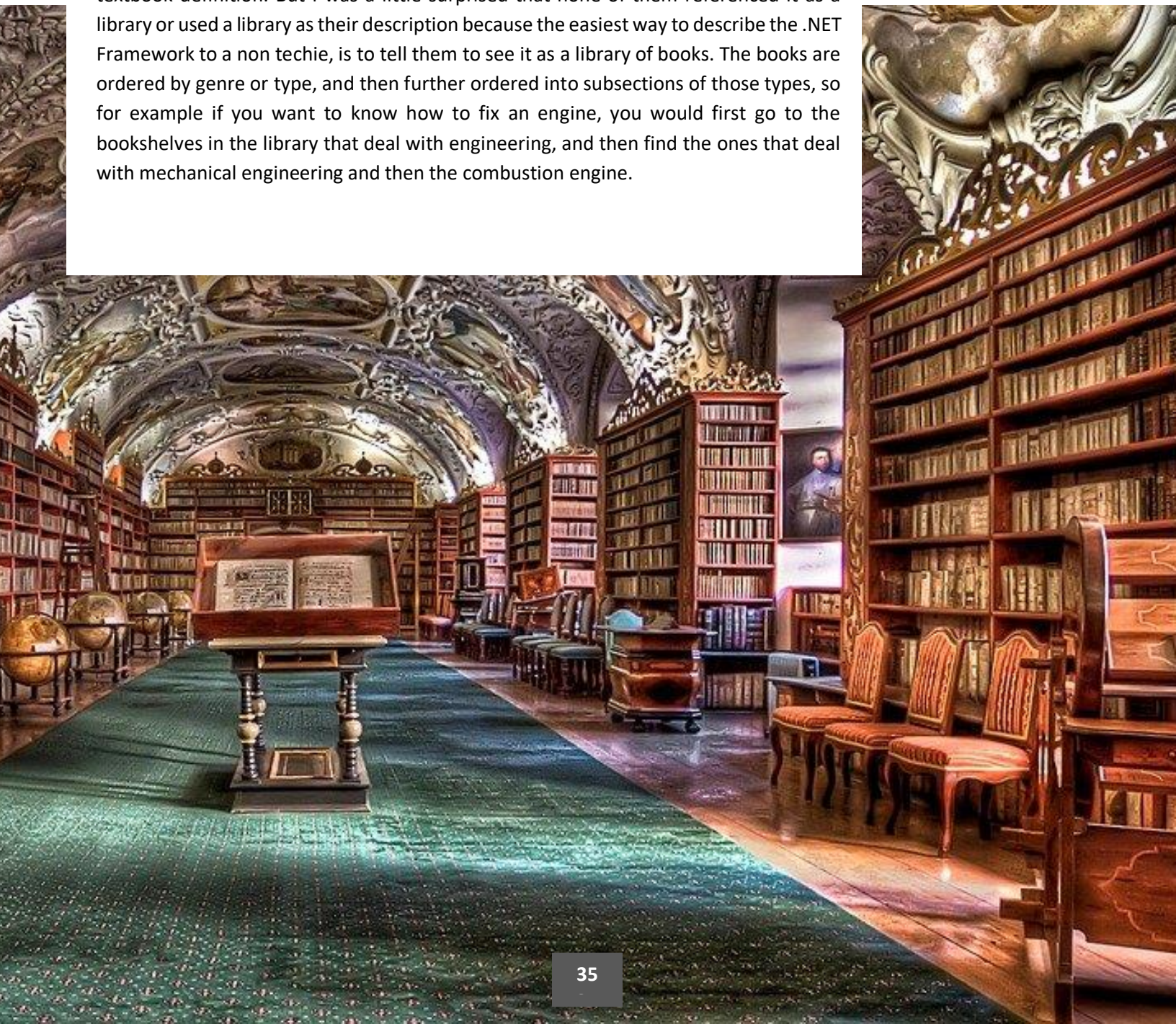
It could accelerate your success like nothing else you've ever done before.

Libraries

Libraries are interesting places in today's world, they almost shouldn't exist. There are young people that have never seen the inside of one. I remember many years ago, spending many lunch breaks in my school's library, not only because I loved to read, but to get away from the "sports crowd" kids, who seemed to delight in hassling the nerds.

I was interviewing some Microsoft .NET developers for a junior role recently and asking them to describe what -in their understanding- the .NET Framework was.

They gave it their best shot and to be fair none of the candidates gave a Microsoft textbook definition. But I was a little surprised that none of them referenced it as a library or used a library as their description because the easiest way to describe the .NET Framework to a non techie, is to tell them to see it as a library of books. The books are ordered by genre or type, and then further ordered into subsections of those types, so for example if you want to know how to fix an engine, you would first go to the bookshelves in the library that deal with engineering, and then find the ones that deal with mechanical engineering and then the combustion engine.



Likewise, in .NET software development, if you want to write a web application you go to the part of the framework that deals with “web” within that. If you want to deal with graphics, or audio-visual on the web you then step into the web subsections that deal with those areas.

So just like in a real bricks and mortar library the .NET Framework is a repository of information that tells you how to do things. The first thing you need to learn is to know where to look.

The same thing is true in your business, don’t just hear the words, hear the meaning when you come across an upset or worried customer, or a supplier that seems uncooperative, or partners that don’t respond as you might have expected. Don’t hear the words they are saying but hear what they mean. What is the root problem?

In all aspects of your business, don’t judge a book by its cover.

See you next month!



When you JOIN ME in my new Serious About Six Figures A Year™ training program, I'll show you how YOU too could be making \$10,000 to \$85,000 every month, within the next 6 to 12 months ...

But first, I need to send you a Serious About Six Figures A Year™ - Full System Trial Package, right away, so that you can decide if this is something you want to take further.

The best bit is, this is ENTIRELY RISK FREE...
So claim your package right now.



REGULAR PRICE:
~~\$297~~
JUST PAY S&H
\$9.95



**YES NICK! I'D LIKE TO CLAIM THE
FULL SYSTEM TRIAL PACKAGE**

www.FullSystemTrialPackage.com