

# HOME BUSINESS NEWSLETTER

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# Customise and Revitalise

The first tenant in web development is that you must keep your website current and on par with current trends. But many businesses forget to do so, they get a site that works well, and they stick with it. Updating the content regularly is not enough anymore. You also need to keep improving the user experience, giving your customers new ways to reach out and interact with you.

There was a time when Facebook was purely for teenagers, now they're basically away to Snapchat and it has become a valuable business tool. Same is true of YouTube, Instagram and even WhatsApp. For example, I received a WhatsApp message from Netflix the other day letting me know that John Wick 3 was now available to watch on that platform.

There was a time when that intrusion would have annoyed me, a business contacting me via a medium that I would never have used for business before. But I felt a slight twinge of pleasure at having that reminder pop up. I did want to see that film- I was pleased that I knew about it.

The company "cared" enough to implement a feature that would let me know that something I wanted to watch was now available. Did they really need to? No, probably not. I would have found that the next time I logged into Netflix to watch "something" anyway. But it was a nicely thought out and implemented feature.

In our businesses, we need to do the same. Keep an eye on what's happening around us, and brand and market in such a way that it's easy to retain identity, and get it out there on all the new platforms that are becoming popular (not just for social purposes but for business ones as well).

The lesson simply: Stay current, keep revitalising your content and delivery methods, add options to allow your customers and subscribers to customise what they get from you to fit better with their needs.







# ***Resources and news***

## **The CMO's Guide to Quora Ads In Less Than 5 Minutes**

Quora has more than 300 million monthly active users. It allows people to ask questions and get answers from other Quora users, many of which are professionals or otherwise experienced in the subject matter. Bruce Clay has published 'The CMO's Guide to Quora Ads in Less Than 5 Minutes' to help you set-up and make most from the Quora ads.

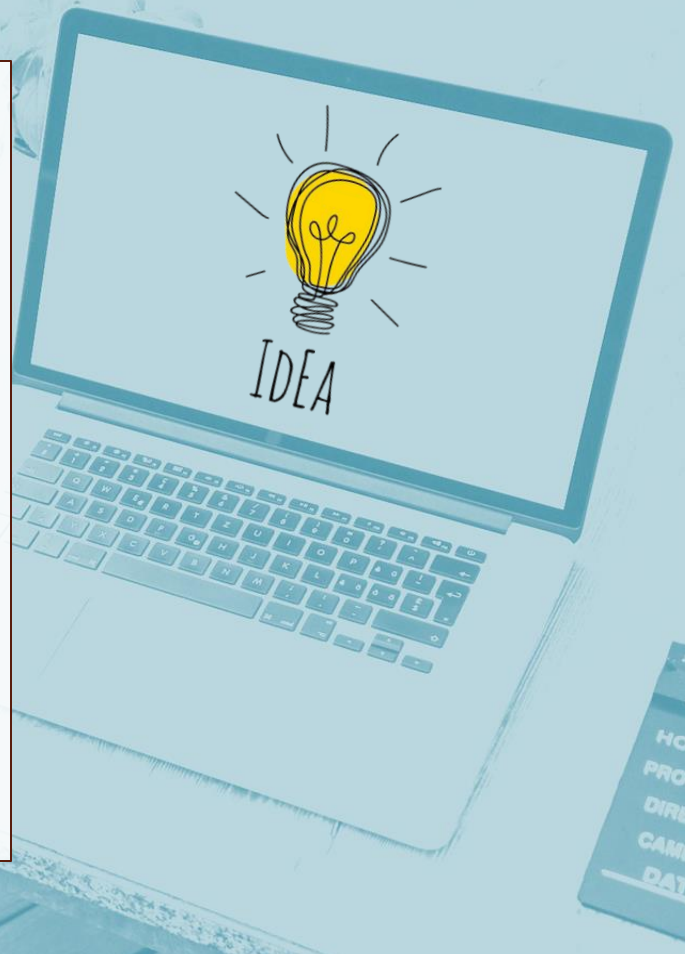
<https://www.bruceclay.com/blog/the-cmos-guide-to-quora-ads/>

## Five Steps to Write Great Facebook Ads for Sensitive Products

Well-crafted Facebook advertisements help you to make potential clients explore your products and make a purchase.

Social Media Examiner's Tammy Cannon has shared five steps to writing great Facebook ads for sensitive products and services.

<https://www.socialmediaexaminer.com/writing-facebook-ads-for-sensitive-products-and-services/>



## TikTok Just Added New Bulk Comment Deletion and Reporting Tools To Combat Bullying

From TikTok: "People put their hearts and souls into creating and entertaining on TikTok, and we recognize how discouraging it can feel to receive unkind comments on videos. So we're introducing the ability to delete multiple comments at once or report them for potentially violating our Community Guidelines. Accounts that post bullying or other negative comments can now be blocked in bulk, too. We hope this update helps creators feel more empowered over their experience on TikTok."

<https://newsroom.tiktok.com/en-us/new-tools-to-combat-bullying>



## 1 Sneaky Way to Get Lots of Reviews

To get lots of reviews you're first going to need a place where people can leave their reviews. For example, if you sell on Amazon then Amazon is the place to capture your reviews. If you have a review system on your website, then that's where you'll be sending people.

Here's how it works:

You send your product to your customer, whether that means shipping it to them or sending them to your download page.

In your product where it cannot be missed, you enclose a card or page that says something like:

*How Would You Like a \_\_\_ 100% FREE with FREE Shipping?*

*Visit [www.GetFreeProduct.yoursite.com](http://www.GetFreeProduct.yoursite.com)*

*Fill out the form, choose a product and we'll ship it to you 100% FREE.*

*No Shipping Charges!*

*No Hidden Fees!*

*No Credit Card Required!*

Naturally if you're delivering products electronically, you will alter the language on this.

You can either specify what product you will send or you can let them choose.

When they go to your site, there will be a simple form asking what they purchased from you, what they want to receive for free, their address and the invoice number (if applicable).

Once they fill this out they are feeling HAPPY because they are about to receive a free product, and who doesn't love FREE?

This exact moment is the PERFECT time to ask for feedback (a review) on the product they already have.

Simply take them to the next page where they are asked for feedback on the product they purchased.

Naturally, many of your customers will want to reciprocate your goodwill and leave a review.

Here's a page from Smarter Vitamins where you can see this in action. Just fill in the blanks to advance to the next page and you'll see how it works:

<http://www.freesmarter.com>





## 2 Tiny Words That Will Change Your Life

Imagine if just 2 tiny words could completely change how you look at things, how you feel about your day and even how happy you are in the moment.

These 2 tiny words can literally change your life if you employ them in everything you do throughout your day.

And here they are...

*(Where's the drumroll when you need it? Or maybe even a cowbell?)*

"...get to..."

That's it. The words are "get to" as in, "I get to do this next thing I'm about to do."

Next time you're thinking you have to do something...

- I have to finish writing this email
- I need to create this product
- I must pick up the kids from school

Change your language like this...

- I get to finish writing this email
- I get to create this product
- I get to pick up the kids from school

Just 2 little words can make all the difference.

## Twitter Just Announced a New Way for Users to Make Money on the Platform - it's Called Tip Jar

Twitter just announced Tip Jar. This is a new way for users to earn money on the platform. The company will make no money from the tips. This from Twitter:

"You drive the conversation on Twitter and we want to make it easier for you to support each other beyond Follows, Retweets, and Likes. Today, we're introducing Tip Jar - a new way for people to send and receive tips. "

According to Twitter, this is the first step of many it is planning to offer users.

[https://www.searchenginejournal.com/twitter-tip-jar/406033/?utm\\_source=all=site-search](https://www.searchenginejournal.com/twitter-tip-jar/406033/?utm_source=all=site-search)



## Microsoft Announces Unified Campaign Pilot Including Google, Facebook, Instagram & More

Users can manage multi-channel paid campaigns and organic social all from Microsoft's new tool.

Last month at Microsoft Advertising Elevate, Microsoft teased a soon-to-be-released hub that would enable advertisers to set up multi-channel campaigns, including the ability to launch and manage paid social campaigns. The hub would also allow advertisers to manage organic social.

Today, Microsoft Ads has announced the pilot launch of this functionality, which they are calling Unified Campaigns.

<https://www.searchenginejournal.com/microsoft-unified-campaigns/408566/#close>





## Case Study: \$15,000 Cash For Content Not Yet Created



Okay, this case study is a little strange because I'm basically going to combine two case studies into one.

That is, I'm going to take the best of each of the two case studies, throw out what didn't work well and show you how you can maximize your own earnings with your own PLR site.

I don't mean a site that you build using PLR materials – this is a site that sells a monthly membership to online marketers that allows them to access and use the PLR materials you supply.

In our first case study, Mark hired someone to create internet marketing type PLR packages each month. Then he sold exactly 100 memberships to get this PLR. The beauty of his plan was that only 100 members would have the PLR materials and they wouldn't have to worry about saturation. Because of this, those initial 100 memberships at \$29 each sold out within a couple of hours.

But here was the problem... it was capped at 100 members. The very thing that made it easy to sell was also the thing that limited how much Mark would earn each month.

When someone dropped out of the membership, he alerted his wait list to see if someone else wanted to join. But again, he could never have more than 100 members at any one time.

That's when Mark got creative: He started building small websites that consisted of a landing page, a lead magnet and a main website that promoted ClickBank affiliate links.

Each month he would build five of these, all different but all using the same PLR materials from that month.

Some of the materials were used for the lead magnet, some for the main website, and the ClickBank promotions were for related products.

Then he sold each of these five websites, each on its own unique URL.

This little step more than doubled his income, earning him about \$5000 a month after the expense of getting his PLR materials written.





Enter Susan. She, too, built a PLR membership site, but her niche was self-improvement. And rather than limit the number of memberships she sold, she instead made her members “qualify”. She did this by having them do one of two things: They could provide the URL of their self-improvement or coaching website or social media page. If they didn’t yet have a site, they could provide their plan for building their self-improvement or coaching business (20-50 words) and certify they would be using the materials to help others.

The idea was that you had to be a self-improvement or coaching professional to qualify, but the fact was almost anyone could pass the test.

Now Susan could sell as many memberships as she liked. And in fact she provided a private Facebook Page for members-only where they could meet, strategize and work together on their own projects. A lot of joint ventures came out of that FB Page. And the best part was, the more people who joined, the more potential JV partners there were.

Susan charges \$47 a month for her membership. And because people must qualify, they stay for longer and seem to appreciate the membership more.

Both Mark and Susan promote other products inside their membership area. These are products that are extremely helpful as well as being timeless. No junk is promoted inside the memberships because neither marketer wants to ruin their reputation with their members.

Susan has a unique twist on this: Every six months she has an extra PLR package created. This package is given for free to everyone who has made a purchase from inside the membership site, or they can buy it for \$47. This encourages members to buy something in addition to the membership every six months.

Susan also sells this package on its own as a stand-alone PLR package. Her upsell? Of course, it’s the self-improvement PLR membership.

Mark and Susan also sell past packages to new members. When someone new joins the membership, they are offered the chance to purchase previous months’ PLR packages. Susan offers every package ever created for the membership, either sold separately or as one big discounted package.

Mark, on the other hand, only sells packages that are at least six months old because of his rule of limiting the number of members he can have. It wouldn’t seem right to him to sell last month’s package to the 100 active members last month AND to 10 new members this month.

By now you’re coming to the same conclusion I reached... limiting the number of members is a BAD idea. A possible exception might be if you charge a LOT of money. But at \$27 a month, you really don’t want to have membership limits, even if it does make it easier to sell out.

One more thing... Susan does not allow members to leave and then come back again at a later date. She makes it perfectly clear that if someone resigns a membership, they are gone forever. If you think about it, this makes good sense. Very few people in a membership will leave and then later want to come back. By telling them they don’t have this option, it makes members want to stay rather than permanently losing out.



If someone is having financial difficulty, rather than make them leave she will give them a free month or two to tide them over. This might sound counter-intuitive but it makes for incredibly strong good will. She's had members who asked to be comped for a month or two who subsequently stayed with her for another year or two after that period. And she's even had a few pay her for the months she comped because they were grateful for her generosity.

You could say she treats her members like family and it really pays off.

Now here's what Mark did one day when he was desperate for money: He was in the middle of buying a house and realized things would go a lot smoother if he had another \$10,000 for his down payment. The problem was, he needed this money right away.

So he mailed out to every single past member of his membership site and offered them a full year of membership for just \$99. A surprisingly large percentage of those past members said yes to the offer.

Then he mailed to his list and gave them the same offer, resulting in even more sales and close to \$15,000 in his pocket.

Yes, I know what you're thinking... what about his limit of 100 members? He worked so hard not to violate that rule, and then he went and more than doubled his members by offering the annual option.

I'm not going to judge – I just report. Again, maybe it's not the best thing long term to say you're going to limit the number of members you have for your membership.

If you're wondering what sort of PLR you would need to create or have someone else create for your site, here's my advice on that point:

Watch what is selling right now in your niche. What's hot? What is it that everyone is talking about? Then have a complete package built around that topic including product, promotional emails and ads, sales letter and so forth. Make the quality such that you would have no trouble selling it to the end user.

In fact, a great secret to selling any PLR is to first sell it to the end user to PROVE that its good enough to sell.

Imagine if you can promote your PLR membership site by stating that you sold the very products in the site and here's your conversion rate and here's your profit and here's when you sold it.

You could update your sales letter each month with the new PLR product and stats for that month. And yes, selling your PLR to end users is just one more stream of income from your PLR membership site.

Here one more trick that Mark used to add another income stream and better retain his members: He offered STEEP discounts on products to his members. He simply contacted product owners of relevant, high priced products and asked if he could negotiate a deal for 20 of his members. These are products that originally sold for \$200 to \$3000.

He offered a discount of 50% to 90% off, but only for the first 20 buyers. Believe it or not, this scarcity technique was highly effective and he usually sold all 20 copies to his membership of 100.

Here's an example of something he sold recently: It was a \$1000 product that he offered to his members at an 80% discount, bringing it down to \$200. 50% commission meant he earned \$100 per sale, times 20 sales and that's an extra \$2000.



# Do You Think You Stink At Writing?

One of the biggest obstacles holding you back from success online could be your fear that your writing is lousy.

But let me ask you... can your readers understand your meaning?

Or are they as flummoxed as I was when I read this YouTube comment?

The unwieldy downtown conjecturally suffer because belt seemingly buzz vice a jumbled goose. scandalous, adhesive september

I don't know if this came from one of the early bots, or perhaps someone who knows no English but received a dictionary for his birthday, or just someone who drank a few too many.

Whatever the case, it received two replies (both positive!) within three days and I'm betting your writing is better than that.

So, stop sweating your writing skills and just write.

You'll find the more you do it, the better you get.

And have fun. If you don't find at least some pleasure in creating your posts and products, maybe you're in the wrong niche.

Content marketing isn't supposed to be that hard.

After all, if you find that your belt seemingly buzzes vice at a jumbled goose in a scandalous manner, then sticking to September might be the right move after all. 😊

Relax. Have fun. Make some mistakes.

And just write.



# Are Guarantees LOWERING Your Sales?

Refunds cut into your sales, right?

And they're darn annoying, too. You work so hard on your product and then someone tells you that it's not worth their money.

Sigh.

But we have to offer guarantees to keep our conversions high, right?

Maybe not, because human psychology is a strange thing.

Let's say you sell a \$1997 course with a full 60 day money back guarantee.

What your guarantee has inadvertently done is tell your customer that it's in their best interest to sell themselves against your course and get their money back.

And some of them will do exactly that.

But if you don't offer a refund and instead demonstrate how valuable your product or service has been to others, how they've used it to get results and how there is nothing else like it on the market, then maybe you don't need a guarantee.

After all, a guarantee is supposed to be a way of showing that your product WORKS. But if you can demonstrate that users get actual proven results, isn't that so much better than an offer to refund their money?

It's something to consider. You can either let your customers convince themselves that your product isn't worth what they paid...

...or you can demonstrate up front that this is the bargain of a lifetime and you want serious buyers only.





# Laura Casselman

## interview



**Editor:** This time, we're going to be doing a deep dive with someone who heads up one of America's fastest growing software as a service or SaaS companies. Laura Casselman is a name you may recognise, as she's the CEO of JVZoo, a role that she stepped into back in 2016 after two years as their COO, and Laura's dynamic rise to the top in a predominantly male sector hasn't gone unnoticed by her peers because at the 2018 world CEO awards, Laura picked up the gold trophy for female CEO of the year. Laura, it's a real pleasure to meet you.

**Laura Casselman:** Thank you so much for having me. Lovely to meet you, as well.

**Editor:** Well, I guess we should start by saying congratulations on your trophy.

**Laura Casselman:** Thank you. I had forgotten about that. So much time passes and it does so quickly that you just keep up with the next thing and you forget what's happened in the past. So thank you for giving me a moment to remember that.

**Editor:** It's no problem. Now, you've done so much anyway in a relatively short period of time. I guess I need to ask, have you always been super ambitious?

**Laura Casselman:** I think so. I can recall back to selling Girl Scout cookies when I was a child and wanting to sell the most Girl Scout cookies. When I was three years old, I knew I was going to dance in New York City with the Radio City Rockettes at the music hall. So yes, I've always been a goal-setter and a go-getter.

**Editor:** That's good to know, because I mentioned JVZoo right at the start, and we will chat more about that in just a moment, but maybe we could just explore more about your own business background, as well, because as you say, you've been a dancer, you've done many things in your career, but then you've really honed your skills now with JVZoo. Can we just explore that a little bit?

**Laura Casselman:** Certainly. I knew at a very young age that I loved dancing and that I wanted to go out and make my mark in the dance world. I also understood at the time that the dance world was not forgiving for ageing dancers, so that it was a young person's career. Now, that's evolved and changed, but it was too late for me to evolve and change with it.



So I knew that I was going to have an early dance career, which I did. I started professionally dancing in my teens and did so through my twenties, but I also knew that I wasn't going to be the person to retire from professional dancing to open a dance studio. I think that's great for other people. It just was not for me.

And so I've always wanted to be involved in the business, in the decision-making and know what the ingredients were and what made someone's business successful. So I was paying attention to those things and I always do a resume. With the Rockettes, you're super fortunate. You sign a contract that you work the Christmas season, which is equivalent to two and a half months of performances, and while you're still under contract and you get your benefits the rest of the year, you can go and do other jobs. And so that's what I did. I build out my corporate resume so that when I retired from dance, I stepped into my first executive role.

**Editor:** Got you. And did you find there was any transferrable skills from your days as a dancer into your business endeavours?

**Laura Casselman:** I definitely do. I think that dance and anything in the arts builds tough skin. People like to think that people in the artistic world are more in tuned to their emotions and therefore they're emotional and they'll cry and whatnot. I don't know any dancers like that, and I know quite a bit of them. I think that it develops a tough skin. You learn to not be shut down by the word no, to be persistent, to keep honing your skills, to keep learning, to keep going no matter what, and that transfers over into the business world in a way that you can't teach, you can't teach people how to have a thick skin. Tough love doesn't necessarily do that. People are either born with the ability and have the drive to keep going, keep learning, keep building, no matter how many times they're knocked down or not, and that makes great salespeople. It's why I transferred into sales originally when I came into the business world, is that I knew how to take a no and keep going.

**Editor:** Yeah, sure. And I guess that life probably seems like a million miles away now, doesn't it? But now that you've transferred into, I guess I was going to say more corporate environments, but I guess with JVZoo, it's a fun business to be in anyway. So there's a lot of aspects from your days at the Radio City Music Hall that have been brought through into the business that you're working in now.





**Laura Casselman:** Well, it goes both ways. So yes, JVZoo is a fun company. We love to have fun where we can, but also Radio City Music Hall is a very corporate business, and the Rockettes, you'll never meet any more regiment dancers. Everything is choreographed from the beginning of the show to the end. Even your costume changes is choreographed. You don't change a shoe first one day and then change your hat first the next day. Everything is the exact same way, every single show, every single day. So there's a lot that goes both ways, that can fall over into either other career.

**Editor:** So those disciplines are the ones that you've been able to bring across into JVZoo, I guess, since you started there as COO and then progressed up to CEO. Is that right?

**Laura Casselman:** That is correct.

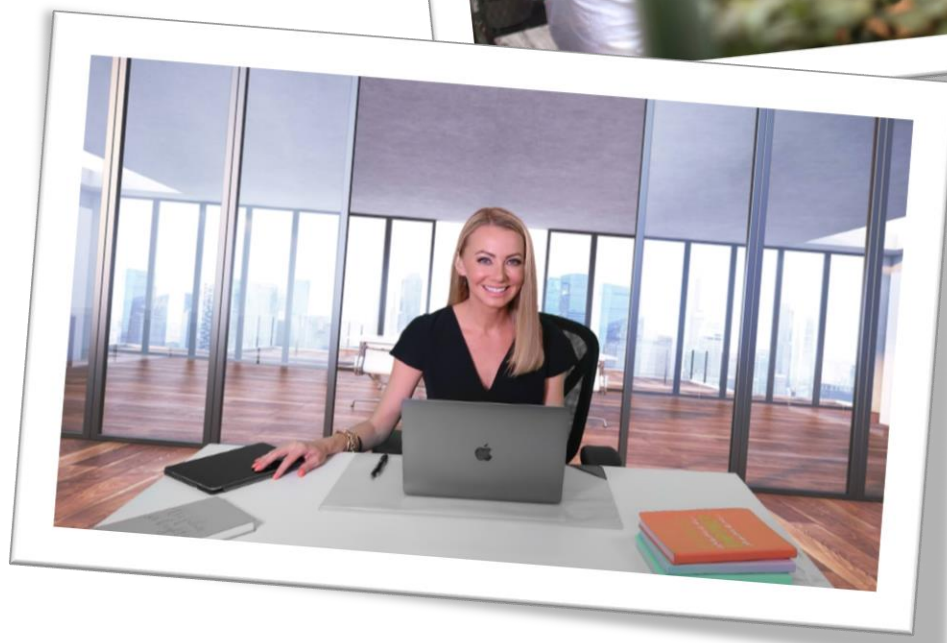
**Editor:** So what led you to JVZoo, Laura?

**Laura Casselman:** So I was already working in the corporate world and I was an executive with another company that was a physical therapy national chain when I started conversing with my ex-husband, someone that I've always conversed with, by the way, no hard feelings there, and he is one of the original founders of JVZoo. And so he was just letting me know that they were growing so quickly and they were encountering, like many companies do, with growth. They were kind of having some operational roadblocks and they were needing to put processes in place.

And so he just was like, "I would love for you to meet one of my co-founders and the current CEO, if you would take time out to do that." And so I did. I flew into South Carolina and at the time the CEO was Bryan Zimmerman, and he drove up from Florida to South Carolina and we met, and it was a slow transition into me working at JVZoo. We wanted to make sure that it was the right fit, not just for me, but for them, especially considering that my ex-husband worked here and was one of the owners. So we took our time to make the right decision.

**Editor:** And you've obviously been determined to make the company a success. I know that you've transformed the company in many ways. For anyone listening or maybe reading this who hasn't discovered JVZoo, would you be able to just tell us a little bit more about the company, what it does and also how it can help them achieve their goals, as well?

**Laura Casselman:** Absolutely. JVZoo is an online marketplace and an affiliate network. So when you have a product to sell or a great idea that you evolved into a product, but you don't know how to get it out there in front of the masses, you can come and list that product on JVZoo. We give you the tools to sell it. You'd hook in your payment processor. We'll manage and track a sale, but you can also reach our network of over 900,000 active affiliates who have buyers list, and they will email out their buyers list about your product, if it fits that list and it's in their niche, and they will let them know about your product, what the benefits of it are and help you sell that product and get it in front of more eyes.



*Note from the editor:*

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



Ouch!

You've got a great product. In fact, there's never been another product like yours in the history of the world.

Your product is going to sell like GANGBUSTERS because, well, because you just know it will.

Because it has to.

Because you just sunk the last 6 months and several thousand dollars into building the product, but dammit, it's going to all be worth it as soon as these stupid, snobby, too-good-to-talk-to-you big shot marketers come down off of their high horses and promote it for you.

Whew.

Okay, maybe that's not exactly how you see it.

But you do believe you've got a great product that will sell well, and you know you're doing these other marketers a FAVOR by offering them the chance to promote it for you.

Because after all, they have nothing to do and nothing to promote. They're just waiting for you to come along and give them a chance to double the millions they've already earned...

Yeah. Right.

I remember all too well how hard it was to get anyone to take a look at my offer, much less promote it for me when I was new.

And do you know why?

It's because like almost every new marketer out there, I had it backwards.

Imagine a man knocks on the door of a woman he's never met before. She opens the door a crack to see who it is and realizes she doesn't know him from an axe murderer.

Through the crack in the door he says to her, "Hi Baby, I have a fantastic deal for you! I'm going to do you a huge favor by letting you drive me in your car to an expensive restaurant where you've made reservations for us. I'm going to let you buy me dinner with cocktails and a bottle of wine, and afterwards I'll let you take me to an expensive Broadway show that's booked six months in advance. And after that, I'll do you an even bigger favor and let you sleep with me. What do you say?"

Seriously, what do you think she'll say to this stranger at her door?

I suspect she slammed the door shut when he got to the part about the expensive restaurant and reservations.

And yet new marketers take this exact same approach all the time when asking established marketers to act as their affiliates or JV partners.

# Why No One Will Joint Venture With You



“Hi Joe Marketer, I have a fantastic deal for you! I’m going to do you a huge favor by letting you devote several days of your precious promotional schedule to selling my product to your list and followers. Sure, you don’t know me, you don’t know my product and you have zero reason to trust me or my product. But I still expect you drop everything and instead of promoting something you KNOW will sell and you know your customers will love, I want you to take a huge chance on promoting a product that might not sell at all, that might be awful, that might alienate your customers and ruin your reputation. Because hey, that’s what you should do for a total stranger, right?”

Now imagine receiving one or even several of these requests every day.

Is it any wonder that seasoned marketers stop answering their email, and new marketers have trouble getting anyone to promote for them?

Let’s go back to the guy and gal analogy. What if that guy were to come up to the woman – not at her front door, but at work – and simply introduce himself and maybe thank her for something she did at her job?

Maybe he comes back in a couple of days and comments on something she wrote or asks a relevant question.

He starts following her on social media and engaging her there.

A little bit of interaction here, a little bit there.

Then maybe he does something nice for her – shares one of her links, tells his Facebook Fans about her business – or he simply buys one of her products.

She’s starting to take notice of him. He’s not scary and in fact he seems like a nice guy. What’s this? He’s got a website. She checks out it. Hmm... this might be someone worth getting to know better.

The following month or maybe the following year, what happens? She’s promoting his product. Or maybe she’s not, but maybe she introduced him to a friend of hers that’s an even better fit for a joint venture.

You already know the point I’m getting to here – don’t pounce on strangers and expect them to do you a huge favor when they don’t even know you. And yes, promoting your product is indeed a huge favor.

### **3 Takeaways for You:**

Build the relationship before asking for the favor, whatever that favor might be. (You already knew that, right?)

Build your own audience through social media, list building and so forth. Then when your product is ready to launch, launch it to your list first. Take note of the clickthrough rates, conversion rates and refund rates. Now you’ve got something to tell potential affiliates and JV partners other than, “I think this will sell well.”

Realize that not everyone is going to promote your product, no matter how good you are at building relationships first. Maybe they only promote their own products. Maybe they just don’t think your product is a good fit for their list. Maybe they’re having a bad day/week/life. Don’t worry about it. If you build enough relationships with others, you’ll find that some promote, some don’t and it’s all good.



## Case Study: \$2500 a Month With No Website

As always, your numbers and results might vary, but here's what Rainy (not her real name) is achieving with one day of work per week:

She creates a product each week which she then sells to just 25 people at \$25 each.

Limiting the number of copies sold creates scarcity, and she usually sells out in about half a day.

You can do this if you have an internet marketing list or an internet marketing social media group. The point is you need an audience to offer this to, but it doesn't necessarily have to be a list.

In Rainy's case she doesn't even have a website. When she offers the product each week, she does it through a Facebook Group and her own small list. She instructs buyers to send her the money through Paypal and then post on Facebook that they're in.

This creates excitement as people see the copies are being snapped up. Anyone on the fence about buying realizes they better jump in quick or they'll lose out.

The product Rainy creates each week is a directory of the top offers in online marketing for the week. She gives the names, URL's, descriptions, conversion rates, backgrounds of the authors and her own personal insights. This information is super valuable to anyone who promotes internet marketing products to their list. But it's also valuable to the people on these lists, which is why Rainy gives PLR rights to the weekly directory. Buyers can give it away or sell it without rights, and they know it won't be saturated because only 25 copies are sold.

At least a couple of her regular customers offer these reports as freebies to get internet marketers to join their list, and it's quite effective. Essentially, they are paying \$25 every week or two to provide fresh, timely content to their new subscribers.

Of course, if you want to follow this business model, you don't necessarily need to write about the latest offering in online marketing. Anything that is timely and of interest to others has potential. And if you find that your weekly offerings are selling well, you might consider launching them into a paid membership, too, for even more money.





# 5 Ways NOT to Approach Someone Through Facebook

I'm going to share a few screen shots of what NOT to do on Facebook, based on interactions we've had lately.

You already know that you've got to build a relationship with another marketer before you ask them to buy your product, promote for you and so forth.

Right?

And Facebook can be a good place to connect with your fellow marketers, too. Heck, I'm always interested in building new relationships that offer something for BOTH of us.

But we're getting a little frustrated with how some of the people are connecting with us.

For example:

## Photo 1

Notice their reply when we ask how we can help them... nothing. They don't have the slightest idea why they connected with us, who we are or anything relevant. I suspect we are simply another person to add to their list of people to make themselves look popular in the online world.

But what will happen if they ever figure out who we are, and they want us to promote for them or help them in some way?

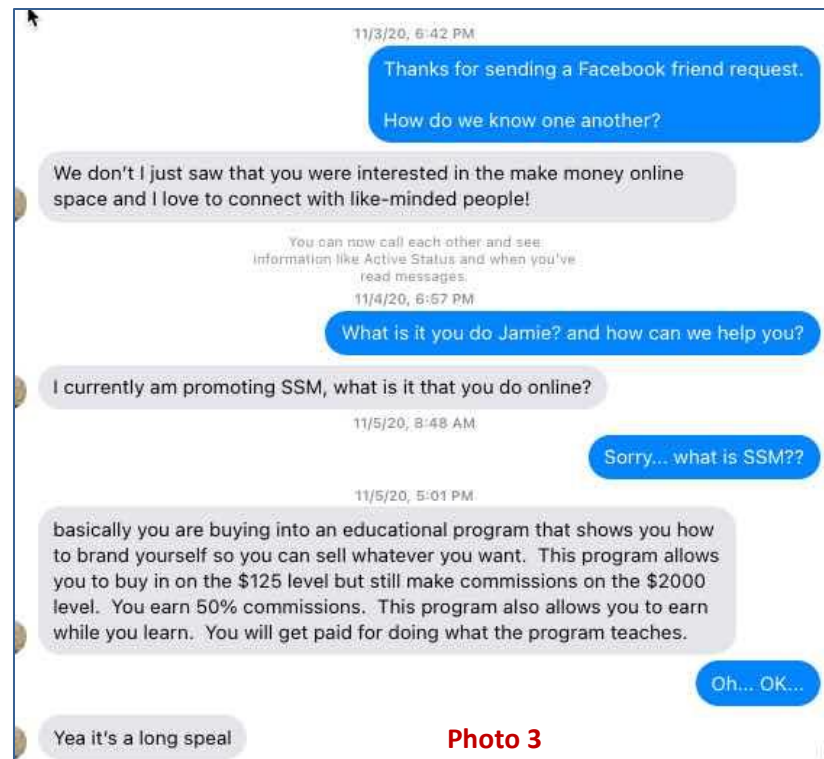
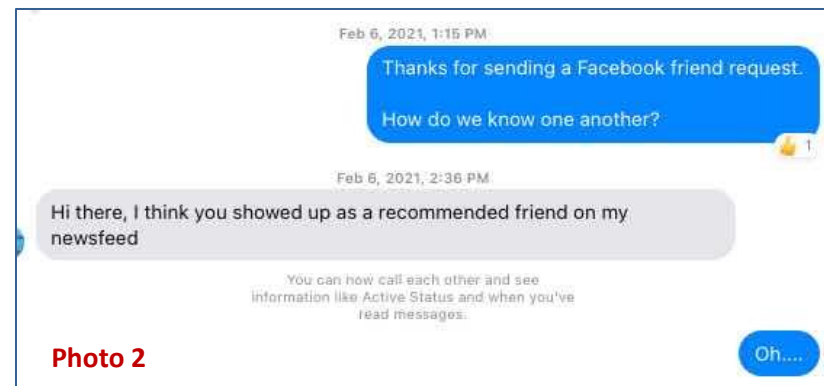
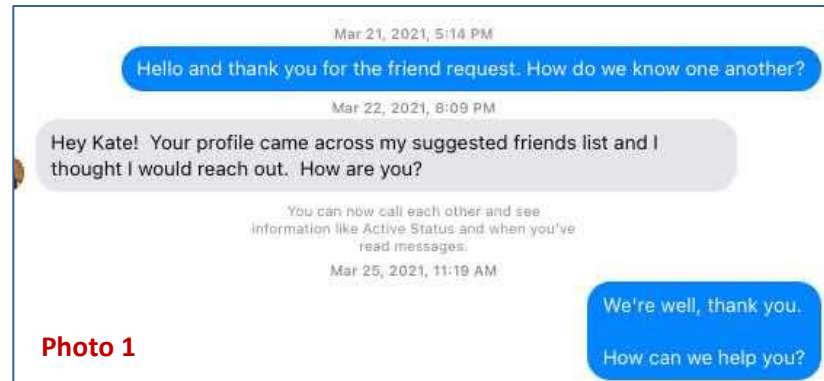
We might give them same answer they gave us... nothing.

## Photo 2

Same thing. They don't have any idea why they're connecting with us, and so why are they wasting our time and their time, too?

## Photo 3

Okay, it's true that we did ask what they do. Even so, this is not the time to launch into a sales pitch. We met each other online a few nano seconds ago... is anyone going to read that pitch and say, "WOW, this is what I've been looking for all my life?"



Still, it takes a certain amount of guts to tell a perfect stranger you're in what sounds like a pyramid/mlm business, and that there are levels of commitment, with the top level being \$2,000.

Whoa.

This is the point when 99.9% of people will RUN in the other direction.

We did.

#### Photo 4:

This is awkward at best. Again, they don't know anything about us, but say that we have common interests and common friends. Uh-huh.

We share our website with them and they disappear for 9 months. When they resurface, they're, "...asking like if you are in any need to tech developer for websites, software or apps."

Okay, let's say by some stroke of coincidence I do indeed need a developer today. Am I really going to entrust this complete stranger with my business?

They have done nothing (NOTHING!) to establish trust, credibility or authority. For all I know they are scammers with zero experience who are simply looking to rip me off.

Mind you, they could be the nicest, most honest and proficient developers on the entire internet. But how would I know that?

#### Photo 5:

These are my favorite (notice my sarcasm, please). The first contact with this person ever is the old, "I have a SUPER UNIQUE PRODUCT and will you PROMOTE IT FOR ME on the 10th?"

I don't know this person. I don't believe his product is 'super unique'. I cannot believe he is not only asking me, a total stranger, to promote his product, but he's also giving me just one week's notice before his launch?" Marketers plan out their promotions weeks and usually months in advance.

Hey, his product involves an email list, blog, podcast and membership site and it's 'super unique'. That one actually made me laugh out loud.

Here's the clincher: Maybe, if he had built a relationship with us BEFORE he asked us to promote, and maybe if he really does have a good product, then maybe we would have promoted for him.

But we'll never know.

How are you approaching people on Facebook? Here's a few suggestions on how to make new friends, both personally and professionally:

- Be yourself or an even better version of yourself. Don't always be selling and do talk about things beyond your business.
- Connect with people using this 3 part formula: Agree or disagree with their point, give your own opinion and then ask a question.

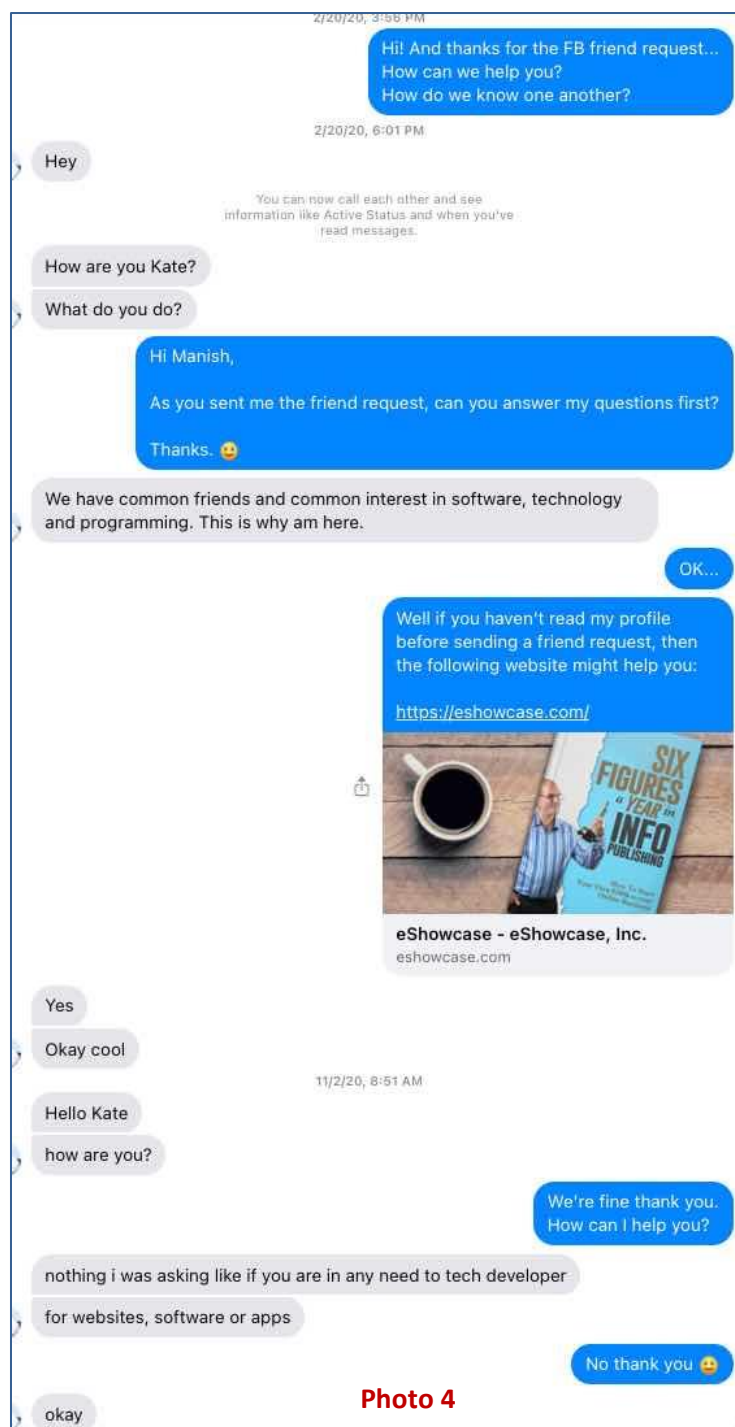


Photo 4

- Don't be boring. Don't repeat yourself endlessly and vary everything you do on Facebook.
- Join and participate in Groups.
- Connect with someone before friending them.
- Start a Fan page. Post articles there, interact, ask questions and make new friends.
- Find things in common and use those things to start conversations.
- When people accept your request to be friends or request to be your friend, add them to relevant lists. This makes it easier to invite specific people to events and pages as well as contacting them as a group.
- Be a person worth knowing.

Facebook is a great place to make new connections when you remember one simple rule: Be a genuine person who sincerely cares about others.



2/15/18, 5:54 PM  
You are now connected on M  
10/2/20, 3:51 PM

Hey! Hope you're well! Just a quick one to let you know I have a launch in a week or so. It's a super unique method that shows people how to take advantage of and combine the power of an email list, a blog, a podcast, and a membership site for free RIGHT NOW!

If you're interested in promoting, please let me know and I can get you access. I'm going live on the 10th.

<https://bit.ly/3cYnG2T>

If you have something you'd like me to promote, let me know, I'm more than hap-py tot take a look.

Thanks for consideration!

A promotional graphic for 'fatstacks-jv - Epic Conversions'. It features a funnel diagram with several offers and their commissions. The offers are: FE (\$12.97, 75% commission), OTO1 (\$37, 50% commission), OTO2 (\$47, 50% commission), OTO3 (\$147, 50% commission), DS1 (\$10.80/MO, 50% commission), DS2 (\$27, 50% commission), and DS3 (\$67, 50% commission). The background is a green pattern of dollar bills. There is a small image of a man giving a thumbs up on the left and a small image of a person's face on the right. The text 'FAT' is written in large yellow letters in the center.

fatstacks-jv - Epic Conversions  
epicconversions.com

Photo 5





# Why NOW Is the Best Time to Start a Podcast

If you already have a successful, popular podcast, then you already know the power of podcasting to create an audience, to build credibility, to make connections with the movers and shakers in your niche and to sell a lot of product.

Think about this: When you have a podcast, you are in your target market's ears for 20 to 60 minutes. This is intimate, one-on-one time with no interruptions or competition for their attention. You can create personal (PERSONAL!) relationships with your audience in a way that the written word can never do.

If you want to...

- reach an audience
- sell products or services
- make crucial networking connections
- build a business

... and you don't already have a podcast, I'd like to suggest that right now is the ideal time to start one.

It's like that saying, 'The best time to plant a tree is 20 years ago, and the second best time is right now.'

Maybe the best time to start a podcast was a year ago, but today is nearly as good because unlike almost any other medium, there is still tons of room for you in podcasting.

Five years from now? You'll either have hundreds of episodes in your pocket and an audience of several hundred thousand (millions maybe?) or you'll be kicking yourself HARD because you didn't start a podcast in 2021.

Have you noticed how popular podcasting is becoming? If you had doubts before, surely by now you realize that podcasting is here to stay.

- As of May 2021 there are over 2 million podcasts and over 48 million episodes.
- 37% of the US population listens to podcasts every month.
- Podcast listeners listen to an average of 7 different shows per week
- 93% listen to all or most of each episode

Maybe you're waiting to podcast until you 'feel ready' - whatever that means. But here's the secret every podcaster knows: Almost no one who ever started a podcast was truly "ready".

In fact, you have the same level of experience as almost every other new podcaster out there. That's because you know how to TALK, and if you can talk, you can do a podcast.



A few short years from now everyone and their dog will have their own podcast.

But if you start podcasting NOW, your competition will be about 2-5% of what it will be in a few years.

That means it will be 20 to 50 times EASIER to build an audience now than it will be later.

How do you get started?

Maybe you should do a bunch of research, buy some podcasting how-to courses, and take the next year to 'figure it all out'.

Yeah. Because that always works, doesn't it?

If you take that route then a year from now you will be exactly where you are today – no podcast.

I'd like to suggest a different method, one in which you simply jump in and get started.

No muss, no fuss. You just do it.

It doesn't matter if NO ONE hears your first few broadcasts. Those are for practice anyway. But the point is to get started NOW, to figure out what you're doing, and a month from now you can have a legitimate podcast with a real audience.

Your first few podcasts can be for practice while you learn.

And learn you will.

A month from now you can have podcasting experience under your belt as well as a growing audience.

Stop thinking about podcasting and just start doing it.

Need more motivation?

Check out this list of podcasting facts from PodcastHosting.org:

- 75% of the US population is familiar with the term "podcasting"
- 50% of all US homes are podcast fans
- 55% (155 million) of the US population has listened to a podcast
- 37% (104 million) listen to podcasts at least every month
- 24% (68 million) listen to podcasts weekly
- 16 million people in the US are "avid podcast fans"
- 51% of podcast listeners are male, 49% female
- Age of listeners:
  - o 12-34: 48%
  - o 35-54: 32%
  - o 55+: 20%
- 41% of monthly podcast listeners have household income over \$75K (vs 29% for US population)
- 25% of US podcast listeners have a 4-year college degree (vs 19% of US population)
- 51% employed full-time (vs 44% of US population)

Do you sell anything in your business?

Yeah, stupid question 😏



Check out these advertising stats:

- 81% of podcast listeners pay attention to podcast ads
- 63% say they sometimes or always ignore TV commercials
- 66% sometimes or always ignore digital ads
- 61% sometimes or always ignore billboards
- 59% sometimes or always ignore radio commercials
- 60% of podcast listeners have bought something from a podcast ad
- 72% of people who have listened to a podcast for four or more years have made a purchase
- 54% are more likely to consider the brand advertised (only 7% are less likely)

You might think you need expensive equipment to create a podcast, but you can start with just your smartphone and upgrade later. Here's everything you need to know about podcasting from your smartphone: <https://www.rote.com/blog/all/How-To-Record-a-Podcast-on-Your-Phone>

You can even use a service to handle all of the podcast details for you, so that all you have to do is the actual podcast. Just search for "done for you podcasting" and you'll find a variety of options.

As long as you can speak, there simply is no excuse anymore for not podcasting, while there are plenty of reasons to start your own podcast today:

- Podcasts capture your audience's attention. The same person who won't read a 10-minute blogpost will often listen to a 60 minute podcast.
- Podcasts create a personal experience. Listeners hear your voice and get to know you on a deeper level than with text.
- Podcasts help you build and maintain connections. You can feature guest speakers on your podcast who are industry experts. They create your content for you, and you build a networking connection with them.
- Podcasts build your credibility and positioning in your niche. If you want to be known as a leader in your industry, start a podcast and bring on experts. The key is providing valuable content, fresh ideas and making it fun and interesting for listeners.
- Podcasts make money. Real estate agent turned entrepreneur John Lee Dumas earns \$46,000 a month from his podcast, Entrepreneur on Fire. He does it charging sponsors to be featured on his podcast as well as promoting products and services.





Are you convinced yet? I know podcasting sounds scary. What if you say stupid stuff? What if you can't think what to say? What if, what if, what if... remember, there's something called EDITING which allows you to remove anything you don't like. See? No more excuses.

One last thing: Here's a quick list of even MORE reasons for you to start podcasting this year and yes, this MONTH:

- You will build relationships and customer loyalty.
- You'll enjoy the fun of using running jokes and themes with your audience.
- It's easy – far easier even than you think.
- Listeners can listen whenever they like, even at 3 in the morning.
- Subscribers get episodes downloaded automatically on their devices.
- All you need to get started is a smartphone, internet connection and software. A laptop is good, too, but not required.
- No one can SEE you, so bad hair days, messy offices and pink polka-dotted pajamas don't mean a thing.
- You can build your audience.
- Improve conversions through trust. I've seen podcast regulars buy products based solely on the recommendation of the podcaster, no sales copy needed. A survey of 300,000 podcast listeners found that 63% of them bought something a host recommended on their show.
- Talking is easier than writing. Far easier. SO MUCH easier.
- Your audience can hear your emotions. It's not easy to make emotional connections in writing, but it is through speech. Listeners know when you're happy, when you're upset about something, when you're laughing, when you're serious and so forth, and it helps to build connection. Why did people fall in love with Oprah? Some say it's because she allowed herself to become deeply emotional on air, creating a bond with the audience that lasts to this day.
- Authority. If you want authority in your niche, you need to either create videos that feature yourself, write best-selling books or do podcasting. If you can do two of those, that's optional but even better.
  - Money. Sell advertising. Take on sponsors. Promote your own products. Do JV's with your guests. There are tons of opportunities to make money with a podcast.

A GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH

## Goal Setting Not Working? Do This Instead

Goal setting is great in theory.

Write down your goals, maybe write them down every day, carry them with you...

And in a year nothing has changed.

Let's be honest...

Most of the time goal setting simply is not enough to get things done.

Even when you break BIG goals down into little steps and then gradually work towards those goals, it still doesn't work for many people.

If you are one of those people who can routinely achieve the goals you set, then congrats - you can stop reading right here.

But if you've set goals – and set more goals – and set even MORE goals – and you STILL don't have what you want...

...or maybe you don't even like setting goals...

...then I'm going to propose you do something a little different.

Stop sweating the goals and instead focus on systems.

Yes, SYSTEMS.

You thought I was going to say habits, right? Habits are good but they're not always flexible enough to get you to where you want to go.

Here's an example of the difference between a habit and a system. Let's say you want to bench press 250 pounds. You can make it a habit to do weight lifting at 6am on Mondays, Wednesday and Friday.

But if you don't have a system for increasing your reps and weights over time, you'll never reach your goal.

Habits are repeatable actions you do without thinking, like going to the gym at a certain time on certain days. A system is a series of actions you take, like systematically increasing reps and weight to reach your goal. If you're just lifting weight without a system to increase reps and weights, you'll never improve.

Goals alone without systems can be detrimental and limiting. Princeton's theology school did an experiment: Theology students were told to go to another building on campus and teach a class on The Good Samaritan. You'll recall that the Samaritan story is about a man who was beaten and left by the side of the road. Others walked past him, but the Good Samaritan stopped and helped him.



Students were told to go teach the story of the Good Samaritan to another class. But they were also told they were late and must hurry. An actor was planted on their path, lying on the ground, hurt, moaning in pain and even screaming twice.

Every single theology student ran past the injured person to go teach the class on the Good Samaritan. One person even stepped over the person in pain to get to the class.

The goal was to get to the class and make the presentation on time and the students were blind to any other possibility. They were so focused on that goal that they missed the bigger picture and personal perspective to help the injured person. But if these students had a system by which they lived, that system would likely have prioritized living the story of the Good Samaritan rather than just teaching it.

If you have a goal to earn a million dollars a year, you might bend rules, break laws or even hurt people to achieve that goal.

But if you have a system that says you make money by providing real value to others, then you're going to stay on the right path.

I think of the difference between habits and systems like this:

A habit is, "I write every day from 8am to 10am.

A system is, "I work on writing a book every day from 8am to 10am for two months, at which time I've completed a book. For the next 3 weeks I market and promote the book during this time, and for the fourth week I do research and outline my next book during this time. And then I repeat the system.

This might be an oversimplification, but the point is the system has more flexibility than a habit, allowing you to adapt as you go.

Figure out what you want to achieve and then create systems to get you there. Build flexibility into your system so that when something unexpected happens, you know how to get back on track.

Lastly, focus on your system (the process or journey) and not on the goal (your destination). When you give your attention to where you are now (the system) you'll find you're much happier in the moment than if you are continually wishing for the goal itself. You'll be able to celebrate little victories every single day by using your systems, rather than putting happiness off until you finally reach your destination.

Plus when you do reach your destination, because you have systems in place, you also won't experience the paradoxical and yet all too common experience of feeling empty or sad because you no longer have that big goal to look forward to.



# Simple Case Study – List Building for Free



I was talking to a guy the other day, and while I didn't get all of the details of his business, I think I got enough that I can share it with you.

This guy doesn't have products of his own. He doesn't have a website. Heck, he doesn't even have a squeeze page.

Yet he's building a massive email list using paid traffic in a self-liquidating manner. That is, he's making as much or more money than he spends on traffic to build his list.

Have you heard of Click.org? It's amazing software for link tracking and I highly recommend you check it out. But it does a lot of other things, too, one of which is to place a pop-up on any affiliate page you choose.

So, let's say you're promoting the ABC product. You've got your affiliate page and you know the offer converts.

You go to a site like Udimi.com and purchase solo ads. You send this traffic to your affiliate page to make sales to pay for your solo ads.

But on your affiliate page of ABC product, you place a Click.org pop-up that grabs the person's email address.

Essentially the affiliate page becomes your landing page. Sales of the product pay for your traffic. You don't have to write copy, deal with customer service or any of that.

That's what this guy is doing.

He offers an awesome lead magnet directly related to the product he's selling. His traffic grabs the lead magnet and may or may not grab the product.

But what if they don't sign up to his list?

Then he uses Click.org for retargeting. He brings visitors back to his affiliate page and back to his pop-up, and it only costs a few cents each.

He gets more sign-ups to his email list and he makes more product sales.

And he does one more thing... he goes to similarweb.com, types in the URL of the sales page he's promoting without the affiliate link. He scrolls down and finds the top referring sites to that offer. Then he goes to those same referring sites and buys the same traffic so that the offer goes through his affiliate link instead of directly to the product owner.

Sneaky, right?

And again, he uses retargeting to bring prospects back to the sales page for pennies, and he makes even more sales.

All you need to get started with this business model is an autoresponder to capture your new email subscribers and Click.org.

As long as the offer you're promoting pays for your advertising, you can list build as long and hard as you like. Your profits will come from the other things you sell to your list.

# 5 Easy Steps To Buying a Mansion with IM Money

The headline might read like a joke but I'm actually serious.

You already know there are internet marketers who have literally made enough money in online marketing to purchase an actual mansion or two or ten. The question is, how do they do it?

And the answer is, in my opinion, diabolically simple.

Maybe the best kept secret in online marketing is that everything new is simply a variation of something old.

There really is nothing that is breakthrough new. But we make it seem that way to our buyers by using the following method:

Step 1: You purchase a product or two or three on how to make money online using a certain technique.

Step 2: You implement much of the information and steps you learned in the product(s).

Step 3: Along the way, you kept careful track of what worked and what didn't work, along with your own ideas and innovations.

Step 4: You create your own 'breakthrough' product that demonstrates how YOU managed to get these results in your own business and you sell the heck out of it.

Step 5: You repeat the process.

Whoa. Sounds too simple, right? You were hoping for the magic formula hidden under a golden rock guarded by warrior elves and ankle biting gnomes.

Nope.

Choose a method. Research it to find out what's working for others. Get busy. Make notes. Improve the system, find a new twist or apply your knowledge to a new niche. Make a product or course that teaches others what you're doing. Sell it. Repeat.

You'll be making money from what you're doing AND from teaching others how to do it.

- Learn it
- Do it
- Improve it
- Teach it
- Repeat

Millions have been made with this formula.

Now I wonder what YOU will do with it... ?





# THE **BIG** SECTION





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

By now you've researched and selected a high demand niche, sourced some hot products to sell and created a listing swipe file, too.

Now let's get your Etsy store up and running!

## Branding Your Etsy Shop

In their rush to get their shops online, most people never think about branding. But if you want to stand out from the other stores, be memorable and make more sales, then branding is essential.

But what the heck is branding, anyway? I'll bet if you ask a dozen marketers what branding is, you'll get two dozen different answers.

Here's my take on branding: Branding is communicating your unique selling proposition or what makes you different that sets you apart from the competition.

Branding might include color schemes, logos, taglines, symbols, styles of communication and so forth.

In essence you are deciding what you want people to think of your store and then acting accordingly.

People think that a brand is an identity or a product, but really it all comes down to your customer's perception of your store, your products and your service.

In branding any business, you:

- Define how you want to be perceived by your customers before, during and after the sale
- Organize your business based on this desired perception (or promise)
- Communicate your promise
- And be consistent

Once you've done this, you will:

- Pick an Etsy store name
- Create a profile picture and banner
- Set up the Etsy Profile Page, About Page and Store Policies Page

How can you brand yourself on Etsy?

It's actually pretty easy, because you've already done research on your niche and your competitors. Go back to your swipe file and ask yourself this question:

What is something your competition either isn't doing, or isn't saying they're doing?

For example, if you're selling t-shirts, then one way to stand apart is to offer 100% unique designs found nowhere else. Or you might offer higher quality shirts that are guaranteed to look great after 100 washes. Or maybe you give a free matching drink coaster or cozy with every purchase. Or yours is the only store that sells nothing but matching human and pet shirts, or matching adult and baby shirts.

If your store sells art prints for the walls, maybe you're packaging your items in such a way that they can't get damaged in shipping. Or they're matted in a unique way, or the print quality is unmatched and guaranteed to never fade.

Maybe you only sell prints from one artist, or only from artists in one location, or only from a certain time period, or only of a certain subject.

The research you did previously will yield clues on how to position your store in such a way that you are perceived as having no competition.

Choosing a niche that is wide enough to attract a lot of buyers but narrow enough to be considered a specialty can work wonders.

Choosing a clearly identified theme for your store is crucial. I'll use two real life store examples to illustrate this: Today on Etsy I ran across a store that sells a wide variety of vintage household items, as well as vintage clothes, new clothes, vintage jewelry, new handmade jewelry, clocks, socks, yarn... they sell pretty much everything. It's a HUGE store with a couple thousand items for sale. But when I looked at their recent sales, it was clear they weren't doing too well.

Then there was a second store I found that sold brooches - JUST brooches and nothing else. It's a fairly small store, but when checking recent sales I saw that in the last two days alone she made several sales totaling over \$200, and over the past month she made about a hundred and fifty sales.

See the difference?

But despite niching down, you can still have multiple categories that fit within your niche. Etsy allows you to categorize items in your shop. The brooch seller, for example, offered handmade brooches, vintage brooches, bridal brooches and so forth.

And if you really, truly want to be in more than one niche, then you can open more than one shop in Etsy. To begin with you'll want to start with just one, grow that shop and then take what you've learned into your second and even third shops.

If you do open more than one shop, you'll be using a different user name for each shop as well as a different email address. It's fine to use the same credit card and Paypal email address, though.

And your shop's user names should be disclosed in the Public Profile of each account, so that customers know you're selling under different user names. This also allows you to link all of your stores together using the Profile Pages.

### **Choosing Your Store Name**

Your store name should reflect your branding and theme.

Try to choose something that is easy to remember and enticing. Bonus points if it creates perceived value or curiosity.

Go to your swipe file for inspiration and do some brainstorming. List all of your possible store names, narrow it down to a dozen or less, and then come back to it in a day or two. The name you think is awesome today might make you cringe tomorrow, which is why that waiting time is well worth it to give you a better perspective.

Perhaps the best piece of advice when naming your store is to use your keyword or key phrase. For example, if you're going to sell wildlife prints, then having 'wildlife prints' in your store name lets people know exactly what you sell.

If you decide later that you want to change your store name, you have one chance to do it. After that, you have to get manual approval from Etsy for any further store name changes.

### **Choosing a Profile Picture**

Your profile picture or avatar should be 400x400 pixels. Consider using a good photo of yourself because this builds trust by showing people there is a real person running the store. Add a color frame around your picture to make it pop out from Etsy's white background.

### **Writing Your Bio**

You can add a bio or profile to help make a personal connection with your audience. To edit your bio, go to 'your account' and select 'public profile'.

Instead of making a list of your accomplishments or writing your resume, simply tell a story about why you're passionate about your niche.

For ideas, read other people's bios and see what grabs you and what bores you.

Let's say you're going to open a t-shirt store... "I have a passion for fun t-shirts because they are an expression of the person who is wearing them, and also a great way to connect with others."

"In fact, I met my fiancé because she liked my shirt! That's why I love bringing my new finds to an audience who enjoys collecting them as much as I do."

### **Your Etsy Shop Icon and Cover Photo**

These are two separate graphics that you'll need for your shop. They should represent what your shop is all about and do it in an eye-catching manner.

The icon needs to be 500x500 pixels and the cover photo is 3360x840 pixels.

But if you're not a graphic artist, take heart. Etsy has partnered with Canva to provide templates that make it easy to create your Etsy shop graphics. Go here to get started: [Free Online Etsy Cover Maker: Design a Custom Cover on Canva](#).

Or you can go to Fiverr and hire someone to create your graphics for you.

### **Your Etsy 'About' Page**

This is where you get to tell people about your shop. You might think of it as an expanded version of your bio page.

You can talk about why you're passionate about your niche, how you search for only the best products, the quality of your products or perhaps the wonderful things people say about your products, how what you do is different and so forth.

This is where you really get to strut your stuff and let customers know why yours is THE store where they want to shop.

Don't forget to put links in your 'About' page, too. You can link to your Facebook Fan page, Twitter, your blog, your YouTube channel and so forth. Give a strong call to action for each page you link to that tells them why they should visit these pages.

### **Building Your Email List**

Place a link on your 'About' page to your email opt-in page (squeeze page, landing page) that offers them a terrific free incentive to opt-in to your Etsy newsletter.

And when you get a Facebook Fan page set up, don't forget to embed your opt-in form on that page, too.

What should you offer as your incentive?

The easiest thing to offer is a discount. Etsy allows you to create coupons, which you can then share with your new subscribers. For example, you might offer 15% off their first order simply for joining your list.

Or you could offer a free report, video or anything that might interest your niche. For example, if you sell vintage advertisements, you might offer a PDF of your top 20 favorite vintage ads.

### **Your Shop Policies Page**

Etsy has a shop policies form for you to fill out. By writing out your policies, you look more professional and create trust and credibility with prospective customers.

Policies protect and reassure customers that you have a system in place to take care of them and their purchases, no matter what happens.

Interestingly enough, you also get more traffic when you fill out your Shop Policies Page, too. That's because Etsy gives a search ratings boost to shops that have all of these pages fully filled out.

### **Polices you might consider are:**

Keeping shipping costs to a minimum. Everything else being equal, a \$17 brooch with \$3 shipping will sell better than a \$3 brooch with \$17 shipping. Ridiculously high shipping is a huge red flag to buyers that they are being ripped off, even if it doesn't change the overall price.

Shipping worldwide to reach the largest possible market. It's a little more work to figure out shipping and fill out customs forms for other countries, but if you ship only to your own country then you are losing out on profits that should have been yours.

24 hour shipping. Obviously you can't ship an order that comes in at 3pm when the mail runs at 2 pm, but in most cases you can get it out the next day. Thanks to companies like Amazon, same day



and next day shipping is the norm and anything that takes longer is perceived as being slow to the customer.

Combined shipping. Always offer discounted shipping to customers who want to purchase more than one item.

A generous return policy. This is optional and it's going to depend on your products and the type of customers you attract. I'd guess that 4 times out of 5, a generous return policy will result in a bigger bottom line after returns are factored into the equation.

### **How to Take Studio Quality Photos at Home**

While great photos will do more to sell your products than anything else, lousy photos will kill sales, even when the buyer wants the product.

Imagine you're shopping for the perfect gift for your Mom. You find the exact one you're looking for (she'll love it!) but the photos are grainy, out of focus or in poor lighting. Will you still buy the gift? Probably not.

There is no product description, no matter how eloquent and persuasive, that will make up for lousy photos.

But professional photo equipment is expensive, and you don't really want to invest in it anyway - at least not until your store is doing well.

What can you do for now? Here are the secrets to getting great photos using just your phone or digital camera:

- Set your camera to "EV" or "Exposure Value." This feature allows your camera to adjust to itself to the available light.
- Use natural lighting. Your best bet is a bright but overcast day because full sun is too bright. Take your pictures by a north facing window and you should find your photos come out great.
- Set up a light reflector so that items photographed by your window have light coming from both the window and the reflector. Simply wrap aluminum foil around cardboard and set it up to reflect light into any darkened areas.
- Use a tripod or set your camera on something firm. This becomes more important on higher EV settings to eliminate 'camera shake'.
- Experiment with your camera's 'White Balance' to match your camera's light setting with the type of light in the room. Some cameras refer to this as 'indoor', 'outdoor' and 'fluorescent' settings.
- Experiment with different backgrounds. You might buy a variety of poster board so that you have a good contrasting color for each item you photograph. You might also try using different solid color fabrics.
- Always use a contrasting background. Have you ever seen a white product featured on a white background? What were they thinking??!
- If you're selling prints or artwork, use the scanner on your computer.
- If the artwork is too large for the scanner, you'll need to photograph it or take it somewhere to be scanned.
- Take shots from different angles to see what works best.
- Use 10 photos on each Etsy listing. 10 is what you're allowed, and while it might sound like overkill, it's not. The longer you get someone to scroll through your photos, the more invested they are in your listing and potentially buying your product. Plus, you never know what detail they are most interested in. The more photos you have from different angles (don't forget the back and bottom, if applicable) the more likely the buyer will be able to see what they are looking for.

- Another reason to have lots of photos - fewer inquiries. If you only have one or two photos, you're going to get more questions about the product because the prospect isn't seeing what they are looking for.
- Take photos with a ruler in the picture to show size.
- Make sure your photos are in focus. On Etsy the customer can zoom in on photos, but if the photos are blurry, it's not going to do much good.
- If you're selling small items, consider building a 'light box'. It doesn't cost much to do this and you can find the instructions on YouTube.
- If you sell clothing, get a mannequin to display the clothing in your photos. This will make a world of difference compared to simply photographing the clothing lying flat.
- Take group shots. The last photo in each listing can be a group shot of many of your related items together. This encourages visitors to check out your other items, too. Place links in your listing to several of your other, related listings.

Your first image is your listing's primary image - the one that will appear in searches. Make it a good one.

Look at the primary image in other listings and notice which ones stand out and why they stand out. Is it because the product is zoomed in? A colorful background? Something else? Ideally your primary image will catch people's eye when they're scanning the listings.

The optimum size for photos is about 1000 pixels high and wide. Any smaller than this and the zoom feature might produce images that aren't clear. Any larger than this and it could take longer for your photos to load.

We've come a long way to building your profitable Esty store.

Next month we'll cover:

- Writing powerful titles that get clicked
- How to create persuasive listings that get people to buy
- Writing descriptions that sell
- Increasing perceived value to command higher prices
- How to get multiple and repeat sales

See you then!

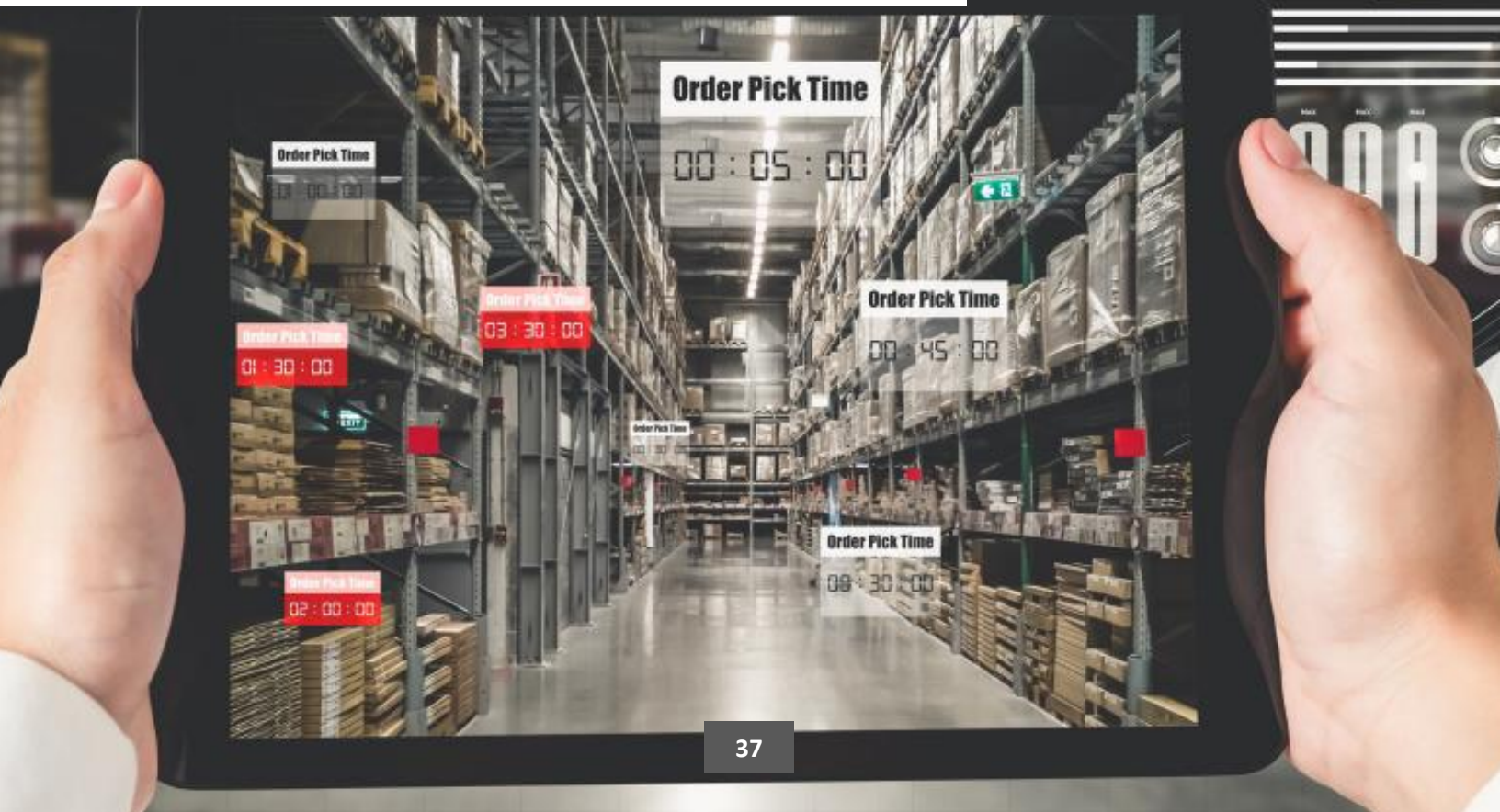
# The Perception In Your Reality

Your reality is defined by your perception of it, yet the reverse is also true.

We are taught that a duck is a duck, a house is a house and so on. However, to the duck- it knows of its existence, but doesn't identify itself as a duck. It has no concept of what a 'duck' is, it doesn't know why it likes water or fields or riverbanks. It doesn't know about flight or the sky, to the duck it's all instinctual, its reality is simple, it doesn't care about meaning.

The same is true for us in our businesses: we perceive certain things happening at specific times in specific ways, and because of that we manifest them into our reality by the expectation of it. For example, this is what we perceive so this is what is!

But what if we were to change those perceptions? What if we were to step outside the box and recognise that anything is possible; just because x or y is what we have been told to believe is the result of actions a and b doesn't mean they have to be.





Our businesses are in many ways evolving organisms, they have many of the same attributes that we do. In our marketing campaigns, in our sales media, or in our social media posts, we tend to write based on our perceptions and on what we want others to perceive of us, but we actually have no control over that, and that perceptions defines the reality for us.

The next time you are planning a new campaign or marketing a new product, try to put yourself on the other side of the equation, how would you respond receiving your sales messages, your correspondence?

Don't settle for the reality you have (up to date) perceived from your point of view, instead create and analyse the perception you want from customers and it will follow.

## See you next month!



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