

HOME BUSINESS NEWSLETTER

Issue 121

8

**Can a Watch
Change Your Life?**

17

**Facebook
Jails The Innocent**

22

**Case Study:
\$3,000 a Month
Residual Income
Without a
Membership Site**

26

**The #1 Way
To Cure Email
Delete-itus and Get
Your Emails READ**

13

**Exclusive Interview
Ryan Allaire**

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

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But...

But is an interesting word, it's defined as a reason someone gives for not doing or agreeing with something. It is probably the most overused word in the English language and also the word that causes the most problems with regards to procrastination.

From "Oh, I was going to do it but..." to "But it..." stems all our excuses for indecision or inactivity.

What do we fear so much that we have to presuppose a failure and wrap that possibility up with a "but"?

And here is the more interesting question, are we committing to that failure by raising that as a possibility? What if we never actually said the 'but'? What if we didn't allow into our consciousness the possibility of failures, could that prevent them from occurring?

Now I know that seems naïve, but when we were children, we didn't see failures as something bad, it was simply just a lesson to learn along the way. We learned to walk by taking a few steps then falling, then we just picked ourselves up and tried again, and again, until after those few false starts and those initial faltering steps we were indeed able to walk, and then run.

As children, it never occurred to us to even think in terms of "I'm going to walk, but maybe I won't." We just kept on trying and trying until we succeeded, and that is the difference between the entrepreneurs and everyone else.

Where everyone else acknowledges the "but", we don't breathe as much life into that uncertainty. We don't have time for buts, we are far too busy getting the job done to worry about whether our independent vision might not work.

A funny phrase I heard once: "If ifs and buts were candy and nuts, we'd all have a merry Christmas." It's a great throwaway statement that shows how often we use those two particular words.

Banish them from your life and your outlook, you have businesses to build and successes to achieve, there is no time for an 'if' or a 'but'!



A man with glasses and a goatee, wearing a light-colored shirt, is sitting and reading a newspaper. The image has a warm, orange-toned filter.

Resources and news

Google Page Experience Algorithm Update Launching in Mid-June

Google is pushing back the launch of its Page Experience algorithm update, which will see the Core Web Vitals become ranking signals, to mid-June.

Originally scheduled to launch in May, Google's updated timeframe for the Page Experience update gives site owners at least another month to prepare.

<https://www.searchenginejournal.com/google-page-experience-algorithm-update-launching-in-mid-june/403023/#close>

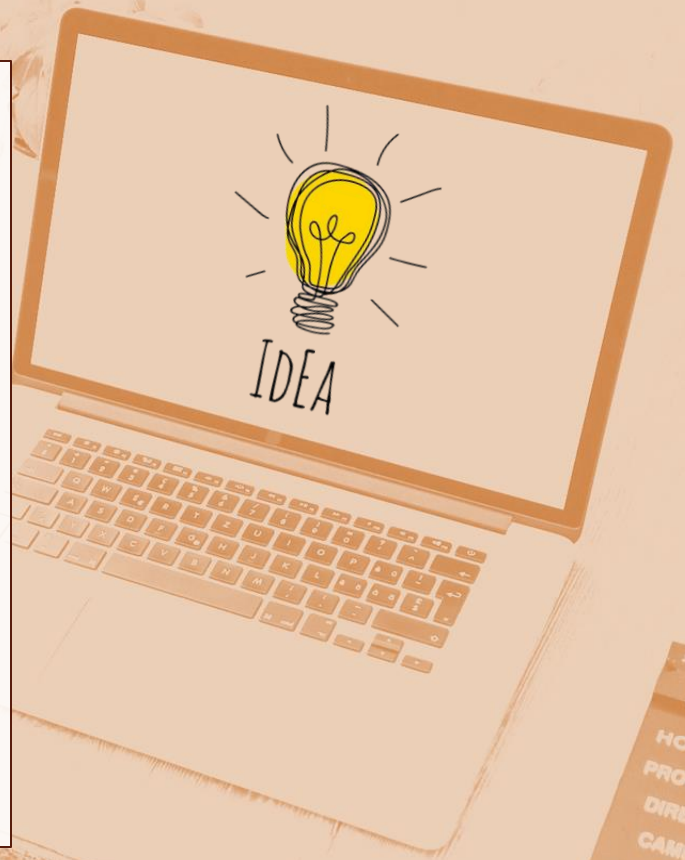
How To Get Guaranteed Traffic By Reverse Engineering Successful Content

For the reverse engineering process to be successful, you need to follow 3 steps:

- Figure out what content performs well in your niche
- Analyze the content to find out what makes it successful
- Use these findings to inspire your own content

Here's how it works:

<https://bloggingwizard.com/guaranteed-blog-traffic/>



Free: 10-Step Guide to Podcast SEO

According to the Statista Research Department, more than 15 million people in the UK were listening to podcasts in 2020 with the figure expected to approach 20 million by 2024.

Here's how to get your podcast found:

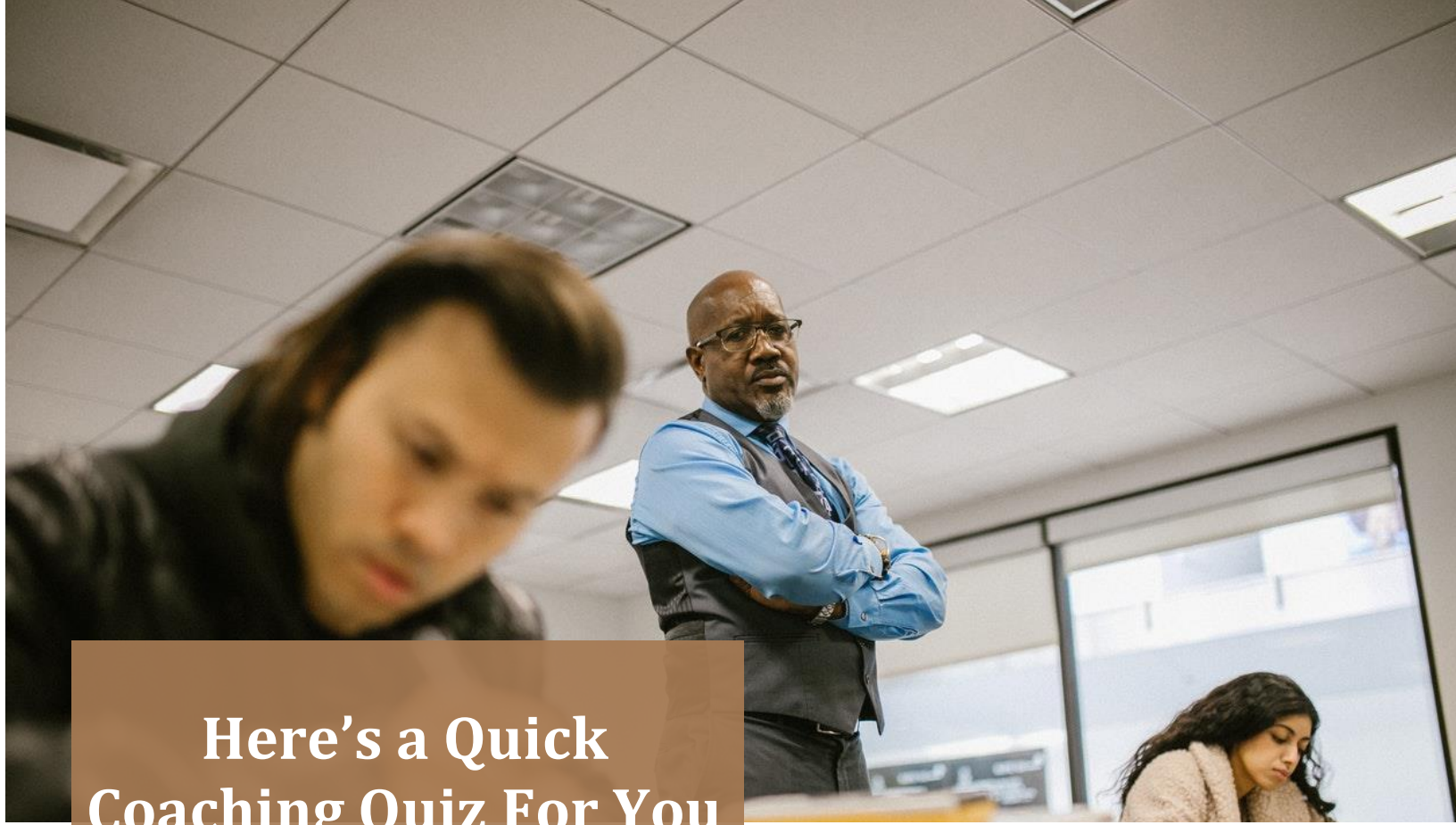
<https://www.vertical-leap.uk/blog/10-step-guide-to-podcast-seo/>

Five Steps to Submit Your Website to Google in 2021

If you want search engine users to be able to find your website, it needs to be indexed.

But how do you submit your website to Google in 2021? And do you even need to?

<https://ahrefs.com/blog/submit-website-to-google/>



Here's a Quick Coaching Quiz For You

As an online marketing coach, which do you think would be easier:

A: Taking someone who is earning \$1000 a month and showing them how to earn \$10,000 a month

B: Taking someone who is earning nothing online and showing them how to earn \$500 a month

As you've probably guessed, the answer is "B".

But why is that true?

Because someone who is already earning \$1000 a month likely has systems in place to earn money. They have a squeeze page and maybe a website, they have one or more products to promote and they have a means of driving traffic and a list they can contact.

Most of all, they KNOW that \$10,000 a month is an attainable goal because they're already earning \$1000 a month. They believe it can be done.

But the person who is currently earning nothing likely has no online marketing infrastructure in place. They probably don't have a list or an audience and they might feel overwhelmed and unsure of what to do and how to do it.

More importantly, they're not entirely convinced online marketing is even REAL – at least not for them. They don't yet believe they can do it.

They want to believe, but their doubts are so great that it's easier for them to think online marketing works only for other people and never for them.

If you take someone who is earning \$1000 and show them how to earn \$10,000, they will be happy.

But if you take this person who is earning nothing and show them how to make \$500 a month, they will think you are a SUPER STAR and they will love you for it.

And if by chance you are not yet earning anything online yourself, then let me ask you this:

Do YOU believe you can earn a full-time income online? Because if you have doubts, it will be that much more difficult for you to find success.

The Dirty Little Secret Behind Investment Newsletters

You know I love residual income.

And you know I think membership sites and newsletters are both outstanding ways to earn residual income.

You make the sale once and you get paid for as long as that person remains a member.

But there is something different about investment memberships and newsletters. You might say they are in a league of their own, because the bulk of their profits seldom come from subscription fees.

Have you ever wondered why a millionaire (or billionaire) investor would bother to publish an investment newsletter?

It's not like they need your \$99 a year.

And why would any investment expert charge \$99 or even \$499 for a newsletter or membership if it can really 10x or 20x your investments in a relatively short time?

We're talking about you receiving million-dollar gains in a few short years. All for just 99 bucks? What's the catch?

Here's what I think: That publisher wants as many people as possible following his or her recommendations because when they do, that publisher makes money.

Let's say I run an investment newsletter and you're a subscriber.

I tell you to buy XYZ stock because I think they're about to get a billion dollar contract with Amazon.

And maybe XYZ will get the contract, and maybe that stock will go to the moon because of it.

But even if what I predict doesn't come true, here's what happened for me:

Because I bought the stock before I told you and thousands of other subscribers to invest in it, and because all those investors drove the stock price up, I made money.

If an investor has enough followers, they can and will influence stock prices simply through their recommendations.

It's no wonder why that 'million-dollar' newsletter costs \$99.

I'm not suggesting you don't subscribe to these newsletters if you have faith in the person making the recommendations. You can still make money, as many people do. Just be aware that the newsletter author is likely making even more money with their recommendations because of you and all the other investors buying into the stock the author already holds.

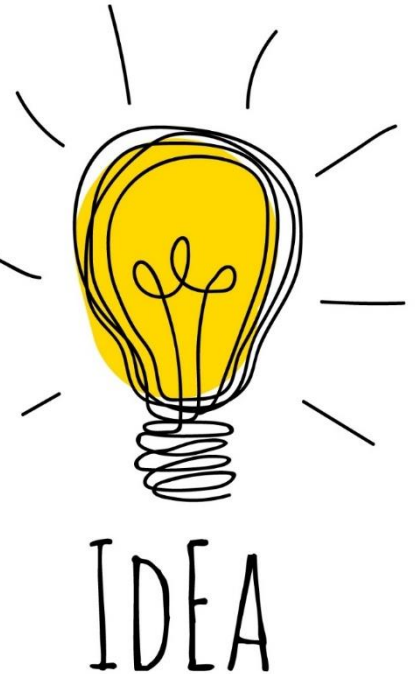
And if you're wondering what type of membership or newsletter to start, well... this bit of insight might just help you to decide. 😊

How to Drive More Conversions (In Less Time) with Facebook Dynamic Ads

Facebook provides advertisers with a wide variety of advertising products. However, few are as efficient at driving sales as dynamic ads, especially if you work in ecommerce.

While dynamic ads tend to be more time-consuming to set up as they come with more requirements than a basic Facebook ad, don't let that deter you. Once you have gone through the process of setting up your account, Facebook will do the legwork and future campaigns will be a breeze.

<https://www.wordstream.com/blog/ws/2021/04/20/facebook-dynamic-ads>



5 Ways To Use Google Search Console To Boost SEO Traffic

Every day, Google ranks millions – if not billions – of websites and pages for many key search terms. But even if your 'successful' pages are targeting some of the most highly-ranked keywords, you probably not ranking well for all of the keywords relevant to your site – or even the best ones for your marketing – from search engines.

There is a free tool that can help you see where your content stands in search engine rankings: Google Search Console.

This free tool from Google can help you identify these 'hidden' keywords, so that you can further optimize your content. How?

<https://www.imnewswatch.com/2021/04/21/5-ways-to-use-google-search-console-to-boost-seo-traffic/>



Can a Watch Change Your Life?



I'm surfing the internet in an early morning pre-coffee daze when I see an ad for an odd-looking watch that says, "Handmade in Switzerland: 24 hours and only 1 hand..."

And I'm thinking, "Ohhhh-kaayyyy... what fresh over-priced gimmick is this?"

And I click on the ad because, well, why not?

Now I'm on a website called slow-watches.com and it's asking me,

"Are you ready to be slow?"

Wtf?

I need my coffee for this.

"We created a watch that allows you to experience time in an entirely new way."

"The slow watch reminds you to stop chasing the minutes and live for the moments."

"The unique 24 hour one-hand concept fundamentally changed our way to perceive time – yours too?"

Ha! I love how they don't claim this watch will change your life or how you perceive time, but instead they pose those claims as questions.

- Will this product earn you a million dollars?
- Will this diet make you 10 years younger?
- Will the secrets revealed in these videos make you irresistible to beautiful women?

Maybe not, but these questions fly underneath your skeptic's radar and get you thinking, don't they?

"Sit back, relax and watch the video. We would like to tell you about our slow story."

And I'll be darned if I didn't watch their video – twice.

https://www.youtube.com/embed/3SP_s_UUvfm

A few things to notice:

The first half of the video shows you just how miserable your life is without this watch, while the second half of the video shows how wonderful your life will be with the watch.

And it turns a product fault into a positive. "Yes, our watch doesn't tell you exactly what time it is, but who cares about exact time anyway? We don't care about seconds or minutes because those are for losers."



Put on this watch and for the first time in your life you will see, “How time naturally flows.”

“Remember, don’t count every second – make every second count.”

Cliches, anyone?

I thought it hilarious that while the silky-smooth talking announcer is telling you to make every second count while admitting their watch can’t count seconds, they’re showing you two good looking guys staring at an hourglass...

I mean just staring at...

And staring at it some more...

Like they are so bored they’re wishing their miserable lives would just end right then and there.

But wait a minute... (pun intended?)

...why are we talking about this crazy watch and how they’re marketing it?

Because there are some great lessons here.

First, making a 24 hour watch is such a simple idea, I’ve got to wonder why we haven’t seen these before. Or have we have seen them but they didn’t catch on? The point is this: Simple ideas like this are everywhere if you are paying attention.

Personally, I would love to have a watch that reminds me every hour to get up from my chair and MOVE. I’d also like the watch the act as a Pomodoro timer throughout the day, with 25 minutes of work and a 10 minute break, or something like that.

Yes, I know my phone can do those things for me, but I leave my phone in other rooms and I’d prefer to have those features on my wrist. Is that a good product idea? I don’t know, but if you decide to create a watch like that, let me know and I’ll buy the first one.

Second, the watches cost \$300. That’s why they tell you over and over they’re made in Switzerland, because we’ve been brainwashed into thinking that great watches can only be made in Switzerland, so it helps tremendously with price justification.

Third, the watches cost \$300 which means it’s going to be all about the marketing and positioning. Most people are never going to impulse purchase a weird-looking unknown-brand watch for 300 bucks. Heck, most people have stopped buying watches altogether because they own smartphones. To sell a watch without a well-known brand for \$300, you’re going to have to get slick with your marketing.





Fourth, that is exactly what they've done here. When I looked at their website and watched the video the first time, I confess that I WANTED ONE OF THESE WATCHES! Yes, I really did.

Watching the video the second time with my marketing cap on made me totally rethink that impulse. Because hey, I don't really believe that buying the watch will cause me to move from the city to the country and have absolutely nothing to do but play frisbee and watch an hourglass, two things I don't want to do anyway. (Watch the video to see what I mean.)

To answer their question: "Can a Watch Change Your Life?"

No, no it can't.

But if you can take a simple product like a odd looking watch and use your marketing to make people feel better about themselves, then maybe that's not such a bad thing.

If you sell a product that teaches people how to make money, for example, then you can certainly paint a picture of their life before and after getting your product. And in fact, you can use this watch video as a template of what that might look like.

A mediocre product with great marketing can sell like gangbusters. That's what I think they have here. If they get a few celebrities to wear their watches, it could become a viral sensation and they'll make millions.

Then again, there have been plenty of products that were supposed to be "the next big thing" but failed terribly.

<https://digg.com/2021/next-big-thing-fails>

Back to you and your business... Take a look at your products and ask yourself, what simple change can you make to totally stand out from the crowd? In other words, what's your version of going from 12 hours to 24 hours?

Next, look at your marketing like you're seeing it for the first time. Does it sweep you up in the moment and make you think, "Wow! I want this!" If not, you might want to rethink how you're presenting your product to the world.

Here's a neat little trick you can try: Every time you see an ad or commercial, imagine it's for your product. Look for the elements you can borrow to use in your own marketing campaigns to make them fresh and grab the viewers' attention.

Can your product change people's lives (unlike this watch)?

Then just imagine what you might achieve with a fresh marketing campaign that lets people feel what that change will be like when they have your product.

Can you devise a fresh marketing campaign that sells a million copies of your product?

I think you can...

This Marketing Dude's Big Mistake

I received an email the other day promoting contests, telling me how I can become a big winner if I know contesting secrets and so forth.

Which is true, there really are methods to winning a lot of stuff through contests.

But here's the weird part... the email was written by a guy in his early to mid-20's and judging by the language he used, it was also targeted to that same demographic – 20 something males.

What guy in his 20's is interested in spending hours a day entering contests to win appliances and gift certificates and what not?

I suspect the target audience for something like this is people over 40, most likely female, who have some time on their hands. You could write about how they can enter these contests while they're standing in line, while on their commute (assuming they're not driving) while they're watching television and so forth.

And I'd talk about the vacations they can win, the cash prizes, and yes, the gift certificates and appliances, too.

This 20 something marketer will start making more sales when he starts choosing products to promote that appeal to the type of audience he is attracting to his mailing list – 20 something males.

A marketer has to know his or her audience and know what they want, what fits into their lifestyle, and what will bring them the benefits they seek.



Eliminate THIS and You Might Triple Your Income

I'll bet there is something that is holding you back from greatness in your online business, am I right? And if you eliminated this one thing, you'd get more accomplished in a week than you're currently getting done in a month.

And not only would you get more done, but you'd make more money, too. Maybe three times as much or more.

I know, because I've experienced this myself. There was something holding me back, and at first I didn't even realize what it was or why it was stopping me from earning as much as I wanted to make.

This thing is in your business, and while almost every online marketer has this same problem, the issue itself differs from one market to another.

Cripes, that's about as clear as mud, isn't it?

Let me try to illustrate...

Imagine you have a giant hourglass filled with gold nuggets.

Any nugget that falls to the bottom of the hourglass is yours to keep, and there is an unlimited supply of gold nuggets at the top.

But here's the problem: Because an hourglass is skinny in the middle, the nuggets have a hard time falling to the bottom. In fact, those nuggets are continuously getting jammed at the middle, and when that happens, you're not getting any gold nuggets at all.

The solution is obvious – eliminate the area that is slowing down the flow of gold nuggets.

In the case of your business, identify and eliminate the bottleneck.

Let's say you're a whiz at creating content, making products and doing social media. But building landing pages, sales pages, websites and all of that is hard work for you. It can take you days or weeks to build a funnel.

There's your bottleneck! Get a program such as Leadpages or Clickfunnels to allow you to quickly and easily build those pages and you've just eliminated your bottleneck.

Or maybe you're an expert at building pages but you're terrible at writing content. Hire someone to write content for you or find another way to get content such as curation or maybe recording your own videos.

Perhaps the only thing you do well is social media. Then the answer might be to do social media for other marketers, teaming up with them and even taking a percentage of profits.

The idea here is to determine what you're good at, what you're NOT good at, and then find a way to eliminate, outsource or expedite the thing(s) you're not good at – your bottleneck.

In my case I was a great at creating content, getting product ideas, setting up JV's and a host of other things, but I didn't like the technical aspect of building websites, pages and so forth.

When I found a way to make it easy for myself, I freed up an amazing amount of time and energy which I then used to focus on my strengths. And when I did that, I literally tripled my income, had more fun in my business and for the first time found the entire experience to be thoroughly enjoyable.

I'd removed the bottleneck, removed a lot of stress and frustration, and replaced it with many more opportunities to build my list, gain new JV partners and make more money.

Find your bottleneck and eliminate it so that you can concentrate on your strengths, and that hourglass of gold nuggets will be replaced by a firehose of income.



Ryan Allaire

interview



Editor:

This time we're going to be doing a deep dive with a guy who is absolutely crushing it in direct marketing, but Ryan Allaire's story starts out when he and his family were living in a cramped motel room so I think this is going to be a really fascinating and inspirational conversation. He's also one of the most energetic guys you're ever going to meet. Ryan, it's a real pleasure to connect with you.

Ryan Allaire:

Thank you so much. Thanks for having me. It's so great to be here and so awesome to be here.

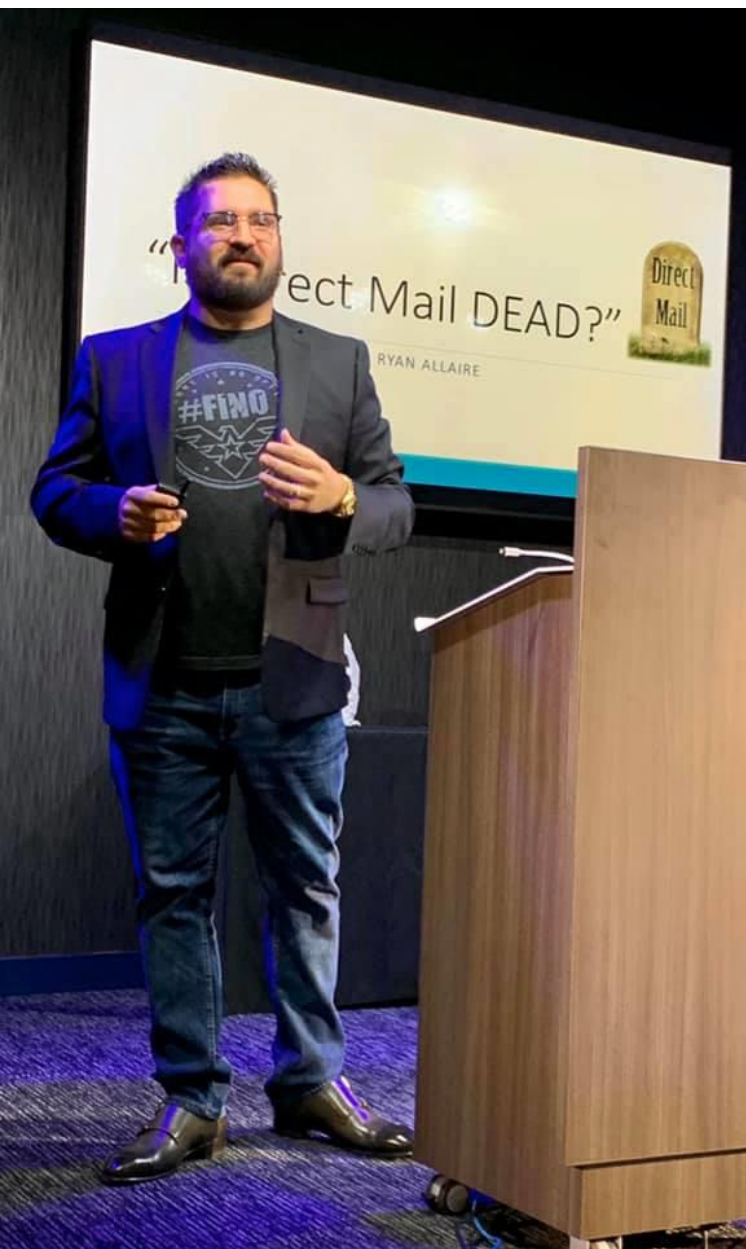
Editor:

Well I'm really looking forward to chatting with you, Ryan, because your story couldn't be more rags to riches. Is it true you got started in marketing at just the tender age of 13?

Ryan Allaire:

Yes, yes it is. You're right, it's kind of a cliché rags to riches story which I kind of struggle with because I'm like, "Oh, it's just another story." But to me it's been a unique experience. It started at the age of 13, like you said in the intro, growing up in a motel room is a true story. I grew up, or I take it back, we lived out of a motel room for a while, grew up in Florida, and we were there for probably over a year, closer to two. And it was a humbling time. My parents always struggled with making money and I've always watched them struggle with that. Then I had a friend and his parents and it was like the complete opposite. It's like everywhere we went it's like money was just running into them, they couldn't repel it. It was so interesting how I would watch someone struggle, and someone make it so effortlessly and have multiple nice vehicles and multiple homes and vacation homes and had multiple estates.

Just this completely different life because here we are trying to make it in a motel room and then my parents rented homes, we got evicted, we'd have the electricity turned off, the water turned off, and it's funny, some nights we would have candles and looking back, some of those were the best moments with my siblings and with my family and my parents are great people, I love them, they're probably the hardest workers I know if I'm being truthful and transparent.



They are super hard workers, but the irony of all this and what it taught me at a young age is not really just how hard you work, it's also how you work and how you apply the work you're doing because I watched my mentor, and he worked hard but nowhere near, my mom would detail boats, she worked in a fruit field and they gathered oranges, and they'd get them ready and polish them to sell in farmers markets and fruit stands. My dad was in sales, so I kind of got that from him and he worked his long hours doing these moving sales jobs, and I'd watch them work all the time, but never get ahead.

There's been times they would in the states that have an income tax where you get back a portion of your taxes, so for about a week or two we'd go all out. I was kind of looking back, the typical poor thing poor people do, you blow all your money the second you get some. But we'd go to the carnival. My parents did the best they could just to be fair and I love them to death, but the crazy part is is at 13 years old, the writing on the wall was very clear, meaning it's not just how hard you work, it's working hard and working smart at the same time, and this is how I got into direct mail.

My mentor, I worked in a mail room, I would walk in and funny story, I was actually working at a golf course and also McDonald's before this, and this was kind of a part-time thing I would do with my friend whenever I was with him, we'd go into his parents office, his dad's office, and then we would do odd jobs for \$20, \$50. And we'd help with something small, and to me that was exciting because I got to bring home some money and make some money while I was there. And I ended up actually transitioning from working at McDonald's at 14 and also this golf course, to working for them full-time because I realised I could work in a nice, cool office, the golf course was super hot, and a lot of hard work. I'm weed whipping around lakes and divets and all these things on the golf course in Florida, so just imagine that. And then McDonald's, I don't care where you are in the world, a greasy fast food restaurant is never fun, right? In any climate.

So I realised, hey, I can make more money than all my friends, I can sit in this really nice, cushy chair in this beautiful office, and I worked inside of a mail room, meaning I would help get direct mail piece mailings ready, send them out, then we would fulfil different products that they were selling through the mail, and this is when it came full circle, because I got to see exactly how it worked, because I knew it started out with them sending out four page letter, six page letter, sometimes a 10 page letter, but basically a bundle of paper, right?



They'd mail it out and then from there I would watch them sell products that would range from \$20, \$40, \$50, \$100 and then some products were even thousands, which I'll talk more about that in a second, those are things they would sell on the back end.

But anyways, so I would watch this process and I'm like, wow, literally these people are making millions of dollars by sending out a couple pieces of paper and postage, the envelope, and selling these products. In the time it was in personal development. This was in the late '90s going into the early 2000s and Mary Kay was very popular, and they actually had product packages and books and things that would help a lot of Mary Kay agents and people that were in the Mary Kay cosmetic business. It was interesting because I got to see people from all walks of life. What's funny is you could always spot the Mary Kay ladies because their email addresses would be like pinkcadillacdrivingbetty@gmail.com. And I don't know if you know this, but in the Mary Kay business, when you achieve a certain level, they gift you a car, but you have to paint it pink, actually it was Cadillacs. What's funny, and get this, it's crazy, I was actually driving one of my sports cars down the road and I'm like oh my gosh, that's an interesting Cadillac, because it was like this magenta pink, it was a really interesting colour pink, and I got closer up to it and sure enough it said, "Mary Kay Specialist, and had her website below it.

Editor:

Brilliant.

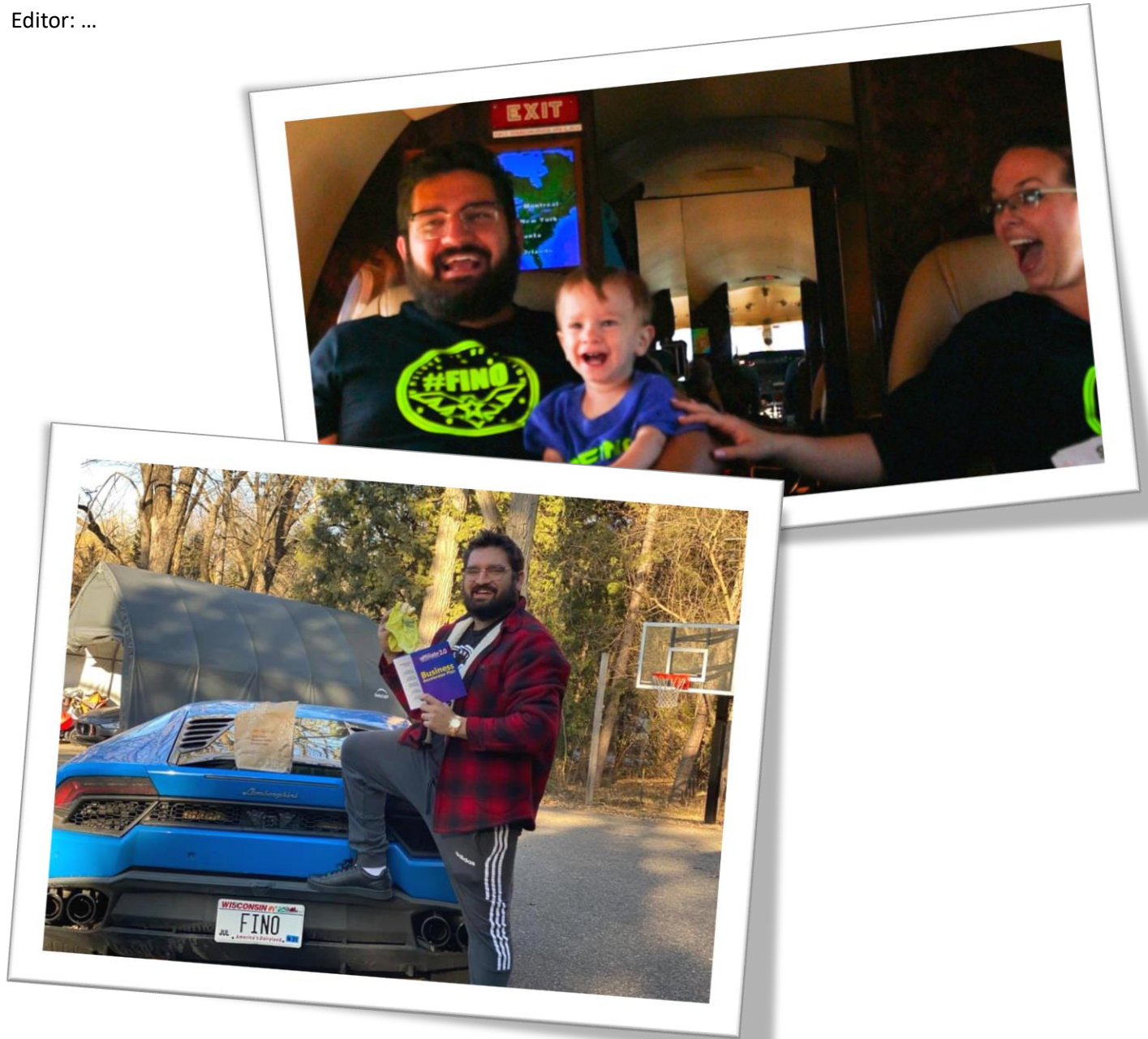
Ryan Allaire:

So today, in 2021, they are still giving out pink Cadillacs, which is pretty funny. But yeah. So it was crazy, it was just all walks of life, from younger people, these Mary Kay specialists, I would go ahead and I worked in the mail room and then finally I would hear my, so it was kind of a family business where my friend worked there, his dad owned the business, his parents were working there was well, and they were retirement age, the one was an educator in a school, public school here in America, so he was working there and actually had like 20 staff members total. So I would go from the mail room to I would walk over when the phones would get busy and I would pick up the phone just to help basically take orders over the phone, because what happened is they would mail out a direct mail piece, and then people would get those.

The internet was still kind of new but they had the capability to go online and check out, but it was still a newer thing. Most people either sent back the order form with a check, money order, cash, or they filled out a credit card on the order form or they would call in the office and place an order that way.

Again, funny story, kind of like the Mary Kay story, right? Almost 20 years later, we still do the exact same process.

Editor: ...



Note from the editor:

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

Facebook “Jail” is when users are blocked or banned by Facebook from posting on the site or accessing their account. This is supposed to happen because of violations or spammy behavior, and it can lead to a Facebook account being deleted permanently.

But here’s the thing...

Facebook can’t accurately police content, which is why Facebook makes 300,000 content moderation mistakes...

... every single DAY.

Here’s what happens:

Facebook content moderators review posts, pictures and videos that have been flagged by users or artificial intelligence about 3 million times per day. To do this, Facebook employs about 15,000 content moderators. With 3 million posts to moderate each day, each moderator looks at 200 posts per day. That’s 25 posts per hour if they work 8 hours, which works out to 150 seconds per post to decide if it meets or violates community standards.

It gets worse...

Imagine if even a handful of those 200 posts are 10-minute videos. Now the moderator will only have seconds for some of the other posts. That’s mere seconds to make a determination that can affect your account, your business and your bottom line.

CEO Mark Zuckerberg admits that moderators “make the wrong call in more than one out of every 10 cases.” That means 300,000 times a day, a mistake is made.

Which means no matter how careful you are, you can still lose your Facebook Page or Group and it won’t even be your fault.

For example, Sherry Loucks runs a Facebook page on breastfeeding. She shares only credible content from fact-based sources, yet Facebook blocks every page she runs and routinely blocks her Page for ‘spam’.

Rectifying an unfair ban from Facebook can be nearly impossible. Remember, Facebook users are not considered Facebook customers. If you contact Facebook, you likely won’t receive an answer. If you do receive an answer, it will likely be, “We are looking into this and will get back to you,” which they never will.

Facebook is providing their online community free of charge to users, which means users are not paying customers and cannot expect customer service from them. When you sign up with Facebook, you agree with their terms and conditions which essentially say (I’m paraphrasing here) that Facebook is God and you are not. And since there are no laws which require Facebook to allow you to participate...

Facebook Jails The Innocent



Getting yourself out of Facebook jail can be next to impossible.

How can you reduce your chances of being banned on Facebook?

1: Show nothing that can be considered adult nudity and sexual activity. Yes, this includes anything to do with just about anything related to the human body, including breast feeding. Just because you're in the right doesn't mean an underpaid and overworked moderator won't ban you for something that is perfectly moral in any circle except a religious order from the dark ages.

2: Display nothing that could under any circumstances be considered violent or graphic content.

3: Do not refer to dangerous organizations, terrorism or organized hate, even if you are 100% against it. People have been banned for simply using the names of hate groups.

4: Don't use hate speech. Like everything else, this is open to interpretation. If you're not sure if it's hate speech, it probably is to someone so don't use it.

5: Don't post about 'drugs' and 'firearms'. To be safe, assume there are no exceptions to these two terms.

6: Don't post child nudity or any kind of sexual exploitation of children.

7: Don't post anything that can be interpreted as bullying and harassment. Someone posted something terrible and you want to fight back? Don't engage – just report them and leave it alone.

8: Don't talk about suicide and self-injury. This one makes me angry, but you need to be aware that even saying something along the lines of, "If you are feeling suicidal, call this number for help," can potentially get you banned if the wrong moderator gets ahold of it. Yes, I know that's bull@#\$%, but sadly it's true.

After everything I've said here, you might think I hate Facebook.

I don't.

As an online marketer, I realize that Facebook is just one marketing tool of many that we can choose to ignore or use.

If we choose to use it, we need to realize the limitations and risks involved. Above all else, it's imperative that when using Facebook for marketing, you move your prospects off of Facebook and onto your own website and email list as quickly as possible.

Because sooner or later, the day may come when you get that dreaded notice from Facebook letting you know that as far as they are concerned, you are no longer welcome on their site.

It's good to be ready, just in case.



The 'Trick' to Massive Success in Online Marketing

I want to clear something up right now.

Too many aspiring online marketers have bought into this fairy tale that says all you need is ONE BIG hit and you'll magically go from broke to six figures.

95% of the time it just doesn't work like that.

Nor will your income increase like 'clockwork.'

Have you heard the expression, "Two steps forward, one step back?"

That's how almost every business grows, including any and all forms of online marketing.

Building an online business isn't like winning the lottery, nor is it a movie. You don't get struck by lightning and fall into a pot of gold.

Instead, you do an affiliate promotion that costs you \$500 in advertising and makes you \$400 in commissions.

This is where most people quit. "SEE?! ONLINE MARKETING DOESN'T WORK!"

Baloney.

You earned \$400 in commission AND you learned something, too.

You use that new knowledge on your next promotion where you spend \$500 again, but now you make \$900. You repeat that for awhile and you're making pretty good money, all because you didn't quit when you lost that initial \$100.

Then you're feeling pretty confident so you decide to expand your list with a solo ad that costs you \$300, but you only earn \$50.

Nuts!

But now you've got a bigger list, and you nurture that list and eventually over the course of weeks or months you earn an additional \$2000 from it.

Yeah!

Then you hire someone to create a product for you, and it's a terrific product but no one wants it, and you lose \$700.

Darn!

But you still have the product, so you break it up into pieces and use those as posts and free reports and combining that with social media you further build your list while promoting a related affiliate product and now you're earning a cool \$300 a week just from that while also watching your list grow.

Wow!

But you need to invest in a better website or software or whatever and there are expenses and so you've got to pay those and...

Do you see how this works?

Two steps forward and one step back.

The trick, therefore, is to simply keep moving forward no matter how many steps you take backwards.

If you graph out the growth of online businesses, you'll find that 95% of the time the line goes up, dips down, goes up, dips down and so forth. But the downward dips don't mean a thing as long as the overall trend is up.

And if you're prepared for this and expecting that it won't be all smooth sailing and that you will have setbacks small and large, then you'll know enough to weather those setbacks and keep plugging away.



Beware the Moderators from Hell

You've got a forum or a Facebook Group or some sort of social media platform that is keeping you super busy.

So what do you do?

You ask a couple of your most loyal members or followers to act as moderators for you.

Or maybe one of them even volunteers.

"Hey Nick, I'm on this forum all the time and I know you're busy... how about I act as a moderator to help you out?"

Wow, that's awesome, right?

You get free help from one of your biggest fans - someone who knows your stuff and wants to help you tell the world about you and your products.

Except...

Except sometimes these helpful moderators are really wolves in sheep's clothing, ready to take you down, get you banned and even put you into legal trouble.

Yes, I know I sound like a crazy, paranoid doomsayer, but this really happens. In fact, it costs companies millions or possibly even billions of dollars a year in lost revenue.

Take the case of Bob's* Facebook Group account.

Bob runs his own online marketing business, teaching people how to use social media to get new customers.

Bob is a social media marketing expert, and the last person you think would lose his business because of a social media marketing mistake.

But that's essentially what happened.

Bob sold his highly acclaimed \$1997 social media marketing course to someone we'll call Suzie. Suzie turned out to be something of a pain, pestering Bob several times a day with questions and demanding far more attention than any of his other 300 students combined.

Rather than watch the course and implement what Bob taught, Suzie seemed to think she was entitled to one-on-one teaching 24 hours a day, 7 days a week.



Essentially, there was no pleasing her. Exasperated, Bob refunded her money and politely told her that the course was not for her.

Suzie was furious. She sent out numerous messages on social media telling anyone who would listen that Bob was a fraud, his course was a waste of money and so forth.

But apparently this wasn't enough for her.

Unbeknownst to Bob, she joined his Facebook Group with an entirely different identity than her own. Keep in mind that his Facebook Group was how Bob communicated with everyone who purchased the \$1997 course.

This identity seemed very friendly and helpful towards Bob and everyone else in the group, so much so that Bob eventually made this other identity a Group moderator.

And once she had moderator status, she immediately began subtly undermining Bob and his social media course. She managed to personally contact everyone in the group and lure many of them to her own Group while gaining their confidence.

Long story short, she used her authority as Bob's moderator as well as her authority within her own Facebook Group to cast doubt on Bob and his course. Refunds began skyrocketing and new sales plummeted. Her final act was to make several posts that were completely against Facebook's terms of service, thereby getting Bob's Facebook Group and Bob himself banned from Facebook.

Bob has asked Facebook to investigate and hopes to restore his ability to be on Facebook but restoring his good name and reputation will take a great deal more than that.

By becoming one of his Facebook Group moderators, this woman managed to virtually destroy Bob's business.

And this is not an isolated instance, either. I've heard horror tales of social media moderators doing things that created lawsuits, lost sales and put businesses in trouble with government agencies.

If and when you allow anyone else to have moderator control on any of your social media type accounts, you need to KNOW who they are and that you can trust them, because it only takes one moderator from hell to potentially ruin everything you've built.

*I changed Bob's name because the poor guy's been through enough already.





Case Study: \$3,000 a Month Residual Income Without a Membership Site

First let me just say that \$3,000 is an ultra-conservative guess. I suspect this guy (we'll call him Mike) is earning 3 to 5 times that much, but let's just be conservative and call it \$3000.

Mike has found a way to earn residual income that is right underneath all of our noses. In fact, it's a method that's been taught for a couple of decades or more, and yet very few marketers do this.

I'm almost positive you already know of this technique. But I'm also pretty confident that you are not USING this technique, at least not to the extent Mike is using it.

On the technical side, all you need to make this work is a squeeze page and an autoresponder.

Remember, residual income is what you earn for work you do ONCE and get paid for over and over again. If you write a hit song, you get royalties every time that song is played. If you sell software as a service or a membership site, you get paid every month until that person unsubscribes.

And if you're Mike, you do what might be the simplest thing of all: You create specially made autoresponder sequences that last for YEARS, keep subscribers interested and continuously sell, sell and sell some more.

Mike's ENTIRE business model is built around autoresponders. It's not just a sideline for him, it's what pays his bills, bought him a second home and put his kids through college.

Here's what Mike does:

He chooses a niche. His favorites are weight loss/health, along with make money online. But he works in a couple of others as well.

He writes a follow up sequence that goes on for years. YEARS. Naturally he doesn't do this all at once. Once he targets a niche, he writes follow up emails for the first couple of weeks prior to going active. Then he adds to the sequence on a regular basis until it's about 3 -5 years long (I'm not kidding!)



He sends out about 1 email per day on average, although sometimes he sends out 2 emails if he's promoting something hard.

(If you're freaking out about writing all these emails, remember two things: You just have to write enough emails to stay ahead of your earliest subscribers. And you can always outsource the work.)

Mike's emails are a mixture of information, content, observations, humor, jokes, quotes... pretty much whatever he feels like writing that he knows will interest his niche not just today but also in years to come.

And every single email does something else, too.

It sells.

Sometimes the entire email is selling. Other times the selling part comes in about halfway through the email. Once in awhile he doesn't sell until the P.S.

But the point is this: He delivers content his readers WANT and he never stops selling, either.

He chooses evergreen products that are likely to still be available well into the future. Clickbank is his #1 source for these.

He sells one product per week. That is, he spends 7 days talking about just one product, what it can do for the reader, anecdotal stories of what it's done for others, common questions answered and so forth.

And here's a little trick he uses: Because each week focuses on just one product, he makes it look like a new product launch. Mind you, he never SAYS it's a new product. Nor does he say that the product will no longer be available after the week is over. But he does give that impression in order to give the reader a sense of urgency.

To create even more urgency, he also offers a bonus that is good for that week only. His bonuses are usually built on PLR that he's repurposed just for this.

And here's where it gets even MORE interesting: 5 - 6 times a year he promotes a PACKAGE of products that are all his. These are the same products he's been giving out as bonuses, all with big price tags attached so they look high value. He bundles about seven of these together and offers them for one 'low' price. And of course he gets to keep all the profits when he does this.

Offering these PLR products as bonuses and then packaging them together to sell is optional to the system, but it does bring in more sales and revenue and it doesn't take all that much time to source good PLR products and rename them.

Now then, this all sounds great but you're probably wondering how he gets people to join his lists so he can send them all these emails an autopilot.



And the answer awesome lead magnets.

In fact, this is where he spends his real time and energy, because the better the lead magnet is, the easier it is to get subscribers.

Often, he'll buy the rights to a product that's sold well and offer that as his giveaway for joining his list. When you can say that a product sold 3,000 copies at \$297 but the visitor can get it for free just for subscribing, your conversion rates can get pretty darn high. For his non-IM niches his conversion rate is over 70%, and for his online marketing niche it's about 50%, which is still excellent.

By taking the time and expense to get the lead magnet right, he doesn't just increase the conversion rates on his squeeze pages. He also builds a lot of goodwill and credibility with his new subscribers, which makes it easier to get his emails read and his links clicked.

This all sounds, great, right? But what about traffic?

Good question. Mike pays for all of his traffic because he likes being able to turn on the traffic switch whenever he wants for as long as he wants. He already knows what each subscriber on each list is worth for the first six months they're on the list. Any sales that come in after six months are just gravy.

His method is to spend as much as 50% of what he will earn in the first six months on advertising. So for example if the average subscriber earns him \$3.00 in six months, he'll spend as much as \$1.50 to get that subscriber. But most of his subscribers stay with him for years, so in the end he actually earns a good deal more than just \$3.00 apiece.

He buys his traffic from solo ads, Facebook ads and Google ads. He also uses several less well-known methods, two of which I was able to pry out of him. One of these is paying Facebook Group leaders to promote his free offer to their members. And another method he uses is to pay product sellers to offer his free product on their download page. Since everyone who hits the download page is a buyer, these tend to be especially good leads.

Naturally Mike uses a tracking service to find out where his squeeze page traffic is coming from so he knows what's working.

Once a new subscriber joins one of his lists, that subscriber automatically receives emails for a long time from Mike. But the emails never look dated because they're written in a style that makes it look current.



And Mike does a lot of cross promoting, too. For example, if he has a list of people who use social media for online marketing, he'll promote his free video marketing lead magnet to that list to see if he can get them on a second and even third list.

Yes, this can mean a subscriber is in maybe three different autoresponder sequences simultaneously, but the profits far, far outweigh any unsubscribes.

As you can see the hard work in this business model is getting things set up. But once you do, it takes very little work to keep things running smoothly. And if you decide to take a month off, it shouldn't affect your income, either.

Here's maybe the most interesting thing about this entire case study: Mike had no previous marketing or writing experience prior to setting up his first squeeze page – autoresponder funnel. He was good at technical stuff but never did any kind of sales or marketing before.

And I wonder if this didn't help him to succeed, because his writing is very basic and sounds like it comes from that slightly weird 'guy next door'. He just writes about what interests him in each niche, because he figures that same stuff will interest his readers. His grammar isn't great but he tells new subscribers up front that he's no English professor; he's just a guy like them who enjoys doing XYZ just like they do.

It works for him. And if you choose an evergreen niche that interests you, then I think you could easily build a hands-free funnel like Mike's and start earning some of that residual income on autopilot.

You set it up, send a continuous stream of new subscribers and get sales.

It's so simple, most people overlook this - but it works.



The #1 Way to Cure Email Delete-itus and Get Your Emails READ

Your prospect opens your email...

Reads the first few sentences...

And then DELETES your email IN FRUSTRATION.

Why?

Because your first few sentences didn't match the subject line and it confused and frustrated them.

The email felt like a waste of time...

Like maybe the subject line was clickbait.

It's like opening the door to a chocolate shop and finding lawn mowers.

YOU WERE PROMISED CHOCOLATE!

"Where's the chocolate??!"

"This can't be the right place... let's get out of here!"

I just opened an email that promised... "How to get budget approval for copywriting school."

Yes, this was written not just by a copywriter, but by someone who TEACHES COPYWRITING.

And yet the first 33 lines of that email don't say a word about getting budget approval for copywriting school (I kid you not!)

Halfway through the email the writer finally (FINALLY!) states:

So what's getting in the way of you joining 9 gazillion (my number) copywriters and marketers in my fantastic copywriting school?

Most likely:

Budget approval.

Chop off the entire first half of the email, start with these three lines and then go from there, and it could be an effective email.

But what did I do when I first received this email? After reading several lines that appeared unrelated to the subject line, I closed it.

Then I reopened it and scrolled down because I was thinking this could make a good lesson for all of us.

As I was scrolling I found a totally unrelated large gif of a woman closing her eyes and shaking her head. Guess what? That only confused me more.

We shouldn't have to rewrite emails written by someone who teaches copy.

And yet, here we are.



Received within the same hour from an online marketer I KNOW is pulling down a minimum of 7 figures was this subject line and first two lines of this email:

Subject Line: *System to add 30K to 100K per month*

First line of email: *Want to work together to add [30K to 100K+] per month to your monthly bottom line?*

Second line: *My system produces this type of revenue for winners who add in “big-fee” or “high-priced” programs to what they do... or to those who need a more compelling and irresistible offer.*

Notice the first line expands on the subject line. No confusion here, and we get more clarification, too.

The second line explains how this is possible, building credibility that he knows what he’s talking about.

I’m two lines into this email and instead of confusion I have a VERY good idea of what’s going on, how it works and why I would benefit by reading the rest of the email.

Notice it’s not even written all that well. Adding 30K per month to your monthly bottom line? No English teacher would let that go, and yet the reader knows exactly what he’s saying.

I’d lose the “for winners” and instead say something like, “for smart marketers”.

But that’s just me nit-picking. The fact is, you’ve only got seconds to make your subscriber GLAD she opened the email. Don’t confuse her. Don’t make her slog through 30 lines to get to the point. Respect her time and get to the heart of the matter FAST.

This doesn’t mean you can’t tell stories, either. After that second line above, you might launch into a story of how you helped poor miserable Marketing Mavis do this exact thing. The point is, your reader now knows what the devil you’re talking about and she’s now willing to go along on the journey with you because you TOLD HER exactly what this email is all about.

Whew.

Sorry, I know sometimes I go off on a rant when I see shoddy marketing like this, but I just get so frustrated at how people get in their own way.

Keep it simple. Make your first line expand on your subject line. Lay out the foundation immediately so that readers know they are in the RIGHT PLACE.

Then and only then should you launch into your fancy stuff, stories, details and so forth.

Try it and see if your click-through rate doesn’t improve dramatically.

A Note for Anyone Afraid to Look Like an Idiot

I have a theory that the #1 thing holding online marketers back from major success is being afraid to make mistakes, look stupid or just plain screw up.

That's why I want to tell you the story of Pinnacle Airlines Flight #3701 – not because it's something you should emulate, but to illustrate just how safe it is for you to totally and completely screw up in your online business.

October 14, 2004, two pilots are ferrying an otherwise empty CRJ-200 aircraft from Jefferson City, Missouri, to Minneapolis, Minnesota. This should have been a simple, routine flight. But because of multiple errors by the pilots, it was anything but routine.

Just a few of the mistakes made by the 2 pilots included performing several non-standard maneuvers including pitch-ups that induced stall warnings, exceeding the manufacturer's recommended climb rate, using an excessive angle of attack and over-stressing the engines. They climbed to the highest altitude the plane was rated for (41,000 feet) where they cruised at a rate barely above stall speed.

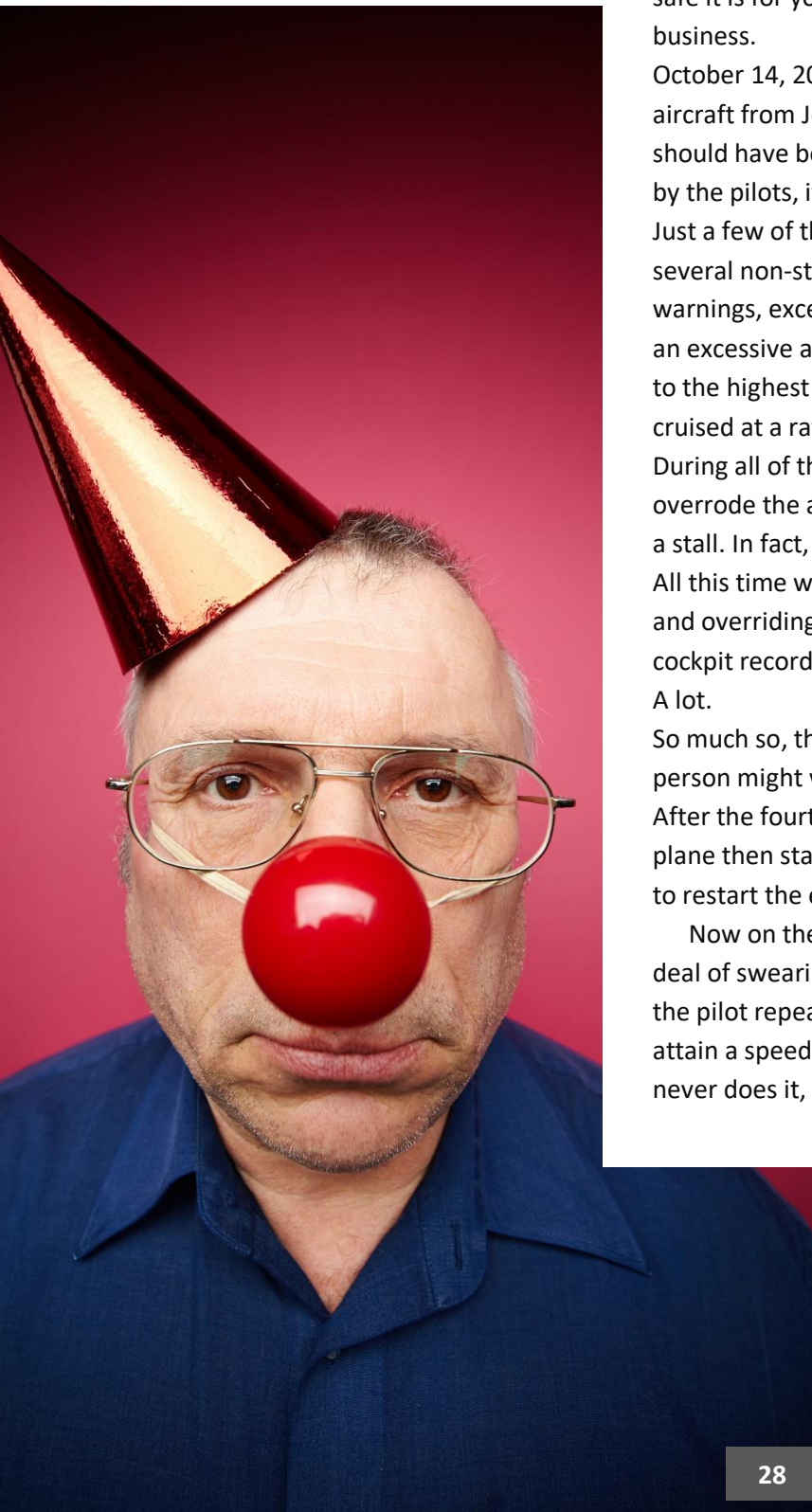
During all of this the anti-stall devices repeatedly activated but the pilots overrode the automatic nose-down that would increase speed to prevent a stall. In fact, they did this no less than 4 times.

All this time while they were climbing to the outermost reaches of altitude and overriding safety features of the aircraft, they could be heard on the cockpit recorder laughing.

A lot.

So much so, that when they commented they had never been so high, a person might wonder if they were referring to altitude or something else. After the fourth override, both engines flamed out and shut down. The plane then stalled, the pilots recovered from the stall and tried repeatedly to restart the engines.

Now on the cockpit recorder, instead of laughing you can hear a great deal of swearing as nothing the pilots try is working. Most notable is when the pilot repeatedly tells the copilot to put the plane into a nosedive to attain a speed of 300 knots to restart the engines, and yet the copilot never does it, nor does the captain take over control to make it happen.



It was later discovered that through their antics of climbing to 41,000 feet, the crew had already damaged the engines badly enough that they could not be restarted. It was all laughter and joking until these pilots lost both engines and couldn't get them back.

The crew glided for several minutes, trying to restart the engines by any means possible. Finally (FINALLY!) they told Air Traffic Control (ATC) that they had a single engine flameout, and ATC offered them 4 possible diversion airports. At this point I'm picturing two scared children in the cockpit, afraid to tell mommy and daddy what they'd done.

For 14 minutes more, they glided while unsuccessfully restarting even one engine. When they still could not start the engines, they finally told Air Traffic Control that they had in fact lost both engines.

The final words on the flight recorder are the captain and first officer talking about whether or not they would make it to the assigned diversion airport, with the final words being, "Ahh sh** we're gonna hit houses, dude."

Both pilots died. Thankfully no one on the ground was injured.

The National Transportation Safety Board would have been justified if they had said, "These pilots acted like complete idiots," but of course they were not allowed to be that blunt. What they did say was the pilots' 'unprofessional behavior, deviation from standard operating procedures and poor airmanship' caused the crash.

Now then, I'd like you to take a moment and picture the absolute WORST mistake you can make in your business. In fact, picture the top 5 worst mistakes all happening simultaneously.

Let's say they are...

- You somehow lose your entire email list.
- Someone steals your product from you and sells it as their own.
- Your website is hacked, stolen or otherwise falls into a black hole and you have no backup.
- You make no sales on your big launch or every sale you make is refunded.
- You are blacklisted from every social media site on the internet – for life.

The odds of even one of these things happening is remote, while the odds of all them happening are infinitesimal.

But even on your very worst day, where you have made every stupid mistake you can possibly make, can it be even a thousandth as bad as the last flight of these two pilots?

These 'professional' pilots laughed through all of their mistakes and poor decisions right up until they lost both engines, at which time they probably would have traded places with almost anyone else on the planet. Even their own plane tried repeatedly to save them from crashing, and every time it did, they overrode it.

There is simply nothing you can do and no mistake you can make in your business that will result in you being 41,000 feet in the air with two locked engines.

Which is why I say full speed ahead in whatever it is that you're doing. The worst that can happen is a tiny bump on the road and the best that can happen is a 6, 7 or maybe even 8 figure income.

Get out of your own way, get busy, welcome your mistakes and revel in your successes.

Remember: The greatest mistake you can ever make in your business is being afraid to make one.



THE BIG SECTION



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

Last month we covered Step 1: Finding Your Profitable Niche on Etsy.

Today we continue our Etsy series by diving into products - how can you get products for extremely low prices - or even for free - that you can sell over and over again on Etsy?

Step 2: Creating or Sourcing Your Products for Very Little Money - Or Even No Money at All

Let's start with Public Domain because, well, it's FREE.

Public domain refers to creative works such as books, artwork, movies, television, radio programs and so forth that have an expired copyright. When a copyright is expired - in other words, the copyright owner failed to renew the copyright - then the work falls within the public domain and anyone can sell the work for the price they choose.

For example, in the USA works published prior to 1923 are in the public domain, as are many more recent works because their copyrights were never renewed.

One of the best online resources for public domain works is found at <http://gutenberg.org>. Be sure to remove all Gutenberg references before selling anything you find on the site.

If the work is not in the format you need, go to <http://zamzar.com> to convert the file format for free. For example, you might find an ebook in the file format .epub and wish to convert it to .pdf prior to selling it. Simply upload the file you want to convert, select file type from the drop down menu and enter your email address.

To edit PDFs, for example to remove Gutenberg's references, you can use the free one PDF editor at <https://www.cutepdf-editor.com>

There are sellers on Etsy selling NOTHING but public domain works and pulling in 4 and 5 figures a month doing it.

Popular public domain items are artwork and images, crafts, cooking, old radio shows, historical texts and photos and even vintage TV shows.

Google Advanced Image Search

Another great source for public domain and copyright free art, prints and images is Google.

Go to https://www.google.com/advanced_image_search and enter your search term. Scroll down to where it says, "usage rights" and select "creative commons licenses." These images are usually free but may require credit and may have limitations on how you can use them. Look at the image's license to see what you can and cannot do with the image.

Yes, you might have to look up 10 images to find 1 or 2 you can sell on Etsy, but it doesn't take much time to do this and it can be incredibly lucrative if you choose the right images.

You can search by subject matter, art style, artist's name, book title if the images were published in a book and so forth. The images from book plates of public domain books are a terrific source for old photographs and artwork that sells well on Etsy.

You can sell prints on Etsy one of several ways - place them on CD and ship the CD, offer instant download in various file formats, print onto quality paper and sell with or without mattes and frames, place the images on t-shirts and mugs, make them into calendars and... well, really, just use your imagination or do your research on Etsy to see what is selling best.

Finding the Rights to Images You Already Possess

Let's say you've purchased a book published long ago that contains some fabulous images. You'd like to reprint and sell those images on Etsy, but you want to make sure you've got the right to

do so. (Hint: If you simply sell the individual pages in the book, such as book plates, you don't have to worry about rights. But if you want to reprint images onto photographic paper, or sell them electronically, or place them on t-shirts, etc., then you need the rights to do so.)

To do a reverse image search and find out what rights you have, simply go to Google and click on images, then click the camera icon at the right of the Google search bar. A pop up will give you the option to either enter an image URL or upload and image to search.

If the images in question are physical, scan them into your computer and then upload them one by one into Google with the appropriate 'usage rights' setting to see if they are in the public domain or are free to use.

Commons License via Google

You can also do a Google image search for your keyword plus the terms, "commons license" to find quality, royalty-free prints. This will return images that are royalty free. Be sure to check the 'conditions' for each image you plan to use, just to be certain you're allowed to sell it.

The key is to make finding images a treasure hunt. This makes it fun for you, as well as lucrative. And remember that every image you find that is royalty-free can be reproduced and sold as many times as you like.

How to List Digital Items on Etsy

To learn how to list digital items on Etsy, go here:

<https://help.etsy.com/hc/en-us/articles/115015628347>

Etsy lets you upload up to five digital files, with a maximum size for each file at 20MB. And they currently support 18 different file types.

How to Get Popular Prints for Free and Create Physical Reprints

Okay, this is almost TOO easy.

Just follow the instructions above for acquiring public domain and royalty free images. Then instead of turning them into digital products, print them onto photo paper instead.

You can print these yourself or outsource it to a printing service. Either way, you now have physical prints to sell, which can command a much higher price than digital prints.

And you can charge even more if you offer matts or frames.

When printing images for resale, you'll want to print them at a minimum of 300 pixels per inch for great image resolution. This will prevent people from being disappointed when they receive their prints. The last thing you want is feedback saying that your images are too grainy and lack resolution.

How to Acquire ORIGINAL Vintage Prints for Very Little Money (or even free!)

The first time I saw a listing like this on Etsy, I nearly lost it. What a great idea and why didn't I think of this myself?!

This seller acquired old books that contained images - all sorts of images. There were plates (those images in really old books that are on pages of their own, often on heavier and shinier stock paper than the rest of the book) as well as drawings, artwork, photos, etc.

He would find old books that contained interesting images, and then remove the images and sell each one of them separately.

Imagine the money to be made here - you find an old book in a thrift store, garage sales, etc. You remove all the pictures and sell each one as a stand-alone product.

And yes, this is 100% legal and you never have to research whether or not you own the rights. Just as it is perfectly legal to resell a used book, it is also legal to sell a single page from that book, too.

You can sometimes even find these old books for free, from people who just want to get rid of them.

More often you can buy them for a few dollars or less at anyplace that sells old books. When debating whether or not a book will make you money, count the number of images, multiply by the percentage you think will sell, and divide that number into the price of the book. This is your price per image. Figure you can sell each image for \$3 to \$50, depending on what it is and what kind of shape it's in. You'll get good at this as you become more experienced.

And here's a hot tip: When you find a book full of pictures that sell especially well, check the book selling websites such as Amazon and Thriftbooks to see if you can find more copies at economical prices. Sites like Thriftbooks will sometimes even give you free shipping if your purchase is large enough.

You can also frame these prints, using old frames you find in dollar stores, thrift stores and yard sales. This allows you generally double or triple the price, depending on the frame.

Another hot tip: Go to addall.com to find sources for out of print books, ranked by price. This site can be a goldmine for finding rare books on obscure websites or booksellers. You can search by title, isbn, author and keyword.

Don't think you can only afford to purchase cheap books, either. If you run across an especially good book full of desirable book plates, it can still be worth it to spend some money for that book.

Let's say the book contains 50 plates, 40 of which you're confident you can sell for \$5 to \$25. Even charging the minimum of \$5, that's \$200. If you bought the book for \$50, you'll be \$150 ahead when you make the sales. And if you charge an average of \$15 for each plate, now your profit is \$550.

To remove the plates (or pages) use a steel ruler and a hobby knife. You don't want to take a chance by trying to simply tear them out.

How to Create Celebrity Artwork Prints

You can do this yourself or outsource the work. Essentially you are creating your own digital artwork pieces based on public domain celebrity images.

For example, using software and with a minimum of skill, photographs can be converted into digital paintings. If you don't own Photoshop, GIMP will work just as well and it's open source.

To learn how to use GIMP, go to YouTube and type in 'GIMP tutorials.' You'll find the basics as well as how to add layers, convert images into paintings, blend two or more images, turn color into black and white and so forth.

Remember, celebrities can be anyone or anything that people recognize. It might be movie stars of long ago, famous animals, cars, buildings, events and so forth.

You can also add words to the artwork, turning celebrities into artful memes and so forth.

I've found this works amazing for t-Shirts, since people love to have their favorite celebrity on a shirt, especially if it looks more like an art piece than a standard photo.

Sourcing Vintage Items to Sell

Etsy allows you to sell vintage items, regardless of whether they are artsy-craftsy or not. As long as they are 20 years old or older and not a taboo item like firearms, you can likely list it on Etsy.

Estate sales, yard sales and boot sales are excellent sources of vintage items you can sell on Etsy. To get an idea of what sells, look at other sellers' 'sold' items.

Ideally, you'll want to look for items that don't cost a lot to ship, since shipping cost is definitely a factor for buyers.

Also, it's best to stay away from anything too fragile. For example, I found some lovely paper sculptures that didn't weight hardly anything (cheap shipping) but they were too fragile to try to pack. Conversely, small glass items, although they are considered fragile, are easy enough to pack in bubble wrap and some of them fetch very high prices.

Vintage jewelry can be extremely lucrative. A piece that costs you a dollar or two at a yard sale can sometimes fetch 10 or 20 times that much on Etsy. Name brands on jewelry generally fetch more money, as does anything with real crystal.

Use your best judgement and pay close attention to not only how much things sell for, but how fast they sell, too. It's better to purchase a handful of cheaper items that you can turnover quickly than one expensive item that takes a year to sell. Then again, you never know how long it will take to sell anything. I've seen items sell within 5 minutes of listing them which is always surprising and a great deal of fun.

If you're in the USA, check Craigslist and other classified sources for vintage items. Sometimes a person would like to sell a large lot of older items rather than try to have a yard sale or sell them online themselves.

Search Google for "ads like craigslist" to find additional sites like Craigslist.

Sourcing Craft Items

Etsy says that you can sell crafts made by you OR by someone else, but the original design or idea must be yours.

That seems like pretty loose language to me. An idea can be quite specific or incredibly vague. Like, "I have an idea for a cat on a t-shirt" or "I have an idea for pink and purple Christmas tree ornaments."

When you look at crafts locally, look for ideas you can use as your own originals.

For example, maybe you're at a craft show and you see someone there selling hand knit hats. You might strike up a conversation and ask him or her if they can make you a dozen hats in a style you specify for one price.

You could get crafts made locally or outsource to other places where it's cheaper.

I do know some Etsy sellers who go to craft shows not only to find craft connections, but to also buy out inventory that's not moving quickly. They get this inventory at a discount because the craft sellers just want it gone, creating profits of 5 to 25 times as much as they paid. Of course, this can violate Etsy's terms because the items were not conceived by the seller, so use your discretion.

And of course, you can make your own crafts as well, if you've a mind to. Some crafts have a much higher markup than others, so if you're a craftsy kind of person, you might want to spend some time on Etsy seeing what sells and how much money people will pay for it.

Next time we're going to cover...

- How to Brand Your Etsy Shop for Maximum Sales
- Choosing the Right Store Name that Differentiates Your Business from All Others
- Tools to Make Your Store Look 100% Professional and Sale-Worthy
- How to Write Your Etsy 'About' Page and What to Add for More Sales
- How to Take Studio Quality Photos in Seconds without Expensive Equipment
- And More!

I hope you're getting excited about the potential Etsy holds for you.

Even if you only devote a few hours a week to your Etsy business, and without creating anything original, you can still pull in a very nice side income. Get your retired parents or your children in on the act, too, and you can make it a family affair.

See you next month!

Phraseology

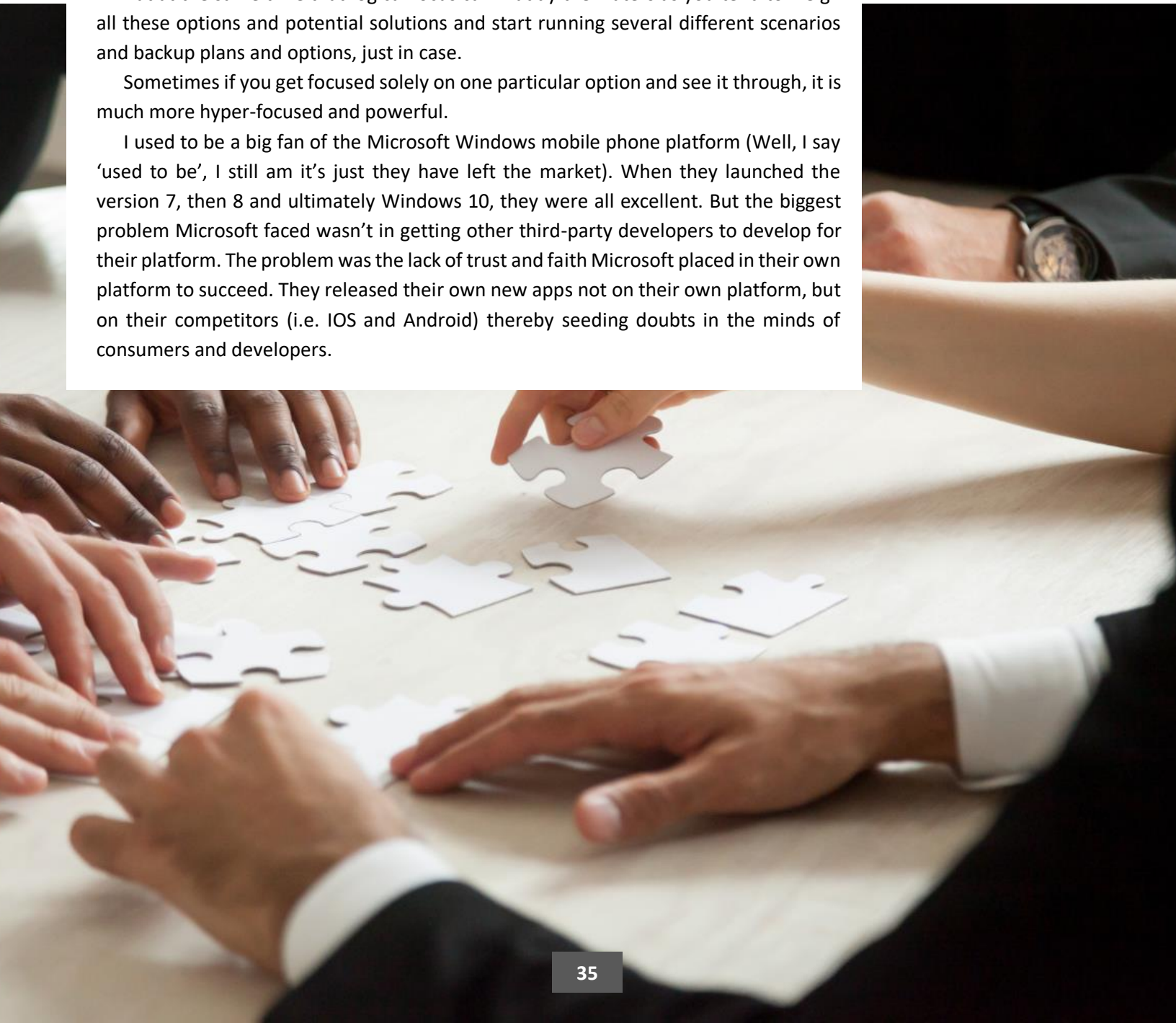
How we speak and word things says a lot about not only who we are, but also about our state of mind.

As a problem solver, I personally tend to explore many potential outcomes to a particular situation or plan of action. I logically look into the options and different outcomes to weigh them up. As a business consultant that ability serves me very well in presenting different options to my clients and being able to advise them on possible outcomes or options.

But at the same time that logical focus can muddy the waters as you tend to weigh all these options and potential solutions and start running several different scenarios and backup plans and options, just in case.

Sometimes if you get focused solely on one particular option and see it through, it is much more hyper-focused and powerful.

I used to be a big fan of the Microsoft Windows mobile phone platform (Well, I say 'used to be', I still am it's just they have left the market). When they launched the version 7, then 8 and ultimately Windows 10, they were all excellent. But the biggest problem Microsoft faced wasn't in getting other third-party developers to develop for their platform. The problem was the lack of trust and faith Microsoft placed in their own platform to succeed. They released their own new apps not on their own platform, but on their competitors (i.e. IOS and Android) thereby seeding doubts in the minds of consumers and developers.



Obviously we could make the argument that those platforms had a higher market share so needed to be addressed first. But we could also make the argument that because Microsoft focused on providing their apps to the other platforms first, rather than supporting their own architecture first- they sealed the fate of their own offering. Who would choose to adopt a platform that even the manufacturer wasn't focusing on?

In the end it all came down to how they worded their arguments for the mobile OS platform and the mobile apps they developer and offered.

In business, people will always be eager and ready to point out your mistakes or tell you how you are doing it wrong. But if you told them to go ahead and do it better for themselves, if you asked them for an actual solution, they would invariably shut down and wouldn't know what to do.

It's easy to point out faults, but much harder to correct them.

Pointing out a fault without a solution is of no help, and you see that more and more in business.

If you go to your superior or your customer with a problem, but have no solution, they are left simply thinking, "What's the point of that?" whereas if you go to them saying, "I've found (x) and I can fix it with (y)!" they come away thinking – "That's who I want to deal with. They aren't just pointing at faults, they are providing a fix, that's what I need..."

See you next month!



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