

HOME BUSINESS NEWSLETTER

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Super Soldiers

Throughout our history there have been many attempts to create a “super soldier”: faster, stronger, more intelligent, more resistant to injuries etc. Attempts have been made using both technology and medical sciences.

Hollywood filmmakers like to make science fiction movies depicting both the successes and failures of such experiments. I’m sure each of us can think of several examples, like the Universal Soldier series, the Bourne series to name a couple.

The basic premise is that we need to come up with better ways to fight in wars and conflicts, how to make our troops better than those of the enemy. No-one actually stops to think that our serving soldiers are all uniquely super in their own way. Certainly, they may not be the fastest, or the strongest, or the most impervious, they each have both strengths and weaknesses. But in each of them beats the heart of someone willing to serve, to put their very lives on the line for the country -or cause- they believe in.

Now as little as I agree with any type of war, it is a good lesson in business. Organisations are constantly doing the same thing, seeking ways to improve efficiency, how to get more out of their employees, greater productivity in shorter timescales, and ideally at a lower cost. What’s often forgotten is that each and every employee or contact you have is a “super soldier”, they have strengths and weaknesses, and to get the best out of them you actually simply have to understand them better. The same principal applies to your suppliers, if you understand each of the links in your supply chain, you can play to each one’s strengths. You can achieve superiority throughout your whole endeavour. To do it all you need to do is understand the people you work with that little bit better.

Look around yourself right now, who are the people you work with every day? How well do you actually know them? What skills and strengths might they have that could help you move further forward that you aren’t making use of or may not even know about? Be they employees or suppliers, chances are they have ideas and skills that could help if you took the time to listen to them. Engage them not as employees but as members of your company family.





Resources and news

Google to Target Ads without Singling Users Out

Advertisers like Facebook and Google use cookies to track people, build profiles and allow advertisers to retarget their prospects. But now that Google has announced it will stop using this kind of system to track individuals across the web, what happens next?

First, this isn't the humongous change it first appeared to be. Google will continue to track users within its own platforms and use that information to target ads. But outside of the Googleverse, it will now be more difficult for sites to show advertisements based on individual browsing history outside of Google's realm.

The new system - a series of technologies constructed by Google and its partners - is what they're calling a privacy sandbox. The goal is to hide individual users in the crowd, allowing advertising to work in a manner similar to what we have today, only with more privacy for the individuals.

Here's how it will work:

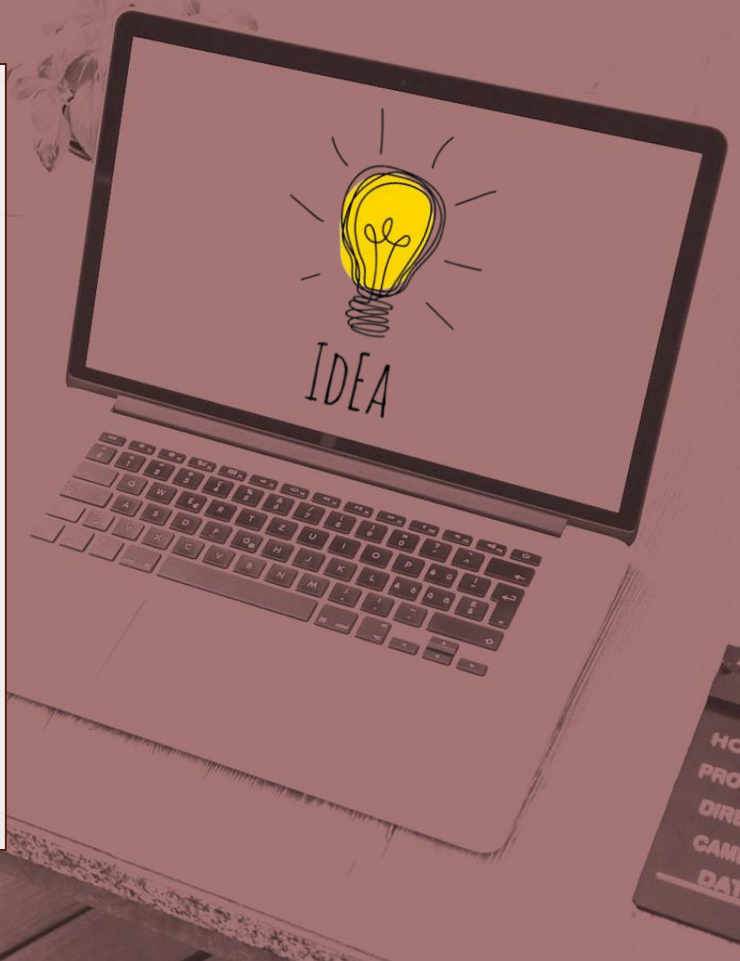
<https://onezero.medium.com/how-google-will-target-ads-without-singling-users-out-a83123d5c92c>

The Ultimate List of Every Google Update Related to Mobile First

Mobile first refers to Google's focus on mobile content when it comes to indexing websites for searchers. Desktop content will still be available for desktop searchers, but this content will have no impact on indexing.

As Google pivots towards mobile-only indexing, you need to make sure you are prepared.

<https://ipullrank.com/the-ultimate-list-of-every-google-update-related-to-mobile-first>



How Digital Marketing Will Change in 2021 (VIDEO)

Because of Covid businesses have accelerated their moves to the internet. What would have happened online five years from now has already happened.

In essence, it's pushed all these businesses online and made it super competitive so nowadays everyone is leveraging digital marketing. So how do you get a leg up on the competition and win in 2021?

<https://www.youtube.com/watch?v=KzRka1lpdb4>

How Will Google's Cookie Policy Change Affect Your Business?

Some experts say the transition will be fairly simple. Others, like Digiday, say the change could be painful for marketers forced to break their retargeting and lookalike additions.

<https://digiday.com/marketing/googles-tracking-changes-could-be-painful-for-marketers-forced-to-break-their-retargeting-and-lookalike-additions/>



Drop **EVERYTHING** When *This* Happens

A couple of months ago I was working on this newsletter with the deadline quickly approaching when inspiration hit. I had an idea for a new product.

In a case like this common sense might tell you to keep writing the newsletter because the deadline is looming.

But here's what I did instead: I immediately started outlining my new product. I had the inspiration, creativity and enthusiasm for it, and I didn't know if or when I would ever feel that way again. The entire day was spent working this idea into a viable product which has since made me close to \$5,000.

The newsletter was a day late but I don't think my subscribers minded. And if I had kept working on the newsletter I would likely have missed out on that \$5,000 and counting.

I might not recommend always dropping what you're doing in favor of inspiration, but when you can it will often pay off.

One more thing... do you remember a great idea you had? Maybe you wrote it down, intending to do it later? Did you?

Probably not. That's why when your tail is on fire with a great idea, it's best to immediately go to work on it instead of putting it off until later.

A close-up photograph of a pile of wooden alphabet blocks scattered on a wooden surface. The blocks are light-colored wood with dark letters. Some visible letters include H, X, J, I, W, F, T, E, O, V, R, W, M, C, K, and D. The lighting creates soft shadows, highlighting the texture of the wood.

6 Magic Words That Sell More Products

You're writing an email.

Or you're creating a lead magnet.

Or maybe it's a blogpost.

Whatever it is, somewhere in there you're talking about how to do something.

Step 1, Step 2 and so forth.

- How to Double Your Traffic
- How to Get More Free-Spending Clients
- How to Grow 100 Pound Purple and Pink Pumpkins

You're telling the reader what to do and how to do it. You're sharing your methods and your resources.

And when you mention those resources – the services you use to get the results you're offering – you (hopefully!) use an affiliate link.

So far so good... but how do you encourage people to use those same resources via your affiliate link?

With these 6 magic words:

"This is the one I use."

You're the pro, the expert, the teacher and the coach. You know what you're talking about. Obviously, you wouldn't be using those resources if they weren't totally awesome. You've done the research. You've tested. You know what you're talking about.

"This is the one I use."

Celebrities sell millions (billions!) of dollars, pounds and euros of products simply by appearing in the same advertisement.

This is better. You're not a celebrity; you're an expert giving expert advice.

"This is the one I use."

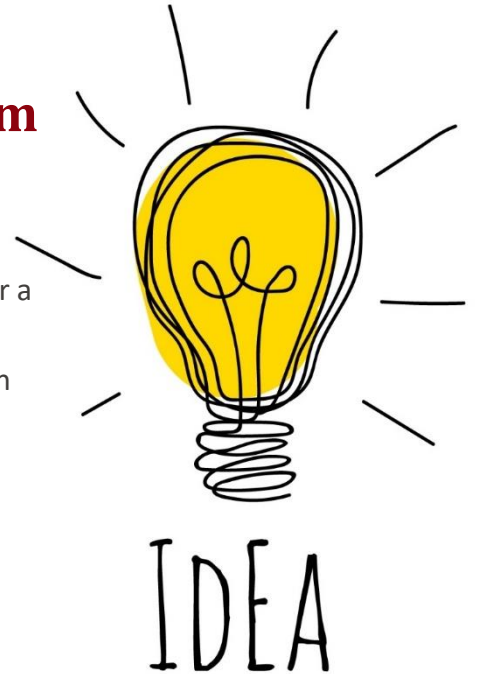
It's such a simple thing. Just add those words every time you recommend something via your affiliate link.

Magic.

The Ultimate Guide to Rebranding from Marketing Week

Opt-in to download this guide to gain a better understanding of whether a rebrand makes sense for you right now, the technical and business pitfalls you should avoid at all costs, and how to create a brand identity in line with your company vision, mission, and values.

<https://www.marketingweek.com/knowledge-bank/view/the-ultimate-guide-to-rebranding/>



TikTok Content: Creating Videos the Algorithm Loves (VIDEO)

Want more exposure on TikTok? Wondering how to get your TikTok videos onto the 'For You' page? Watch this video from Social Media Examiner.

<https://www.youtube.com/watch?v=8FeJRxGF6vY>



Six Steps to Optimize Your Facebook Business Page for Updates

When did you last update the look of your Facebook page? Wondering what changes you need to know about?

In this article, you'll discover how to optimize your Facebook business page for the latest layout.

<https://www.socialmediaexaminer.com/how-to-optimize-your-facebook-business-page-for-latest-updates/>

Sometimes Knowing TOO MUCH Can Hurt Your Sales



In online marketing, as in most endeavors, we talk about finding people who are successful and emulating what they do.

For example, you find a sales page that's converting like gangbusters, so maybe you use the same font, the same style of headline, similar graphics and so forth to sell your product.

And yet, counterintuitively, this can sometimes do more harm than good. Here's how I learned this lesson...

Way back in the day when I first started marketing online, I created a very simple information type of product along with a sales letter. I didn't really know what I was doing, so I just wrote everything in my own voice and fingers crossed, I hoped it would sell.

I sent out several emails to my small list, all written like I was writing to a personal friend of mine. I really didn't know a thing about selling, about headlines, about great sales copy and so forth. I just laid everything out the best I could like one person talking to another over the back fence.

Lo and behold, I made nearly \$3,000 on that little product. I was ecstatic and over the moon with joy!

So, a couple of weeks later I tried the same thing. I created another little product, wrote my little sales letter, sent out a handful of emails, and POW! I made just over \$5,000 with that one. I couldn't believe how easy this was.

That's when I got to studying other marketers. I knew there were others who were making five and six figures on their products, and I wanted to emulate their good fortune by learning what they were doing.

On my next product I used everything I had learned: How to craft a great headline, write awesome sales copy, get super-duper graphics and fancy fonts and eye-popping images and screen shots to prove what I was saying and all that good stuff.

My sales page and my emails were so professional looking that I was about to bust my buttons with pride. I couldn't wait to launch because I knew – I KNEW – this was going to make me my first online fortune.





And I'm here to tell you... crickets. That is, nothing. If I remember correctly, I got 3 whole sales and one of those refunded.

It was pitiful and all I wanted to do was take to bed for a week and nurse my sorrows.

At the time I didn't really have a clue what had happened, but looking back, I think I know what it was:

In trying to be someone I wasn't, I came across to visitors like every other marketer out there. I wasn't being myself. I was being some generic "me too" version that didn't resonate with people at all.

It took me a solid month after that just to get my chin high enough to create another product and sales page. This time I didn't use fancy graphics or images of anything. I went back to talking to my reader like we were friends. And guess what? The sales came in again.

Now mind you, I'm not saying you shouldn't study copywriting along with what's working for others. Absolutely you should do that.

But in the end, you've got to use your own voice and differentiate your personal brand from the crowd by being the one person no one else can be – yourself. Get all the marketing and selling skills you can get but then use those skills to promote your own persona and uniqueness in the marketplace.

My original sites looked like crap. My fancy souped-up site looked pretty darn good. But the problem was the fancy site looked like every other fancy site at the time, while my crappy little site looked like it came from ME. And my readers trusted me, not a fancy site.

I hope this is making some sense. It's simply a matter of being true to who you are. I'll give you an example:

Let's say you want to personalize your site with some photos. Which do you think will do better:

1. Photos of... me posing in a suit, a super expensive sports car, a McMansion, a yacht and a supermodel
2. Photos of... me playing with my dog, my vegetable garden, my back deck where I work on nice days and my family

Now I'll grant you that the photo of the supermodel probably wouldn't hurt. But the fact is, people want to see the real you, not some made up fairy tale of how you think millionaires live.

Bottom Line: If I see one more sales page full of McMansions and sports cars, I think I'll throw up. And I suspect most people feel the same way I do. But show me your family, your pets, your backyard or anything that is REAL, and I'll pay attention to what you have to say.





Are You Making the Deadliest Marketing Mistake of All?

If you're earning less than \$100,000 a year in marketing and you've been at it for at least 3 years, then I'm going to guess the answer is YES.

Let me share a story...

A man goes to Alaska to learn how to dog sled. Sounds pretty simple, right? You hook the sled dogs up to a sled, stand on the back of the sled and say, "Mush!"

Anyway, that's how it works on those adventure shows on television.

But what you're seeing is an experienced musher (don't you love that word?) who has done this hundreds of times.

What happens if you're new to dog sledding?

These experience sled dogs are harnessed, excited and just about jumping out of their skin because they cannot wait to get started. The last thing the dogs want to do is stand still and wait for you to get your nerve up. In fact, if you let go of the sled for even a second, these dogs will very likely leave without you.

You're told keep your weight on the high side when you go around a curve. Not even sure what that means, you step onto the narrow wooden runners, take a deep breath and say, "MUSH!"

Suddenly you are hanging on for dear life. Seven super excited sled dogs go from zero to breathtaking in about two steps and you feel like you've got a rocket by the tail with no clue how to stop it.

Here's where it gets tricky: When you're going through forest, the trails are essentially narrow bridges of packed snow through oceans of endless powder. If you fall off (and you will) you'll be waist deep in snow. That is, if you're lucky enough to fall off feet first. The whole 'falling off head first' happens, too. A lot. Imagine being upside down in a snow bank. It's not as fun as it sounds.

So you're flying along and here comes the first curve. You fall off. Fortunately, your dogs are well trained, and they wait for you to get back on. The moment your first foot is back on the runner, they're off again.

The sled hits a bump and you fall off again. You clamber back on and WHOOSH, you're clinging to the handle again as you seemingly fly through the air.

These dogs give you zero time to figure out what you're doing wrong.

Another curve and you fall off. Another bump and you fall off again.

You've got snow on your face. In your hood. Down your coat. In your boots.

Now here's where the future online millionaires get separated from the hoards of people who never make it online.

You're bruised. Cold. In over your head in more ways than one.

What do you do?

If you keep getting back on the sled, no matter what, then eventually you're going to get the hang of this.

If you give up, which is what the vast majority of people do, and say, "This doesn't work," then you'll never be successful.

Most people understand that to be successful at anything takes time and practice. You've got to learn things like keeping your weight on the high side on curves. And to learn that, you've got to practice, practice, practice.

People know they can't become a doctor, a lawyer, an airline pilot or even a musher overnight.

And yet they expect to be successful in online marketing from day 1.

It almost never works that way.

You've got to fall off a few times, or maybe even a LOT of times, before you figure out what you're doing.

The mistake is not getting back on the sled. Not getting back to your business.

The mistake is giving up too soon.

And for others, the mistake is never getting on the sled in the first place, but instead watching from the sidelines for the perfect opportunity.

But the answer is easy – get on the next sled, and then get back on that sled one more time than you fall off. Those who succeed aren't smarter than you. They don't have secret insider knowledge you don't have. They weren't born knowing exactly what to do.

They just got back on the sled every time they fell off.



Avoid This Coupon Code Debacle

A few minutes ago I visited a travel website where I was offered 10% off if I subscribed to their email list.

I subscribed, checked my email and there was my 10% coupon code, good until 10 days ago.

That's right... they sent me an expired code.

It's such a simple mistake but it's also one that will alienate all new subscribers.

It would take the site owner 5 minutes to go in and update the code... if s/he realized it's expired.

Don't make this mistake. If you have dated coupon codes, either run a Javascript code to continually update them, or put it on your schedule to manually change them.

One more thing... bone-headed mistakes like these are worth money to agency owners. If you work with websites and businesses that need your help, then spotting a problem like this is the perfect foot in the door.

"Hey, you've got a gorgeous website, congrats!

One thing: I just found a teeny problem on your site that's alienating your new subscribers something fierce and losing you sales. May I share with you what it is? It's a 5-minute fix and won't cost you a thing. You can hit reply or call me at 555-555-5555."

Lesson learned: Inside every problem is an opportunity.

Corny?

Maybe.

But I think it's true.



Alicia Lyttle

interview



Editor: This time, we're chatting with a highly sought-after speaker and coach who is best known for helping people to start their own online business. In fact, she's now trained thousands of people around the world during her 20 years as an online entrepreneur. Alicia Lyttle is also the founder of Pow Social, a digital marketing agency based in Jamaica with clients such as the National Commercial Bank and Hertz. So, it gives me great pleasure to say Alicia, welcome.

Alicia Lyttle: Thank you. Thank you. And I'm excited to be here.

Editor: It's great to have you with us and for those people that maybe haven't come across you before, maybe you could start by telling us a little bit more about your story. What inspired you to venture into online marketing?

Alicia Lyttle: Sure, sure. So this is my 21st year, whoa, 21 years as an online marketer and I've loved every minute of it. So what actually happened was 21 years ago, I met a man who I started dating and he said that he had some knowledge that he wanted to turn into an online course. So, at this point, I was actually working in Washington, DC. I was working at the White House. This is back in the year 2000. It was in the Clinton administration and I was in the environmental section. So it's called the Council on Environmental Quality. And my path was to be an environmentalist. I had gone to Tulane University for my undergrad and my bachelor's is in earth sciences and environmental studies. I know, so totally unrelated to what I do today. And then I have a master's of science in public health with a concentration in environmental science.

So, I went to the School of Public Health and Tropical Medicine at Tulane University for my master's. So, I was ready to work on my PhD. The job that I had, we had done some amazing things and I have the opportunity to work at the White House. So anyway, while I was working at the White House, I met someone who did not work at the White House but was an entrepreneur. And he wanted to know how to do this. And he was like, "I bet you could help me figure it out. If you figured out how to work at the White House, you can help me figure this out." So, I dived into it, but back in the year 2000, there were very few courses or books or e-books on how to start an online business.



So, I found a teleseminar. So it was at night, this guy named Armand Morin would tell you to dial into his phone number and then he would teach you how to build a website over the phone. I know, crazy when you think about technology and how far we've come. And then he would teach you different strategies. So, I would listen to Armand every time he had a teleseminar and he would send out these emails so that you wouldn't miss it. And we developed a website that was very ugly, but in our first year, we made half a million dollars online.

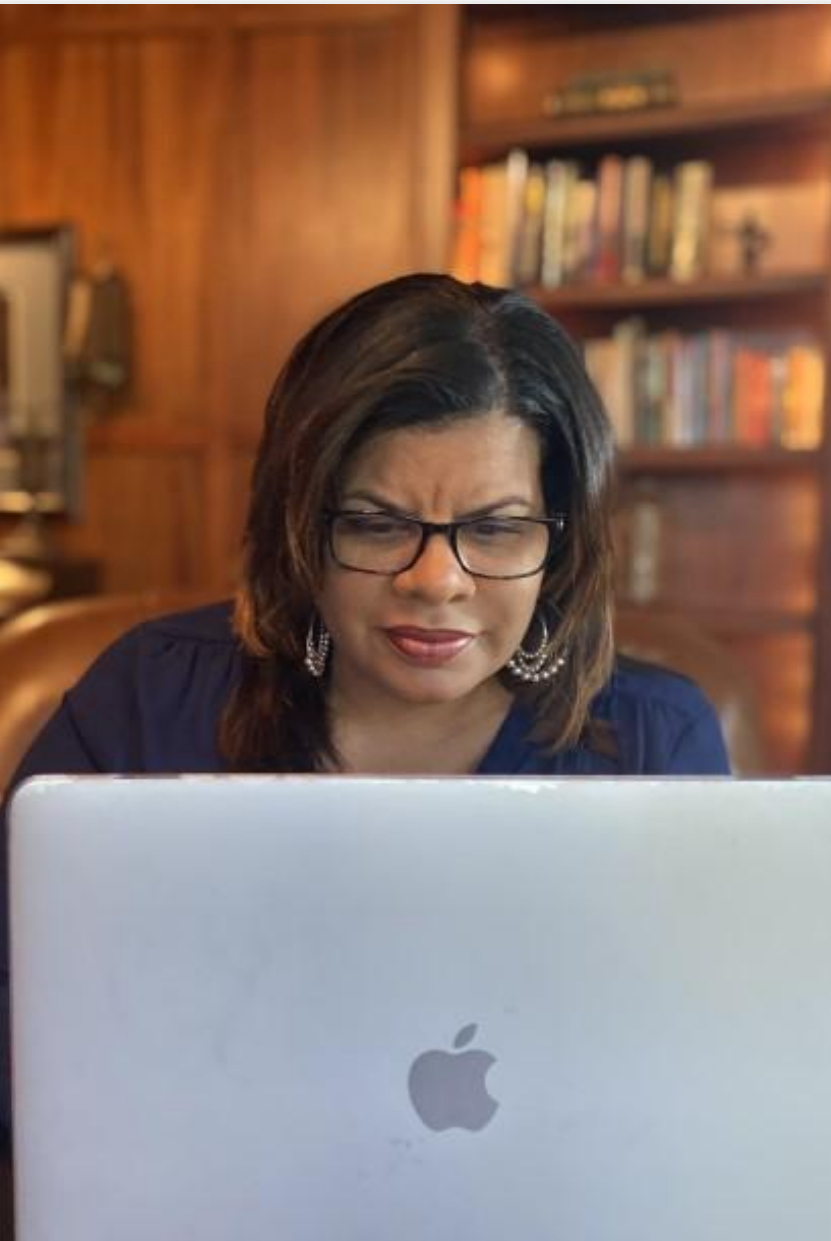
Editor: Whoa!

Alicia Lyttle: And that was when I said to myself, "Wow, this internet marketing thing, it's crazy. I never knew that you could sell your knowledge online and people would just buy it like this." So, what we did was we actually sold a book and a CD on my... I eventually married him, but the guy that I was dating at the time, he was a trader and he was teaching people how to trade. So the course was on trading, commodity trading. And so it costs me about maybe \$7 or \$8 to make the book and the CD. And I was printing it in my basement on this huge laser printer. And I had a CD duplicator, making everything in the basement. And then we charged people \$297 for the course and \$7.99 shipping and handling.

So, the profits that we made on it was about \$290 a package. And I was just blown away. I'm like, "This is the highest profit margin ever. I love this internet-based business." So, that was the first year and I've had my ups and downs, but I've definitely been hooked ever since. So, the guy that I was dating at the time, he inspired me to venture into it because he said, "I bet you could figure this out and I'm really wanting to sell my knowledge online." I was like, "Yeah, this is a challenge. Let's do that." And it took me on a completely different path than where I was going professionally. But yeah, that's how I ended up in online marketing.

Editor: I was going to mention that from humble beginnings, it's turned into this big business for you. But it wasn't that humble at the start, by the sounds of things to get such a result straight out of the gate in your first year. You must have been blown away by the success?

Alicia Lyttle: I was. It was a lot of hard work though, trying to listen to a teleseminar and figure out how to run an internet-based business was definitely hard work. And there were no seminars. In fact, I don't think I ended up going to a seminar until three years later.



So, it took up an enormous amount of time and trial and effort, but it was worth it. And I remember at this time when I met him, I had an apartment in Washington, DC. I was young, maybe 24 years old, or 23 years old. I had no furniture. I was sleeping on the floor of a studio apartment. But working in the White House, but still, I had just gotten to Washington, DC. And then now I'm learning about an internet-based business. You see, what my dad had always taught me was that in order to be rich, I had to either be a professor or I had to be a professional athlete.

Editor: Right.

Alicia Lyttle: So, as we were growing up, my dad took us to different lessons to try to see if we could be an athlete. And my sister actually took up golf and she became a professional golfer. She went on the women's LPGA Tour, but there was no money in it. My sister's an internet marketer now. And me, I decided that I was going to be a professor. So, my whole goal in working in Washington, DC was to get a scholarship to go to college because my parents couldn't pay for my college. I had a full scholarship to get my master's degree. I was on scholarship for my bachelor's. I figured out different ways to pay for my education. But I say that in saying that my career path and my internet path intersected when I said, "You know what, to be rich, my daddy said there's only two ways to do it, athlete or professor."

And so after I left Washington, DC, I did get a full scholarship to go to college. I went to the University of Michigan to do my PhD. But while I was at the University of Michigan, I asked my professor how much money does he make a year? And when he told me how much money he made in a year, I was like, "We made that much last month in our business." Of course, I didn't say it out of my mouth, but I asked him again. I said, "That's a year?" And he said, "Yes." And I'm thinking to myself, "My dad lied to me. Professors are not rich."

Editor: And also you proved your father wrong as well, I guess, because you found a third way to become rich.

Alicia Lyttle: I did. And at that point, I did drop out of the PhD program. So I left Washington, DC, University of Michigan PhD program. This is when our business was building. And then, I dropped out of the PhD program and became a full-time online business owner.

Editor: And you mentioned your family, you mentioned your parents and also your sister. How supportive of you were they at this time? Because of course, I guess they just thought that you're stepping away from actually a career to do something online. And that must've been, especially around that time 2000 as you say to do that, must've been quite a risky thing and they probably didn't quite understand why you were doing that.

Alicia Lyttle: ...



Note from the editor:

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

They say if you follow your passion, you'll be successful. The idea is that your passion will see you through all the struggles, mistakes and missteps that eventually lead to your massive success.

And there is some serious truth to this, too.

Let's say you're on a journey to someplace you don't really want to go to, and you have a flat tire. Cripes, this must be a sign, right? Let's turn around and go home.

But if you're on a journey to the place you've always wanted to be, then a flat tire is simply a tiny setback. It won't mean a thing, other than you need to get that tire changed and get back on the road pronto.

And better still, if the destination means something powerful to you such as saving the life of your loved one, you will move heaven and earth to get there.

So yes, following your passion does make for a much easier trip to your destination because you have the motivation to get there.

But what if you want to build a business and your passion is something that no one will spend money for?

Then it's best to choose something else that you're interested in. It doesn't have to be your #1 passion. It can simply be something that you want to know more about, that is interesting to you, and that you can see yourself doing for the next 5 years.

When you've got your 'passion' or at least your strong interest in a profitable niche, how can you best turn that passion into profit?

You might use this proven 5 step system, since it's the easiest and fastest one I've found:

Step 1: Find Your Big Idea

The goal here is to distinguish between all of the "I Like It" ideas and the one "I LOVE It and Must HAVE It" idea. You're looking for that one big idea within your passion or niche that smacks people upside the head and makes them whip out their wallets and hand you their credit card almost without thinking.

For example, "How to Be a Good Cook" makes for a product that people might like, but few people are going to think they must have it this instant.

But, "How to Create Spectacular Culinary Delights in 30 Minutes that Make People Swoon in Ecstasy and Believe You Are a World-class Chef at First Bite, Even if You Can't Boil Water Right Now" is a product I would buy, and I'm not even that interested in cooking!

5 Steps to Turning Your Passion (or Interest) Into Profit



Step 2: Write a Course Outline

Yup, you're going to create a course.

Wait! Don't stop reading because you think this is beyond you – it's not.

You might think you don't have what it takes to create a course but I'm going to tell you a secret – you don't have to be an expert on your topic.

Remember, this is a niche you are either passionate about or at least have a strong interest in. This is important because doing your research is going to be exciting. You like this topic. Learning more about it is more entertainment than work.

And if you'd rather, you can skip the research and find yourself an expert and partner with them.

Use the internet and especially Amazon to research what is holding people back from attaining success in your BIG IDEA, as well as how to overcome those issues.

In the course of your research, you're going to choose the 3 biggest issues pertaining to your one BIG IDEA.

Think about creating masterful food dishes when you have no experience – what are the issues that come up? Off the top of my head and without proper research, I'll say...

- Not knowing the most basic, foundational cooking techniques that are used by all master chefs
- Not knowing how to properly use spices to turn the simplest of ingredients into world class dishes
- Not knowing the shortcuts that make a 30-minute meal taste like you slaved over a hot stove all day.

These are just examples. You'll want to do actual research to determine the 3 biggest issues or obstacles in your niche.

Step 3: Optional - Use Experts Instead of Research

And if you don't want to research, then you can reach out to experts to provide the content for you.

These experts want to get their work out there but many of them don't know how. They've got the knowledge and you've got the marketing expertise. By partnering up with them, you can create a killer product without writing the content yourself.

Where do you find these experts? Look on Amazon for authors and find experts on YouTube. Choose 3 and ask if you can interview each of them for an hour. You're not offering to pay them, but you will give their website urls to your students as well as promoting them on social media.

In turn they will often promote your course through their own online community, acting as your affiliate to bring you sales.

Or you can take a slightly different path, choosing one expert to partner with, giving them a percentage of your sales.



Step 4: Create Your Product

You're going to do 3 live webinars, each one covering one of the three biggest issues in your niche.

You can provide the content on these live webinars, or you can have your expert(s) deliver the content as you do the interviews.

Or if you don't want to conduct the interviews yourself, you can outsource that to someone else as well.

You are acting as the producer; the person who is putting everything together. It doesn't even matter if you're also the expert, if you're interviewing the expert(s) or if you're strictly behind the scenes.

Personally, I like to at least be the one conducting the interviews because the expertise of the experts gives me instant expertise status as well, which often results in more deals and joint ventures down the road.

5: Make Money

You're going to sell your BIG IDEA on a sales page and/or a webinar. (Just a note: Webinars convert far better than sales letters.)

You can sell your course before it's even made. You've got your one BIG IDEA, your three main points and you've either done your research or you've lined up your expert(s).

Now you sell this powerful mastermind course on your topic which you are doing in a week or two, one live webinar per week for 3 weeks.

If you choose to sell the course via sales webinar, here are a few things to know:

- You can create a much closer relationship with your audience on a sales webinar, leading to many more sales than if you use a sales letter.
- If you don't want to lead the sales webinar, you can outsource it to someone else to be your facilitator.
- Sales webinars are super easy to create. Write your outline, talk for 30 minutes to an hour, give great content, and then show attendees how much easier the whole thing will be when they get your course.
- Once you've created your sales webinar and product – 1 sales webinar and about 3 course webinars – you can automate the process. Keep driving traffic to your sales webinar, send the buyers to your membership area and everything is on autopilot.
- Your first traffic can come from your experts and their following.
- You can use a slideshow for your sales webinar – no need to appear on camera.
- You can sell your course before you ever create it. Come up with the big idea, write your course outline and sell your product before you create it. Your first clients are essentially paying you to create the product.
- You can sell higher ticket items using this system. Your lowest price is \$97, but you can sell your course for twice that, three times that, and even five times that much or more.

Using this system you can run everything on automation, be perceived as an expert and build a list.

You can scale by selling more products to your new list as well as adding affiliates to bring more sales and further build your list.

And unlike building a traditional funnel, this system takes very little time.



My organic grocery store sells several different kinds of prepackaged coconut macaroons. The cookies come in bags or canisters and the weight tends to be around 12 to 16 ounces.

But for the same price, you can buy a bag that weighs just 5 ounces.

Care to guess which one is the biggest seller?

It's the 5 ounce bag, and here's how they manage to sell less than half as much for a price as big as the others:

First, the product is top-notch double (DOUBLE!) chocolate for crying out loud. Really, do I need to say more?

Second, here's the real trick: Each individual macaroon is wrapped separately. In fact, the wrappers take up two to three times the room of unwrapped macaroons, making the 5 ounce package look just as big as the 12 or 16 ounce packages.

Because the macaroons are individually wrapped, they scream quality. They set themselves apart by not just tasting expensive, but also LOOKING expensive. After all, who else individually wraps cookies made in a factory?

Here's how to use this to turn a small product into a big, expensive course: Individually wrap each segment of the small product into its own module.

Let's say you have an ebook on how to grow the biggest, most bodacious and best sunflowers.

Your ebook talks about proper light, soil, fertilizer, companion plants, breeding, pests, seed selection, pros and cons of the many varieties, which ones look best in the garden vs in a vase, how to keep them fresh to enter shows and how to win those contests, how to sell them at markets and to stores for resale, which ones attract certain bees or birds, as well as the mythology and history of sunflowers.

Maybe you covered all of that in 20 to 40 pages in your ebook.

But if you make each of those topics into a module, you now have a full-blown course you can sell to gardeners who want to grow the very best sunflowers, be the wonder of the neighborhood and win prizes at flower shows.

Break your ebook into the separate sections and then record a video for each. If you know your topic well, you can literally do this in one or two days.

Just like the macaroons, you're wrapping each topic into its own module. Now that ebook you were giving away or selling for a few bucks is an entire course you can sell for real money, and you haven't even added any new content.

Turn Tiny Products Into Expensive Courses With The Double Chocolate Macaroon Method



Add THIS to Your Payment Plan to Increase Sales

I recently considered buying a course from a respected, well-known marketer whom I admire very much.

On the checkout page, he offered two options: Either pay \$1,000 right now or pay \$200 now and \$200 for the next 5 months, totaling \$1200.

If you consider the interest rate of making payments instead of paying all at once, it's beyond usury and something no bank could get away with.

But I totally understand WHY he is charging more to those who make payments.

Some of them will never make all the payments, and money in your hand today is literally worth more than money in your hand tomorrow.

But still...

It can be incredibly off-putting to a prospect who desperately wants your program but is strapped for cash. It's a punishment for not having the funds readily available, and frankly I think we need to help people who are struggling right now, not slap them with an additional \$200 payment.

So here's my solution and see what you think:

In this case I would keep everything the same: One payment of \$1000 or 6 payments of \$200.

HOWEVER, if they choose the payment option, they can forgo the last payment IF they pay off the entire \$1000 amount in a shorter period of time, such as 3 or 4 months.

This means that when they are ready, and prior to the deadline, they call into the office and authorize the company to charge the remainder of the \$1000 to their card.

I think this might have several advantages:

First, the course creator is MORE likely to receive a full \$1000 because fewer people are dropping out of the payment scheme.

Second, more people are likely to BUY to because they don't feel they are being financially punished for making payments.

Third, if the course has anything to do with how to make money, and this course did, then it's a testament to the quality of the course. If the seller believes strongly that his course will make the purchaser money, this is an excellent way to prove it. "Implement what you learn in the course to make back your \$1000 (and far more!) before the deadline and we will happily eliminate that last payment for you."

Yes!! What a great selling point.

Fourth, when his office has these people on the phone making that final payment, it's an EXCELLENT time to ask for a testimonial. I know that having people email or call means more work for you or your staff, but it's also an opportunity to strengthen the relationship AND get a testimonial, too.

Fifth, knowing they have a deadline to get the discount can be a huge incentive to get people to dive into and USE the course. And if you want happy customers who come back to buy more from you later, you're far better off getting them to use what they buy from you now.

To my way of thinking this is a way to make customers happier, provide them with an incentive to get busy and use the product, and it will make more sales, too.

It's a win-win-win for everyone!



Mystic Pizza's Secret to Your Next Big Marketing Idea

I set out to prove that great marketing ideas are literally EVERYWHERE... you just have to be ready to receive them.

For this experiment, I went to YouTube and typed in, "full movie" to see what appeared.

One of the options was a 1988 film called Mystic Pizza with a very young Julia Roberts. She's so young that she doesn't even yet look quite like Julia Roberts, a phenomenon that happens frequently in Hollywood as actors continually improve or change their looks.

While Mystic Pizza has a loyal cult following of film buffs who swear it's an awesome movie, I'm not so sure I agree. It's about three girls on the brink of adulthood trying to figure out their lives as they serve up pizza in a little town called Mystic.

But that doesn't matter. The experiment here is to see how many ideas I can find in one random 90 minute movie.

For this experiment I'm going to be an online marketer who teaches online marketing. I have a website, a list and I create products. I'm looking for as many new ideas – good and bad, there's no judgement in the idea creation phase – as I can find.

I'll go through the movie chronologically, just in case you want to follow along. Bonus points if you do this exercise first before reading the rest of this article. Just watch the movie with an eye for ideas and write them down as they appear.

The times noted will be according to the YouTube clock. If you're watching this on DVD or any other streaming service, the times might vary slightly if the movies don't start at exactly the same place.

Ready? Let's see if this works...

0:02 - MGM Trademark – what if I have a trademark created that appears at the beginning of all my videos? Something as cool and memorable as a lion roaring?

0:06 – What does the Latin in the logo, ARS GRATIA ARTIS mean? "Art for art's sake." What if I add a Latin tag line to my logo? Too much? Or maybe it will make my visitors feel like they're on the 'inside' with special knowledge and status. It's worth considering.

0:24 - The Samuel Goldwyn logo is written as the audience watches. What if a headline appeared to be written by a ghostly invisible hand when a visitor gets to a website? Hmm... Eye catching, but maybe too slow... worth testing.



0:35 – Montage of old childhood photos. People like to see childhood photos of celebrities and people they know. How can I use this in my marketing?

0:48 – Creepy Santa photo with kids. Hold a Christmas contest on social media for old creepy Santa photos, funny Santa videos, pets dressed as Santa, etc. Offer prizes that online marketers will love in order to attract the right audience and build my list.

1:05 – Dog photo. People love dog photos. Cat photos. Funny animal photos. Maybe incorporate animal photos into blogposts instead of those boring stock photos. Or how about a pet spokesperson for my business?

1:13 – This looks like a lousy photoshop job. Of course the movie is from 1988, so they didn't have our technology for faking photos. How about a contest for worst photoshop photos found on actual websites?

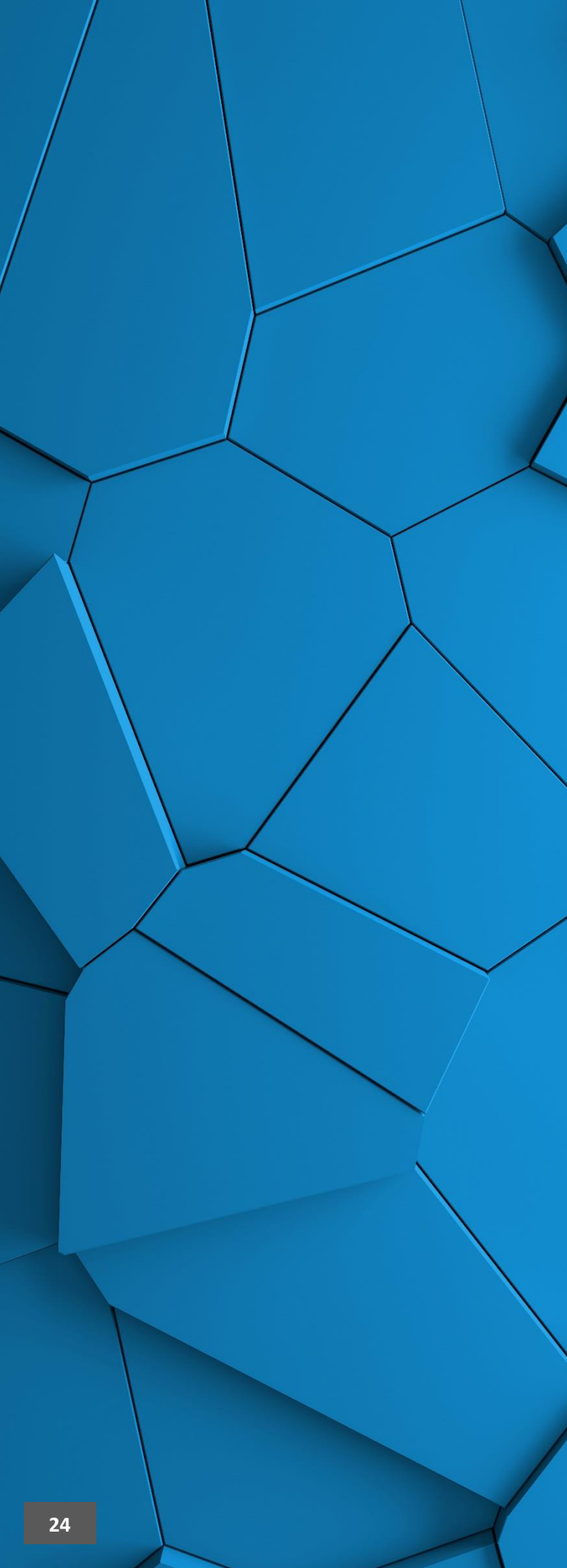
1:27 – Green screen effect, looks like a photo of the three women were placed over a different background. Can I use a green screen in my videos to rev things up? For example, I'm explaining how to do a certain marketing technique while behind me wild rhinos are charging towards me and I'm trying to evade them... silly, yes, and potentially viral. Certainly, a lot more interesting than just me sitting at a desk looking into the camera because everyone does that.

Notice we already have 8 ideas and the film hasn't even started yet. If you did this exercise on your own, I'm hoping at this point you already got a couple of ideas that I didn't even think of. The beauty of an exercise like this is that everyone will get their own original ideas. And imagine what might happen if you had a mastermind group doing this exercise together!

Some of these next ideas are more like reminders of things I need to do in my business to improve the bottom line. It's weird how watching a totally unrelated movie for ideas can incentivize me to work on my to-do list, too.

1:53 – A wedding scene, which reminds me that sometimes the best ideas are two other, disparate ideas put together. Like if I were to put marriage together with list building, how would that look? Maybe that I need to court new subscribers (not an original idea, but still a good one) into becoming my customers. If I think of it this way, I stop saying, "BUY BUY BUY" and instead focus on how I can help my readers and guide them into a relationship that benefits us both.

2:35 – The bride looks dazed and disconcerted as she walks down the aisle. She's viewing the scene through a veil that makes everything look hazy and unclear, too. I wonder if this is how people feel when they get to my website for the first time? I hope not. I need to look at my website with fresh eyes and see what I can do to make it more welcoming and friendly to first time visitors.



3:57 – The bride is experiencing buyer’s remorse and she’s about to bolt from the church before she seals the deal to be married. Which reminds me that I’ve got too many people abandoning my shopping cart. Time to restate the benefits of owning the product right there on the checkout page, as well as the incentive for taking fast action.

4:21 - Whoops! The bride didn’t get a chance to run because she passed out, instead. This reminds me of zoom meetings and webinars where people ghost, essentially leaving the device running while they’re in another room.

Here’s an idea to get people to stay on webinars... every so often, provide one piece of a puzzle, like maybe a letter or a word. At the end of the webinar, they take all the letters or words and rearrange them to make sense, then email it in (or fill out a form) and the correct answers get something cool for free. This will raise the odds that they watch the entire webinar, increasing my likelihood of making the sale.

Yes, I got that idea from watching a bride faint. When you train your brain to look for ideas everywhere, you’ll be amazed what you come up with. Not all of it will be good (9 out of 10 of my ideas are never used) but sort through and you’ll find the gems.

4:50 – The guys are watching the sexy waitress, who happens to be a young Julia Roberts. A few years ago I added pictures of sexy women and one sexy guy to a sales letter. Those pictures had nothing to do with the product and I even admitted that in the sales letter and joked about it. But here’s the thing: I sold the HECK out of that product and many of the customers admitted they initially scrolled through the letter to see the pictures and then were captivated by the subheadlines and finally the sales copy. I need to try that again and see if it still works – I bet it does! (Note: I’m sure you realize these need to be wholesome sexy and not pornographic sexy.)

5:07 – Teeth in a glass. Seriously, I’ve got nothing except that dog that used to ‘take a bite out of crime.’ Is there a headline idea there?

I originally intended to go through the entire movie for this exercise, but we’re only 5 minutes in and we’ve already got several good or possibly great ideas we can implement in our marketing businesses.

And if you’ve been following along, then you’ve got a new skill you can use throughout your day. Just be looking for fresh ideas for your business everywhere and all the time. Be open to finding them, to making new connections in your brain, and to finding the silly as well as the serious. This one simple little twist to your thinking can sometimes grow your business exponentially, assuming of course that you implement your best ideas as soon as possible.



5 Keys to Creating Content That Makes Sales

How would you like every piece of content you create to be your sales agent? Imagine if every article, post or video you created led to more subscribers and more sales... how awesome would that be?

Here are 5 keys to writing content that makes people want to read it, use it and buy from it.

1: Create Numbered Headlines that Make People Want to Consume Your Content

The first step to writing profitable content is to make sure it gets read by your audience. This means you need a headline that grabs attention and makes people want to read it right away.

There are two nearly surefire ways to get people to stop scanning and start reading, and the first one is to use a number in your headline. I've found the numbers that typically do best are 1, 3, 5, 7 and 10. Odd numbers tend to do better than even numbers, and once you get past 10 you're signaling that your article or video might take too long to consume.

"The #1 Way to Get Rich"

"The Fastest 3 Methods for Attracting Women"

"5 Mistakes You MUST Avoid When Buying Your Next Car"

"The Top 10 Cringeworthy Dating Profiles on Match.com"

2: Use Your Headline to Ask Your Reader a Question.

In addition to or instead of using a number in your headline, ask a question. Questions bypass skepticism and get the reader to engage with your topic.

"Why Does Your Neighbor Secretly Earn 10X Your Salary?"

"Do You Know the Top 3 Methods Internet Millionaires Use to Drive Targeted Traffic?"

"Do You Make This Embarrassing Mistake in Bed?"

You can even place a question mark at the end of any non-question headline and it will still (almost always) work.

"The #1 Way to Get Rich?"

Or you can change it slightly like this...

"Is This the #1 Way to Get Rich?"

Both methods work.

3: Use Power Words and Phrases in Your Headlines

You can find lists of headline power words online. Often times I'll use these lists to help myself generate headline ideas, and I always try to incorporate at least one of these words into my headlines.



Here are my current favorite headline power words and phrases:

- advanced tips
- advice
- amazing
- badass
- barriers
- benefits
- best rules
- bullshit
- can we guess
- clever
- dangerous
- errors
- essential
- exclusive
- extreme
- fast
- finally
- free
- goals
- guaranteed
- guidelines
- how to
- if
- killer
- latest
- most
- moves
- myths
- never
- new
- new
- proven
- proven
- rock-solid
- secret
- sexy
- shocking
- strange
- stunning
- these
- things learned
- this
- this is how
- this is what
- this is why
- tips
- truth
- ultimate
- universal laws
- warning
- weird
- what, which, why
- and when
- will make you
- worst
- X reasons why
- X things you
- yes
- you and your

4: Give Immediately Actionable Information

Now that you've got a great headline that's going to get your post read, the next step is to give at least one immediately usable piece of information inside your content.

This should be something valuable that can make a real difference in the life of the reader. It should also be immediately actionable, meaning they can either do it or at least get started on it right away.

Bonus: Because they can use it right away to simplify or improve their lives in some way, they are more likely to use it, benefit from it and come back to you for more.

And even if they don't immediately implement it, just knowing that they can use it will have them wanting more.

5: Create Magnetic Calls to Action that Compel Your Customers to Buy

Decide what you want your reader to do... sign up for your emails? Visit your blog? Go to your sales page?



Here's how to make it happen:

First, make sure your content flows right into call to action. The call to action should appear to be the obvious next step in the content itself.

"I'm going to show you 5 ways to drive traffic. Here's #1, #2, #3, #4 and #5. This is the just the start because I actually teach 25 ways, not just 5. To get the other 20 as well as the step by step methods I use on the 5 above, I invite you to go here to learn more about our traffic driving membership."

Second, notice in the above example that you're not beating them over the head with, "BUY NOW LIMITED COPIES EXPIRES AT MIDNIGHT." That sort of language does not feel very good and makes a lot of people cringe and run away. Instead, by extending them an invitation you are making them feel honored and welcomed, not to mention the fact that you're not burning bridges, either. They will still seek you out in the future because they know you don't shout at them to BUY BUY BUY.

Third, all of your content should be branded with your name and your big credential. For example, "Brought to you by Joe Smith, author of the best seller "Unstoppable Marketing" and host of the Unstoppable Marketing Podcast.

This connects you with the great content you just presented, as well as reminding them that the great results they get from implementing what you teach can be multiplied when they purchase your products and continue to consume your content.

To review:

- Grab your audience with headlines that pull them in
- Give them actionable content they can put to use immediately
- Tailor the call to action to fit with the content so that it flows while issuing an invitation and branding yourself, too.

These techniques might feel awkward at first, but I guarantee if you make these your go-to practice of content creation, then two things will happen:

You'll find it's easier to create content and...

The content you create will do a far better job at generating sales for you.

Why Cache DOESN'T Fix Your Site Speed and What Does - WordPress Profiler Plugin

WordPress can be dangerously slow to deliver your content.

It may have an incredible choice of (mostly free) plugins and themes available to deal with almost any site requirement you can come up with, but when it comes to speed, it just sucks!

And NO, just slapping a cache plugin on there isn't going to do the trick, that's like painting over a damp patch on the wall, or sticking a turbo on an overloaded truck, it's not addressing the underlying problem!

In fact, cache plugins don't fix the 5 most common speed issues on a WP site:

- Problem #1 - Hosting - poor global connectivity slows down your site
- Problem #2 - Server - poor configuration & inadequate hosting plans cause issues
- Problem #3 - Plugins & Themes - cause load speed & security issues
- Problem #4 - Un-Optimized images - kills load speed AND eats bandwidth pushing up costs
- Problem #5 - Bloated Databases - thrash your server's processor

and if these problems aren't dealt with you can kiss your Google Ranking goodbye!

Google will penalise your site for both slow page load speed and high bounce rates, which is exactly what slow page load speed causes, so you get a double whammy!

And if you're using paid traffic you can expect to see your ad spend keep spiralling upwards - for exactly the same reason..

According to Kissmetrics if your site takes 3+ seconds to load you lose 50%+ of traffic

At 20+ seconds you lose an incredible 95%+ of visitors!

Now think about how bad it is for mobile users with limited bandwidth to load up your site in the first place.

There's no way around it, you need to keep your WP site toned, tuned and healthy to keep your hard-won visitors and google rankings.

That's where the new WP Profiler plugin comes in - it fixes all the stuff you need to deal with BEFORE you run a cache plugin.

And better yet, you don't need to be a techie to use it!

The team behind it have built a over dozen top selling commercial WP themes and plugins, all based on their own needs and experience as Bloggers themselves.

So what exactly does it do to keep your site sharp and fast?

1. Not all plugins or themes are created equal!

Some plugins and themes can take far too long time to load up, sometimes simply because they are badly designed, and this can have a seriously damaging effect on your site load speed.

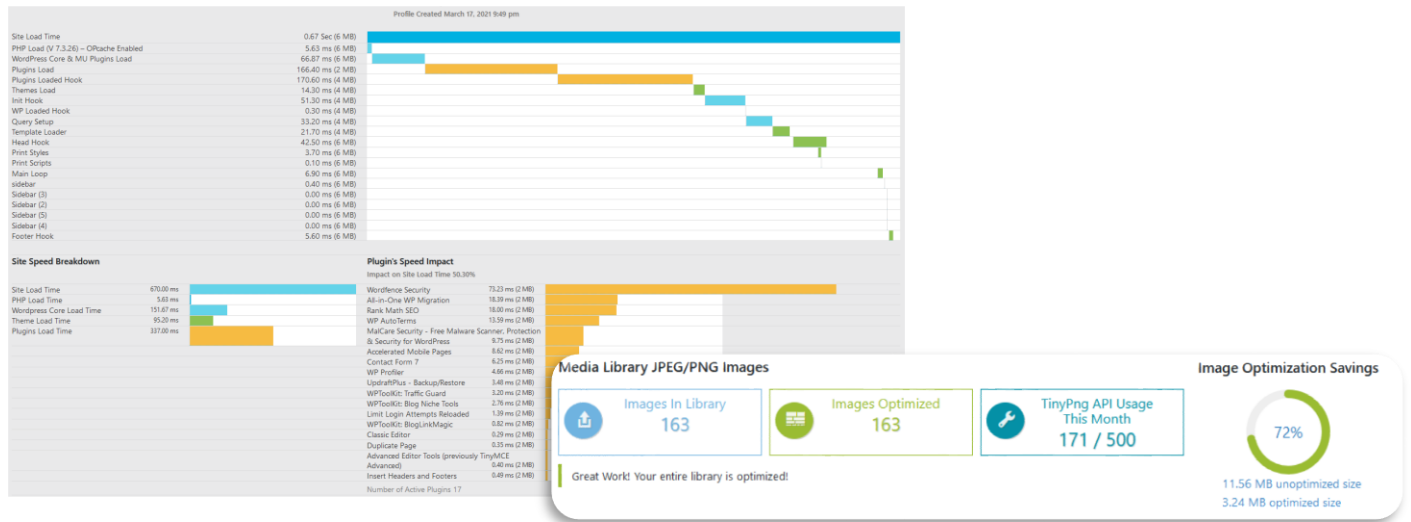
But how can you check to see whether one of your themes or plugins is causing a problem, and if so which one...?

The time-consuming manual method is to turn off each plugin (or swap out your theme) and re-run a speed test, going through all your plugins until you find the one (or more) plugins that are slow.

It's a lengthy, boring process to identify any problems so you can remove them (if you don't need them) or look for an alternative that doesn't kill your speed.

WP Profiler lets you create a page load profile for your site, which lets you see in a simple graphical format what is slowing your site down so you can fix it immediately.

Check the screen shot to see that a security plugin that is taking almost as long as all the other plugins put together to load, creating a significant speed bump.



WP Profiler then goes on to fix another major speed issue that WordPress sites have - Image Size and optimization. This is another big site speed issue for most websites - huge images that have been uploaded with no optimisation, slowing down page speed across the whole site.

WP Profiler lets you automatically optimize new images added, and has an option to bulk optimize all existing images. It runs through a process that includes 500 free image optimize credits each month!

WP Profiler also takes care of an essential blog maintenance task, it lets you clean up, re-index and optimize all of your site databases with just a few clicks.

The more content your site has, and the older it gets, the more necessary this becomes. Having a quick and simple way to complete the task as a non-techie is essential!

The other aspect of your website health that every site owner should be aware of is whether there are any potential issues with your website host and server.

This is another one of those areas that most website owners not only don't know much about, they don't really want to know much about, after all they pay their webhost for a service and expect things to all be good, right..?

Well, WP Profiler can let you know if there are any potential issues with your hosting that you need to be aware of, so you can take a screen pick and ask your webhost why...

Better yet, the plugin can give you a daily report for this to keep any eye on things, for example to let you know if your webhost/server is being restarted regularly you should be asking your host why!

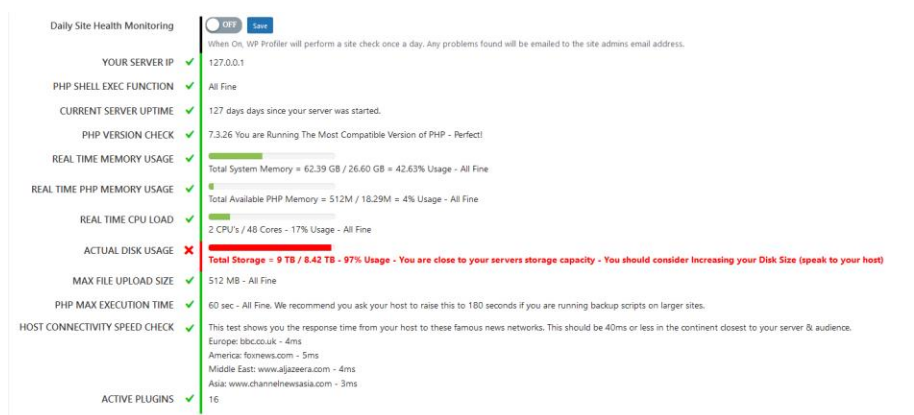
The team who created WP Profiler are experienced WordPress users themselves, they also understand that not everyone has tech skills, so they've made every effort to keep WP Profiler incredibly easy to use, mostly just one click to complete the functions.

If you're running sites on WordPress then simply being able to see a visual representation of what is taking time to load up on your site makes the process of keeping your site fast so much easier!

The only downside to WP Profiler is that your web hosting account MUST be running php 7+ (meaning it doesn't run on earlier versions of php). However when you consider these earlier php versions are not secure... Your web hosting company should already have updated your webhosting account to include an option to use php 7+. If they haven't you should definitely ask them to do so. Then this would never be an issue.

WP Profiler is highly recommended.

Take a look at WPProfiler.com today to see what's going on with your site and get it sorted today!



THE **BIG** SECTION



How to Make a Fortune on Etsy... ...Even if You're the Least Crafty Person on the Planet

It's true! You can now sell on Etsy without creating anything yourself.

That's because Etsy now lets you sell arts and crafts that are created by other people. You no longer have to create anything yourself because you can source your products from anywhere you like.

Etsy does stipulate that the product design or idea must originate with the seller or be vintage. But imagine if you have the 'idea' for a stuffed rabbit... you can get someone else to create that stuffed rabbit for you.

In fact, odds are someone has already created the thing you're thinking of right now.

Plus, Etsy now lets you sell digital art that can be downloaded right from the Etsy website. This means you don't need physical inventory, you don't have to ship anything and you don't have to build your own download pages, either.

I love anything I can sell digitally because the cost to sell it is low, there is no shipping, and you can sell a million copies with total hands-free automation.

Of course, you can sell a combination of digital and physical products for maximum sales profits, too.

Before we get started on product selection, I want to make sure you and I are on the same page. I know a lot of marketers think Etsy is for other people, and if that's you, then please consider the following:

- Etsy is newbie friendly and offers plenty of online support and help for sellers and buyers.
- Unlike eBay, Etsy makes it easy for new sellers to profitably enter the marketplace. For example, eBay greatly restricts the number of listings you can have when you're new to selling, while Etsy lets you list as many items as you like.
- Etsy has lots of highly targeted and relatively easy to access traffic
- Etsy's demographic is different from eBay. Buyers are more interested in finding great items and less worried about getting a low price.
- Competition on Etsy is low, making it easy to get in front of customers right away.
- Etsy uses built in social factors to help sellers bring traffic to their listings. For example, Etsy allows sellers to acquire followers and customers to favorite items, both of which can boost visibility and sales.
- Rules favor new sellers almost as much as established sellers
- Your listings can attract organic traffic through Google search results
- It's easy to promote your Etsy store through Facebook pages
- Shipping and pricing is flexible, allowing you to turn a single product sale into a multiple item listing to increase sales and boost profits
- Joining Etsy is free, as is setting up an Etsy store
- Listings cost just 20 cents each and the listing remains online for 4 months or until the item sells. Any items that are left after 4 months can be relisted for another 20 cents.
- Multiple quantities of the same item can all be listed for just 20 cents. Only when a sale is made for one of the additional items do you pay an additional 20 cents.
- Etsy only takes 5% of the selling price including shipping - not 10% or more like eBay does.
- Etsy offers buyers a wide range of payment options, takes care of the payment processing for you and deposits payments directly into your bank account.

- Etsy also gives customers an Etsy Payments option. For the seller this is a flat fee of 25 cents per item plus 3% of the total sale. Etsy internal stats show that Etsy Payments increase sales by 49% on average.

How Much Money Can You Make on Etsy?

That's like asking how long a piece of string is.

Do a little bit of work in the right niche and you might earn a few hundred or a few thousand dollars.

Do more and you'll make more.

There are people on Etsy earning six figures and some of them are doing it with part time effort.

Etsy is a great platform for most anyone, regardless of their experience (or lack of experience) marketing online.

Grandmothers, children, spouses and anyone looking for part time or full time income should check out Etsy.

Who Shops on Etsy?

Two-thirds of Etsy's visitors are women.

Over two-thirds of them don't have children.

A little more than half make more than \$60,000 per year and are between 18 and 34 years old.

64% of visitors are from the U.S.

This means your products will do well if they are targeted to young, upper middle class women. Children's items and men's items don't tend to do as well, but there are exceptions.

It's predicted that the current trend of more men using Etsy is going to continue, so if you're determined to cater to men, you might be on the cutting edge of a new trend.

When Etsy visitors are referred from another site, those sites are typically Google, Facebook and Pinterest. This means you can find your customers on Facebook and Pinterest, which we'll cover later. And you can optimize your listings to appear in Google's search results, too, which we'll also cover.

Steps to Success on Etsy

Before you build something worthwhile you need to have a plan and starting an Etsy business is no exception.

Most Etsy sellers set up their Etsy store without a plan. Then when they're wondering why they're not making sales, they try to fix their store to make it work.

This is backwards because before you build anything you've got to have a solid foundation that tells you in advance your business will be a success.

Here are the steps to becoming successful on Etsy. And don't worry... I know this sounds like a lot, but you can do the whole thing in a short amount of time if you're ready to start making money.

Step 1: Find your profitable niche(s) using free online tools (Doesn't it make sense to know in advance that you chose a niche that will make you sales?)

Step 2: Create or source your products (Hint: It's possible to do this for super cheap or even for FREE - I'll show you how)

Step 3: Create your store branding and theme (Why blend into the crowd when you can stand out, get noticed and get repeat sales?)

Step 4: Create a header banner to further your branding and inspire confidence in your visitors

Step 5: Add perceived value to your products with simple, yet elegant packaging (This also increases your odds of receiving positive, glowing reviews)

Step 6: Start building your Etsy shop with a bio and about page that inspires and gives your visitors a sense of confidence in you and your store

Step 7: Create your product photos (this might be actual photos or scans - no worries, it's not hard)

Step 8: Write copy for your listings that makes your products irresistible

Step 9: Use keywords and tags so that Etsy buyers can find you (And helps Google to send you traffic)

Step 10: Create a Facebook Fan Page with an email opt-in and embed your Etsy shop into the Fan Page, too

Step 11: Promote your listings on certain websites to bring in even more buyers (I'll reveal which sites work best)

Step 12: Promote both your listings and your Etsy store inside of Etsy itself (This is super easy to do, too)

Step 13: Interlink everything to make your entire Etsy business one powerful customer magnet that draws buyers in and gets them to spend their money in your shop.

Reading this list over I realize it can sound like a LOT to do if you're brand new to Etsy, but I promise you that none of this is difficult or even all that time-consuming.

Once you've got your business set up according to these steps, then all you need to do is continue to add products, add more niches if you choose to, build your following and that's about it!

Forget About Perfection

Perfection isn't needed or even wanted when building your Etsy business. From my experience I can share with you that striving to make everything perfect is simply going to turn into an exercise in failure, since perfection isn't attainable anyway.

I've seen more people fail in their online ventures because they were trying to be perfect than for almost any other reason. Perfection is a trap. Plan on doing as best you can with each step and then quickly moving on to the next step.

You'll probably make a few minor mistakes.

And you might wish later you'd done something differently.

All of that is to be expected, not dreaded. In fact, having a less than perfect Etsy store is fantastic because taking action with even mediocre results beats the heck out of never getting anything done because you're trying to make it exactly right.

It's far more important that you do all of the steps outlined above as best you can in a short amount of time without trying to be perfect.

By doing each step you'll have an Etsy store that has a theme, is branded and contains items that attract buyers.

And you can improve all you want along the way as you make more and more of those sales, too.

Step 1: Finding Your Profitable Niche(s)

You've got two options here:

The first is what most people do. They choose a niche they like and hope it makes them money.

The second option is to know for certain that a niche is already making lots of money before you ever jump into it. Obviously, I'm going to suggest you use this second method for your store.

If you don't already have an Etsy account, go ahead and sign up for one now at Etsy.com.

Now find the search bar and enter a keyword Search phrase that interests you.

The site will show you current listings only - no past listings - but you don't need those anyway.

On the results page, right click on several products that catch your eye and open each one in a new tab.

Take a look at the product itself and then click through to the seller's shop by clicking the shop name.

Find the number of sales the shop has made, as well as how long the shop has been online. Use this to calculate the number of sales made per month.

Look at the shop sections on the left-hand side to see which sections have the most products. Many times you can also search through 'sales' to find out what this seller has sold.

Repeat this search process using more specific keyword searches, finding the high-selling vendors and discovering what is selling the best. Your goal is to drill down and locate the highly profitable sub-niches and even sub-sub-niches.

Notice that when you start to enter a search word or phrase into Etsy's search bar, you'll see suggested search terms in a drop down box. These suggestions generally represent some of the most popularly searched variations of keyword phrases on Etsy and can aid you greatly in your search for a hot niche.

If you look at the bottom of the keyword phrase suggestion list, you'll see an option to find shop names containing your keyword phrase. This is a quick way to find other sellers in your niche.

While you are doing this, start a listings 'swipe file' where you copy and paste keywords, product descriptions, product titles and so forth. You won't be using these as is because that's plagiarism, but you can use them as a springboard to your own listings by rewriting them.

When you find a niche that looks promising, find the most successful sellers in that niche. You're looking for sellers who make at least several sales per day and are selling the same items over and over again.

If you're not sure what to start searching for, try something like digital prints, art prints, jewelry, photography, PDF coloring books, mugs or t-shirts. These are all good examples of products that can be created/designed once and sold over and over again.

To estimate how much a seller is making, take the average number of sales per month and multiply that times how much you think they are clearing (after fees) on the average item. For example, if they are making 300 sales per month, their items are delivered digitally, and prices range from \$15 to \$25, then we'll conservatively say they are clearing \$18 on each item after fees. Multiply that times 300 and you see they're likely making about \$5400 profit per month.

By studying what successful sellers are doing on Etsy, we can avoid unprofitable niches, find profitable ones and see how we might choose and market our own products for best effect.

My Favorite Product - Prints

I'm not looking to influence you here, but I do want to share with you my favorite category of Etsy product - prints.

These can be digital prints that are downloaded online, meaning you never have to ship a thing. Etsy totally automates the entire process of hosting the downloads and providing access to buyers, and there is virtually no cost for product creation and fulfillment. Plus, you can sell the same print literally thousands of times, too!

These can also be actual physical prints that you ship out. You can offer them matted or unmatted, framed or unframed. Physical prints have a higher perceived value than digital downloads so you can charge more. And if you choose you can use this higher profit margin to pay for a service such as Amazon's FBA to ship your Etsy items for you, too.

Prints can be of your own artwork or of other artist's artwork, photographs and so forth. Do you have any starving artists in your town? I'll bet you do! Partnering with a few of them could be quite lucrative for you.

Then there are royalty free prints. You can source current images online that allow you to sell copies, and you can find vintage prints, pictures, postcards, posters and photos that are no longer copyrighted.

And prints don't necessarily mean items that are hung on a wall, either. Think about the coloring book niche - it's super hot right now and all you need are black and white images that can be printed and colored by customers.

You might also put artwork on mugs, t-shirts, mousepads, shopping bags and more, using one of the many printing services to fulfill your orders for you.

The options with prints are nearly limitless and there is always a demand, which is why prints are my favorite product of all.

Free Resources for High Profit Niche Research

While Etsy has thousands of hot hidden niches and subniches that are highly profitable, you won't always find them by doing the research we referenced above.

That's why I'm going to give you an additional option for doing your niche research, using a little website called eBay.

Here's how it works:

Go to eBay's homepage and using the categories on the left, navigate to the listings category for your niche.

Once you get there, scroll down to the bottom and select, 'See all items in (Niche)'

Then on the left-hand side, select 'sold listings only' and 'sorted by most recent'. If you like, choose a price range and a location such as U.S. Look at the resulting images and right click (open in new tab) any listings that are in the niche you're considering.

Leaps & Bounds

A young wanderer was searching for enlightenment: he heard of an old guru living high in the mountains and it was said that there was no one more enlightened. To reach him the wanderer had to make a long and treacherous climb, but after many days the wanderer finally reached the summit and found the guru.

The wanderer decided that he would observe the guru, hoping that if he could emulate him in all things, he himself might reach enlightenment and with it find peace and a reason to stop his wandering.

So, he began walking as the guru did, wearing the same rough robes the guru wore, took up the same diet as the guru. Several years later the guru asked the wanderer, how enlightened he felt he had become. On reflection the wanderer admitted that he didn't feel like he had progressed as far as he expected. At this point the guru asked, "Why did you change? You changed everything about yourself, why?"

The wanderer replied, "You are so enlightened and at peace, and at one with the world, I thought by learning how to be like you I would be able to find that peace and contentment and enlightenment within myself."

are in the public domain because these are free and easy to source.

Next, go to WatchCount.com in a separate window. Copy the eBay item # from any of the eBay listings that interest you and paste the item # into WatchCount's keyword box. Click the 'What's Most Popular' button. This will show you the listing dates, which tells you how long the item took to sell.

Your goal is to find tightly niched items that ideally appeal to women, sell on both eBay and Etsy and are commanding prices that will yield you a nice profit. If the product is digital, you should be able to sell it for at least \$3, although of course \$10 or \$20 is much more preferred. Physical products should sell for a minimum of \$7 plus shipping, unless you can source them for almost nothing.

Now that you have several profitable ideas of what to sell on Etsy, the next step is to find these items so that you can offer them in your Etsy store.

Coming In Our Next Etsy Installment:

We're going to cover...

...how to create or source your own products for very little money or even no money at all.

...how to acquire popular digital prints and books for free

...how to create physical products that sell like hotcakes, take no artistic skill on your part, cost you very little and sell for substantial prices

...how to acquire rare and original vintage prints for pennies and sell them for \$20 or more

...how to create or outsource celebrity artwork prints for very little cost and resell for massive profit

...how to find local crafts and vintage items you can buy cheaply and resell for 5 to 25 times as much as you paid.

Stay tuned!

For each listing, check out the seller's other listings to see which products sold well in the past.

Remember to add any pertinent info to your swipe file while you're doing this, because you'll thank yourself later.

If you're looking at prints, notice which ones

The guru smiled and beckoning him to follow, once outside in the heart of the small mountaintop village he waved his hand at the other villagers, "Look at them" he said, "He is a baker, her a seamstress, him a hunter, all are different, and yet all have just as much purpose and fulfilment in their lives as each of the others. Are any of them less enlightened?"

The guru continued, "You spent all this time changing what is on the outside of yourself, yet on the inside you have remained much the same as when you arrived, you haven't changed what matters the most."

The wanderer thinking about this finally understood, the enlightenment he sought to find was not something elusive that he needed to chase around the world after, it was merely something he had to find within himself, and then it would travel with him wherever he went.

To become enlightened or a master of anything, it's not the outer self that needs to change, but the inner self. Do not think that by putting on your best suit and projecting the best image, having the best website or presence is going to fix your business if your inner world is not being worked on.

There are many self-help guides, and online courses and seminars guaranteeing you success if you follow their path. Don't be fooled by them, they are not a guarantee for success, they are merely a set of guides and lessons that you can use to learn for yourself.

Don't try to be someone or something else, don't try to live someone else's success, your path is unique to you.

Understand that and your successes will come in leaps and bounds.

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 ...

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