

# HOME BUSINESS NEWSLETTER

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# Partners

As entrepreneurs and small business owners, we are often painted as loners, either we've started something for ourselves or we're at the head of a business and that -in itself- can be a lonely place.

One example is Steve Jobs - without doubt a visionary - he built Apple up not once but twice. However, his management style was very much his way or the highway, he had a singular vision that in some ways made him a prickly man to work for and with.

He generally kept quite a tight hand on the ship that was Apple, and under his reign no product or concept launched unless he was fully behind it.

But as with all things looks can be deceiving, in many ways even the most consummate entrepreneurial loner, does have partners. There are suppliers and contacts that we prefer to deal with, invariably we will have one or two people we lean on for support heavier than others. They may be employees or they maybe family members. But in a real way those people that we trust are partners in our business, as integral and important part whether they are on the payroll or not.

There is no venture that is succeeded solely by one person, no matter how good they are, there are always other people involved as well. It's important for us as entrepreneurs and business leaders to recognize and respect the efforts of those people on whom we choose to rely.

Look around yourself and your business, who are the unsung heroes that helped you get to where you are? It could be your family, it could be that loyal employee that always puts in the extra time when its needed, or it could be that supplier on the end of a phone that always goes the extra mile to make sure you have what you need, when you need it.

Make the effort to reach out and reward these partners for the faith they've had in you.



A man with glasses and a goatee, wearing a white shirt, is sitting and reading a newspaper. The image is in a blue-tinted, semi-transparent style.

# ***Resources and news***

## **7 Webinar Best Practices for Engagement**

If you're following webinar best practices, you need a minimum of 30–45 minutes to teach something valuable. That means every webinar demands a huge percentage of its audience's available time in exchange for delivering the promise of its pitch.

How do you get them to show up for your webinar, and then how do you keep them from getting distracted and leaving?

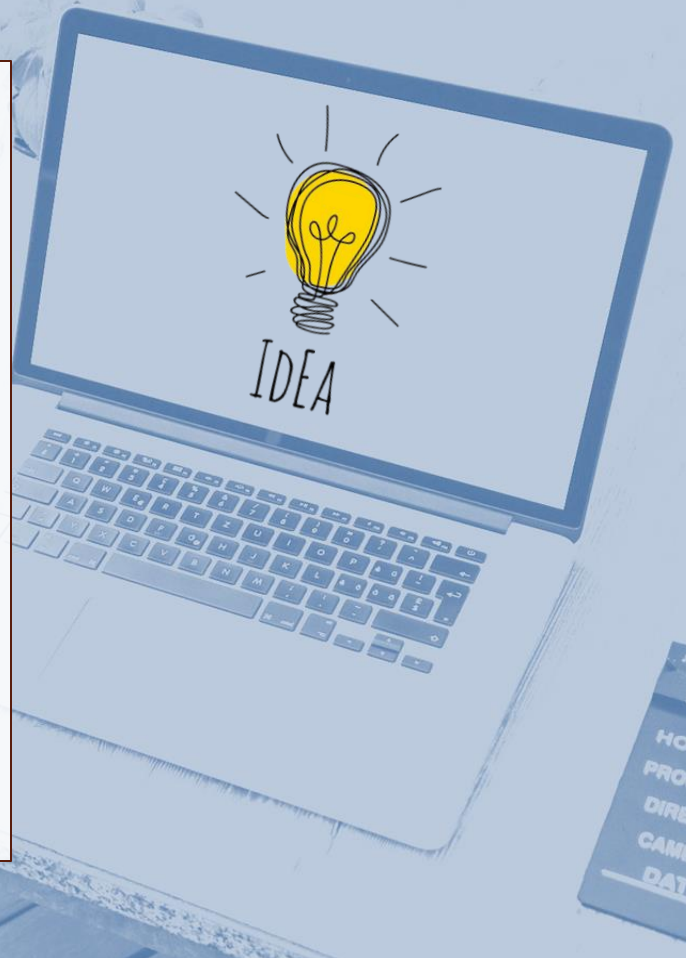
<https://copyblogger.com/webinars-engage-convert/>



## How to Increase Pinterest Engagement in 2021 (Original Data Study)!

Finding what works on Pinterest can feel like chasing a moving target. What we need more than anything else right now is data, and here it is. Take a look at what is increasing saves on pins today and what we can learn from high-performing pins.

<https://www.tailwindapp.com/blog/how-to-increase-pinterest-engagement-in-2021-original-data-study>




## How to Timestamp YouTube Videos and Create Key Moments

Key Moments arrived to Google search in late 2019. They are a feature that enables expansive, prominent video search results, with clickable links to each Chapter in your video. In practice, this means you can receive not just one link within your video results box, but dozens of them. To show Key Moments from your videos in the search results, you need to know how to timestamp a video.

<https://yoast.com/timestamp-videos-create-key-moments/>





## Can You Copy Zulily's Trick for Increasing Order Size?

What do most people like least about buying tangible goods online? I think it's the shipping costs. Sure, you're ready to pony up that \$20 for the item you're dying to have, but do you really want to pay the \$7.99 shipping fee? Maybe not.

Then there's another factor we might want to look at – remorse. Not the remorse that comes from buying something and then regretting it, but the remorse that comes from NOT adding something to your order.

Sure, you got the Super Duper Widget and the Super SUPER Duper Widget Accessory, but darn it, why didn't you get the Super Duper Case to go with it? Blast it all, now you feel like you blew it.

Except...

Except there is a company out there called Zulily that has an innovative solution for both of these obstacles.

When you place an order with Zulily, you can order again anytime in the next 2-3 days and pay NO additional shipping costs.

This means you can go back and get the items you wish you'd purchased in the first place, and it won't cost you a dime in additional shipping.

Zulily also offers to split your payment in half. You pay half now plus shipping and the other half in a month. They have your credit card on file, so the risk to them is extremely low.

And I'll bet the increase in business is substantial.



## How to Podcast on an Extremely Tight Budget

I'm about to blow your #1 podcasting excuse out of the water.

If you think you can't start a podcast because you:

A: Don't know what equipment to buy, how to set it up and how to use it

B: You can't afford all that fancy, expensive equipment

Then I've got ONE word for you:

Anchor.

Anchor is a free, beginner-friendly platform for podcast creation. It's got the tools you need to record and edit audio and arrange it into podcast episodes like a professional.

You can record episodes in the Anchor app on your smartphone... Yes, on your SMARTPHONE! 😊 Just hit record, speak and when you're done it will automatically add it your Anchor account for publishing.

Anchor is free to use but unlike most of their competitors they also help you monetize your podcast by placing ads alongside (or even inside) your content.

My experience is they will usually allow you to generate \$50 to \$100 in ad revenue in the early days and if your podcast proves popular, they will help find additional sponsors in your niche who are willing to continue investing in your content.



## How to Find Influencers in Your Niche (6 Easy Steps)

Building your own social media empire can take years, whereas influencers already have the trust and attention of your target audience.

All you have to do is pay them to show off your product or service.

Here's how to find and choose the right influencers for your business in 6 easy steps.

<https://ahrefs.com/blog/find-influencers/>



## 11 Steps to Write Instagram Ad Copy That Converts

Instagram advertising can help you to reach millions of people online and promote your products and services. Here's how to differentiate your offer and write Instagram ads that lead to conversions, along with examples to inspire you to create more effective campaigns.

<https://www.socialmediaexaminer.com/how-to-write-instagram-ad-copy-that-converts/>



## Video: How to Make Newsworthy Content

Here are the three components that can make your content newsworthy enough to attract links: Data, emotion, and impact.

<https://moz.com/blog/how-to-make-newsworthy-content>

# John McAfee Sends You a Message from the Grave



John McAfee, the eccentric founder of McAfee anti-virus and guy who ran for US President has died of an apparent suicide.

It's speculated that he would rather die than be extradited to the U.S. to face charges of tax evasion, securities fraud and money laundering for things he allegedly did in the 2000's, which is another story.

What interests me is McAfee anti-virus, a mediocre product that reportedly netted McAfee \$100 million when he sold his software company in the 1990's. How did he do it?

Maybe he was in the right place doing the right thing at the right time.

In 1987 he was working at Lockheed as one of several small computer guys trying to figure out computer stuff. No one really knew what they were doing yet, as it was the wild frontier time of computers.

He left to form McAfee Associates, an antivirus software company. The problems were two-fold – very few people at the time owned computers, and those who did own computers generally thought computer viruses were urban myths (Computers can't catch viruses, PEOPLE catch viruses!)

Yes boys and girls, there was a time when computer users were that naïve.

Then a little virus names Michelangelo came to McAfee's rescue, infecting 5 million computers worldwide and scaring people into buying antiviral software NOW, and at ANY price.

In the space of a few days demand for anti-viral software went through the roof and McAfee was positioned to take advantage of the market.

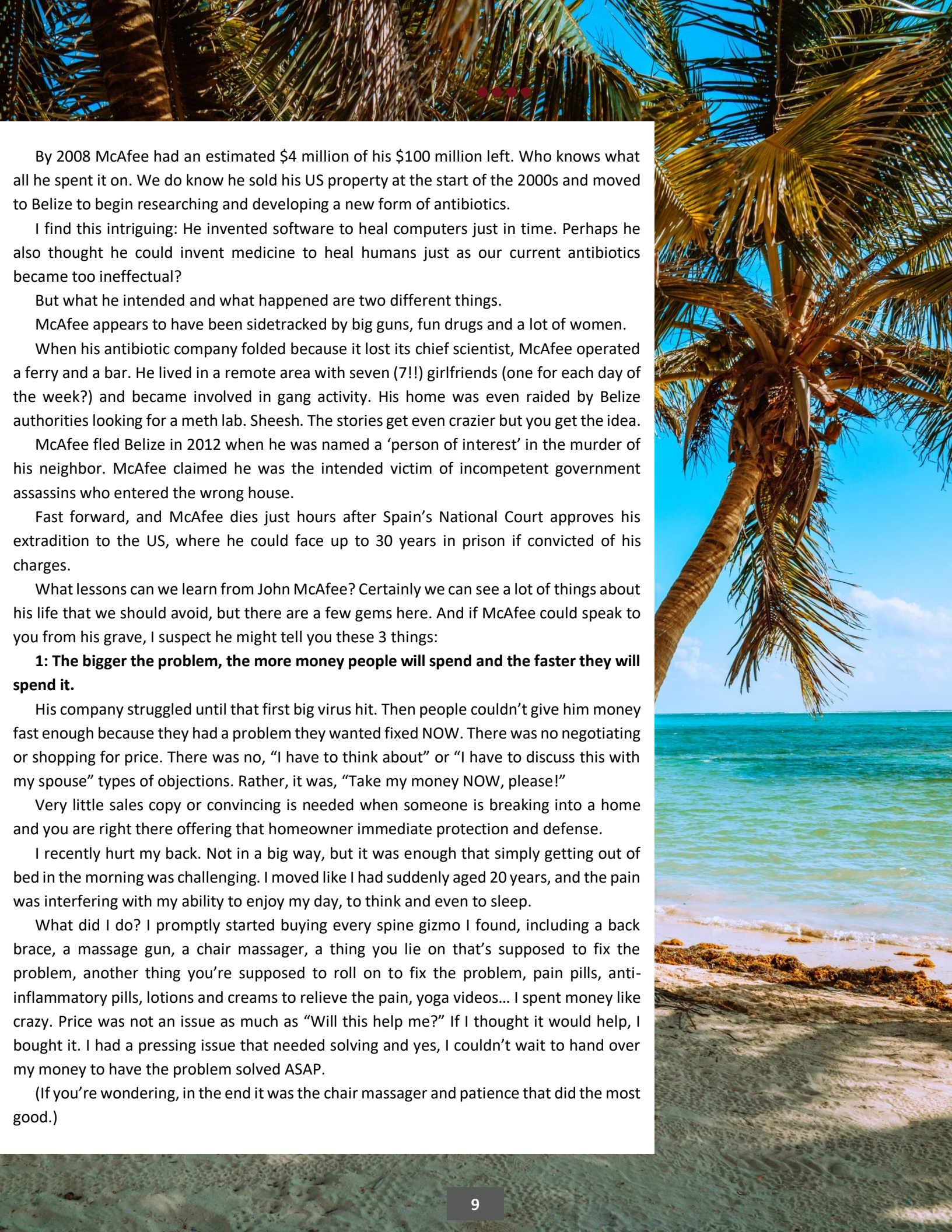
(If you've heard how eccentric McAfee was in real life, you may very well wonder if he didn't unleash Michelangelo himself to jumpstart his company. While I've seen no evidence of that, I wouldn't rule it out, either. As they say, follow the money, and who had more to profit from the first big computer virus than the company selling the remedy? But I digress...)

Two years after Michelangelo, McAfee surprised the business world by stepping down as CEO and selling his shares for \$100 million.

If he had hung onto those shares until Intel bought McAfee Associates in 2010, he would have become a multibillionaire.







By 2008 McAfee had an estimated \$4 million of his \$100 million left. Who knows what all he spent it on. We do know he sold his US property at the start of the 2000s and moved to Belize to begin researching and developing a new form of antibiotics.

I find this intriguing: He invented software to heal computers just in time. Perhaps he also thought he could invent medicine to heal humans just as our current antibiotics became too ineffectual?

But what he intended and what happened are two different things.

McAfee appears to have been sidetracked by big guns, fun drugs and a lot of women.

When his antibiotic company folded because it lost its chief scientist, McAfee operated a ferry and a bar. He lived in a remote area with seven (7!!) girlfriends (one for each day of the week?) and became involved in gang activity. His home was even raided by Belize authorities looking for a meth lab. Sheesh. The stories get even crazier but you get the idea.

McAfee fled Belize in 2012 when he was named a 'person of interest' in the murder of his neighbor. McAfee claimed he was the intended victim of incompetent government assassins who entered the wrong house.

Fast forward, and McAfee dies just hours after Spain's National Court approves his extradition to the US, where he could face up to 30 years in prison if convicted of his charges.

What lessons can we learn from John McAfee? Certainly we can see a lot of things about his life that we should avoid, but there are a few gems here. And if McAfee could speak to you from his grave, I suspect he might tell you these 3 things:

**1: The bigger the problem, the more money people will spend and the faster they will spend it.**

His company struggled until that first big virus hit. Then people couldn't give him money fast enough because they had a problem they wanted fixed NOW. There was no negotiating or shopping for price. There was no, "I have to think about" or "I have to discuss this with my spouse" types of objections. Rather, it was, "Take my money NOW, please!"

Very little sales copy or convincing is needed when someone is breaking into a home and you are right there offering that homeowner immediate protection and defense.

I recently hurt my back. Not in a big way, but it was enough that simply getting out of bed in the morning was challenging. I moved like I had suddenly aged 20 years, and the pain was interfering with my ability to enjoy my day, to think and even to sleep.

What did I do? I promptly started buying every spine gizmo I found, including a back brace, a massage gun, a chair massager, a thing you lie on that's supposed to fix the problem, another thing you're supposed to roll on to fix the problem, pain pills, anti-inflammatory pills, lotions and creams to relieve the pain, yoga videos... I spent money like crazy. Price was not an issue as much as "Will this help me?" If I thought it would help, I bought it. I had a pressing issue that needed solving and yes, I couldn't wait to hand over my money to have the problem solved ASAP.

(If you're wondering, in the end it was the chair massager and patience that did the most good.)



## **2: Use what worked in one niche and apply it to another niche.**

McAfee hit a home run by having a solution ready to go when an inevitable problem hit. He knew, as did many others, that it was simply a matter of time before computer viruses became a major threat to everyone with a computer. Someone had to create the solution, so why not him?

Obviously, it worked.

Something else that people knew was that antibiotics were becoming less and less effective for a variety of reasons. What if he created a new antibiotic that could deal with new strains of antibiotic resistant bacteria? If successful, this new company would make his original \$100 million look like pennies.

## **3: If you want to leave your company, hang on to some stock, just in case it explodes after you leave.**

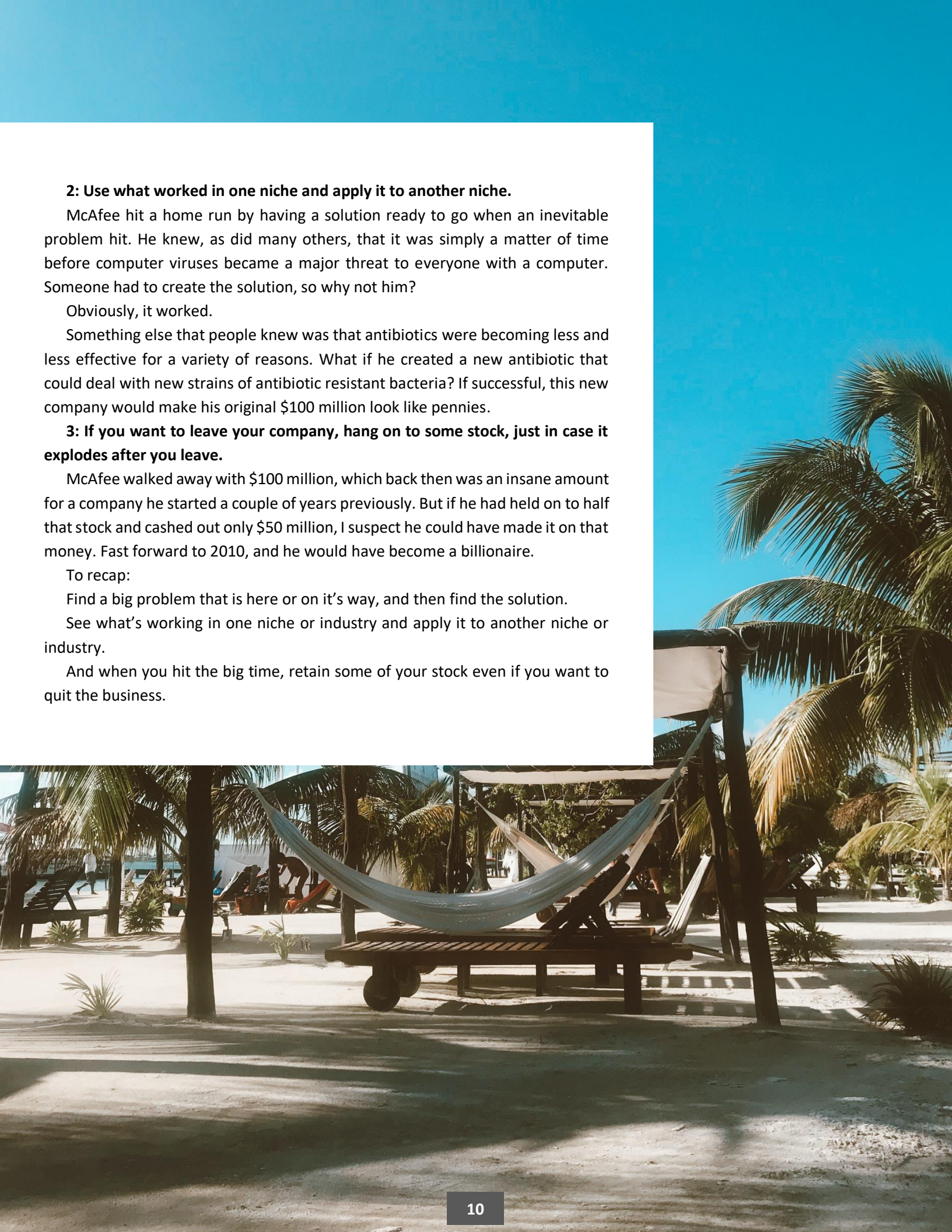
McAfee walked away with \$100 million, which back then was an insane amount for a company he started a couple of years previously. But if he had held on to half that stock and cashed out only \$50 million, I suspect he could have made it on that money. Fast forward to 2010, and he would have become a billionaire.

To recap:

Find a big problem that is here or on it's way, and then find the solution.

See what's working in one niche or industry and apply it to another niche or industry.

And when you hit the big time, retain some of your stock even if you want to quit the business.





# How to Upgrade Your Podcast Sound Without Going Broke

When you're ready to upgrade your podcast recording equipment from using your smartphone to something better, I've got a couple of tips for you.

It's fine to start your podcast using your phone, and in fact I recommend it. Why invest money before you know whether or not you'll even like podcasting?

But once you've got a few shows under your belt and you're building an audience, here are the tools I personally recommend, and they won't break your piggy bank, either.

**Rode NT-USB Mini Microphone.** These microphones are affordable (\$99-\$125 USD) and flexible. You can attach a number of them to the same PC/Mac when you want to record interviews with live guests (pandemic permitting, of course). Use the Rode software to add even more flexibility.

**Rode Rodecaster Mixing Desk for Podcasters.** This is a fully-featured mixing desk that allows you to connect a number of external microphones (not USB, but the industry-standard XLR type). You also have the option to bring on live callers (on the phone or Skype, for example) and there's a number of Hot-Keys to allow you to play jingles and more. Check out the features here: <https://www.ode.com/rodecasterpro>

And that's it. You probably thought I was going to recommend a whole bunch of stuff, but one of the beautiful things about podcasting is its simplicity. You don't need a ton of equipment like you do for videos (lighting, cameras, sound and so forth.) It's just the audio, and these days high quality audio equipment is truly affordable.



## Never Do a Stunt on the Last Day

The famous Actor Alan Arkin says, “There was a scene in *The In-Laws* when they wanted me and Peter Falk to be coming out of a helicopter on a swing. They had us about 300 feet up, and they had it scheduled for halfway through the movie. I said okay. And then they kept putting it back and back into the schedule until it was the last shot of the movie. I said, ‘I ain’t going up there.’”

Michael Cane agrees: “That is the thing, never do a stunt on the last day. That means it’s dangerous. Any stunts you do, do on the first day.”

If you’re doing something big like launching a new product and there is a step in there that you know could give you trouble, the natural reaction is to put it off and do all the other stuff first. But this is the worst thing you could do. What if you wait until the end and then it doesn’t go right?

If you’re going to be doing a stunt for your product launch, again, don’t put it off until the end of the launch. It takes time for the word to get out that you did this crazy thing and most people won’t hear about it until after your launch is over and so you’ve wasted it.





# Tom Beal

## interview



### Editor:

I'm excited this time around because we're chatting with a guy who really has made a name for himself in the world of online marketing. He's worked alongside some of the industry heavyweights over the years, and these days he's known as the mentor's mentor. So I think this is going to be a fun and informative conversation. Tom Beal, it's great to meet you.

### Tom Beal:

Honored to be here. I'm excited for our chat here today.

### Editor:

It's great to chat. And for anyone who's maybe not discovered you before and the great work that you do, maybe you could start with just a brief background about who you are and what it is you do.

### Tom Beal:

That's great. So how can I condense this? So I was born to teenagers, a 17 year old mother, 19 year old father, raised around four divorces and six marriages, went to nine different schools by eighth grade due to my teenage parents when I was born moving around a lot and all the divorces that I went through. Through that, through the schooling programme and was good in the workforce, and what I realised is I kept hitting glass ceilings. So after being number one in five separate sales organisations in the corporate world, I decided, "Wow, man, I thought the view would be better at the top," the number one sales person. I had that as my goal and I reached it. And then I was like, "Let me try this other place," reached it, same thing.

So finally back around the late 1990s, so 1998, 1999, I started to research, what would it take to be my own entrepreneur? And fortunately in doing some research in 2000, 2001, it led me to several key figures who unfortunately are no longer around, but Internet Marketing Centre with Corey Rudel. So I got Corey Rudel's programme, and then it led me to several others. Then from there was tapped into the personal development realm. So listening to the Nightingale-Conant trainings when he actually had to buy the cassettes and buy the CDs and tapping into, as Zig Ziglar and Brian Tracy called automobile university. While I was driving around to those sales appointments, listening to the cassette tapes, listening to the CDs.



And long story short, after being that successful salesperson and after being the number one honour graduate from a United States Marine Corps bootcamp, and a national bicycle champion and bicycle freestyle, I figured being an entrepreneur would be super simple. And what I realised is I skidded across my face and had a very difficult transition of going from that top salesperson to being my own entrepreneur. And I'll share with you and the listeners today some strategies that I think and hope will be super helpful for them on how I was able to transition what I felt was ironically a much more difficult path than I could have ever foreseen. So, that's the brief overview. And then from there, I was able to use some of the strategies we'll talk about today to assist in producing tens of millions of dollars of results and creating a life of my dreams. And so that's the brief nutshell.

**Editor:**

Amazing. I'm really looking forward to finding out more about this. I spotted on your LinkedIn profile, it says, "Learn how to simplify your life and results. Even in challenging, uncertain times, you can have clarity, peace, and massive progress simply." That's quite a bold claim, Tom, and maybe you can just talk us through why you came up with that for your LinkedIn profile.

**Tom Beal:**

Wow. And as I hear that it does sound intriguing. And I guess I am a living testament to all of those great leaders that I mentioned a short while ago, putting that good information into my brain and then a whole bunch of others, Earl Nightingale, Jim Rohn, on and on. And then leading to me working with some of the greatest and well known and respected marketers of our time. So I heard Tony Robbins say many years ago, he's like, "Look, I'm living proof that if you take this one thing and do this, it becomes a reality." He heard a long time ago that if you just read the top 10 to 20 books that are in your industry and you read them and you sink them in, not just read them once, but multiple times, that's the foundation that led to Tony Robbins being Tony Robbins.

So I was like, "You know what, Tony?" And this was back in 1990, 1991, I'm 18, 19 years old. I said, "All right, let me test this out." So I started reading books. I started reading the Tony Robbins, the Zig Ziglars, the Brian Tracy, the Jim Rohn's, the Jay Abraham's and on and on, Joe Vitale. And lo and behold, good information in, good information out.



So the bottom line is I am a living Testament of a person standing on the shoulders of giants. So Jim Rohn was the teacher of Tony Robbins. So I've studied Jim intimately. I was able to meet him prior to his passing actually the day before my father passed in December of 2009. And he was as integral of a figure to me remotely from studying his programmes as my father was. So Jim taught Tony and Tony taught me, and I've been also fortunate to go to Tony's island in Fiji Namale for a week and integrate many of his teachings and trainings as well.

But as Tony, for those who have studied Jim, Tony says a lot of things that Jim said. And what you'll hear from me is pretty much a culmination of a lot of things that I've put into my mind from those books, from those audios, from those videos, from the live events in the thousands of hours. And I've found that, as Tony says, success leaves tracks, right? So I've been able to follow the tracks and take the actions that are appropriate for my unique situation and move forward. And then the good news is I've been able to take the information that I've been able to implement into my life with great success and been able to transmit it to others. So I learned in sales a long time ago, just because someone's a great salesperson does not necessarily guarantee there will be a great sales trainer or a sales manager.

So I took the information that I gleaned from the books and the trainings applied it to my life. Then the events of September 11th, 2001 is really what led me as I sat on the side of the road as the publisher of the North Carolina Home Book, for anyone looking to build remodel or decorate their million dollar plus home in the Charlotte Greensboro or Raleigh Durham area, I was on the way to meet with interior designer, who was the interior designer for many of the NASCAR greats. As I heard the news on the radio of a tower being struck by the plane, and then shortly thereafter, the Pentagon being struck.

And then when the second tower was hit, I pulled over to the side of the road and called my staff. Even though it was early in the morning, we started at 8:00 AM, and I called my staff. I said, "We are under attack, go home, send everybody home." They're like, "What are you talking about?" I said, "Turn the radio on, turn the TV on. America is under attack, go home." And as I sat on the side of the road, there, it hit me. It's time for me to answer the question many people had asked me over the years, and that question was, "How do you do it?"



When you got into bicycle freestyling, you didn't know a thing, and very quickly you were national bicycle champion within a couple of years. Very quickly, when you entered sales organisations, not knowing a thing about the company, the products, the services you rose to the top and became the number one salesperson.

So at that moment, as I was sitting on the side of the road, I said, "You know what? It's time for me to turn from being just a student to also becoming a teacher." And shortly thereafter, September 11th, I conducted my first live event in Charlotte, North Carolina, teaching some of the strategies we'll talk about today.



***Note from the editor:***

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



# The Gong Show

## Secrets to Success

In the 1970's there was a ridiculous and somewhat controversial show where performers of questionable talent did strange and bizarre things in the name of entertainment. When their acts became too much to bear, celebrity judges hit a giant gong, sending the performer packing.

This was a precursor to the competitive reality shows of today and at the time many people thought it was in terrible taste. That didn't stop them from tuning in, though, and if you happened to be stoned when you were watching, well then I hear it was a laugh riot.

The perpetrator and host of this show was a guy named Chuck Barris. To give you a bit of history, Chuck created two smash hit TV shows in the 60's; The Dating Game and The Newlywed Game.

But when Chuck debuted The Gong Show, critics called him, "The Baron of Bad Taste" and "The King of Schlock."

In response, Barris wrote a book that attempted to set the record straight with some bald-faced lies.

Barris claimed he was – now get this – a CIA assassin.

In his book, "Confessions of a Dangerous Mind," Barris asserts he worked for the CIA as a hired assassin throughout the 1960s and 70s. The CIA emphatically said this was not true, but what else would the CIA say?

The public always wondered...

Was Barris – the guy who acted like a silly clown on television – really a CIA assassin?

Maybe.

Nah... probably not.

But still... maybe...

Barris was quoted as saying, "Here I was, getting crucified by critics for entertaining people (The Gong Show) and getting medals for killing them. That just didn't seem logical."

In 2002 George Clooney created a feature film loosely based on and totally spoofing the book, in which Chuck Barris kills 33 people as a CIA operative. I haven't seen the movie but the trailer is hilarious.

Back to the two hit shows Barris created in the 60's:

The Dating Game was simply 3 people competing to get a date with a 4th person by answering his or her questions. That was the entire premise and the show lasted for 15 years.





Then there was the Newlywed Game which was, as Barris described it, “4 couples, 8 questions and a washer-dryer.”

How long did it take Barris to come up with these ‘products’? I suspect the ideas came spontaneously in the shower or while he was falling asleep. Sure, he could have made them more complicated, but why?

Time and again I see marketers overcomplicating the crap out of their products. “I want to create a product on driving traffic through Facebook Groups” becomes, “I’m creating a 22 volume set of traffic driving techniques for every major social media site as well as 13 other methods and each volume will have 2 hours of video and a 100 page book and...”

STOP!

All you need is 4 couples, 8 questions and a washer-dryer.

Keep it simple.

Simple is easy to create and it’s fast to market.

You can find out quickly if your idea is a hit or not.

And people are more likely to consume your product, thereby getting value for their money and coming back for MORE of your products.

Keep it simple.

One more thing...

Do your prospects find you boring? Do YOU find you boring?

Then start a rumor.

Maybe don’t start one that says you’re a CIA assassin (unless you really want to).

But start a rumor that is fun, interesting and maybe just a tiny bit shocking.

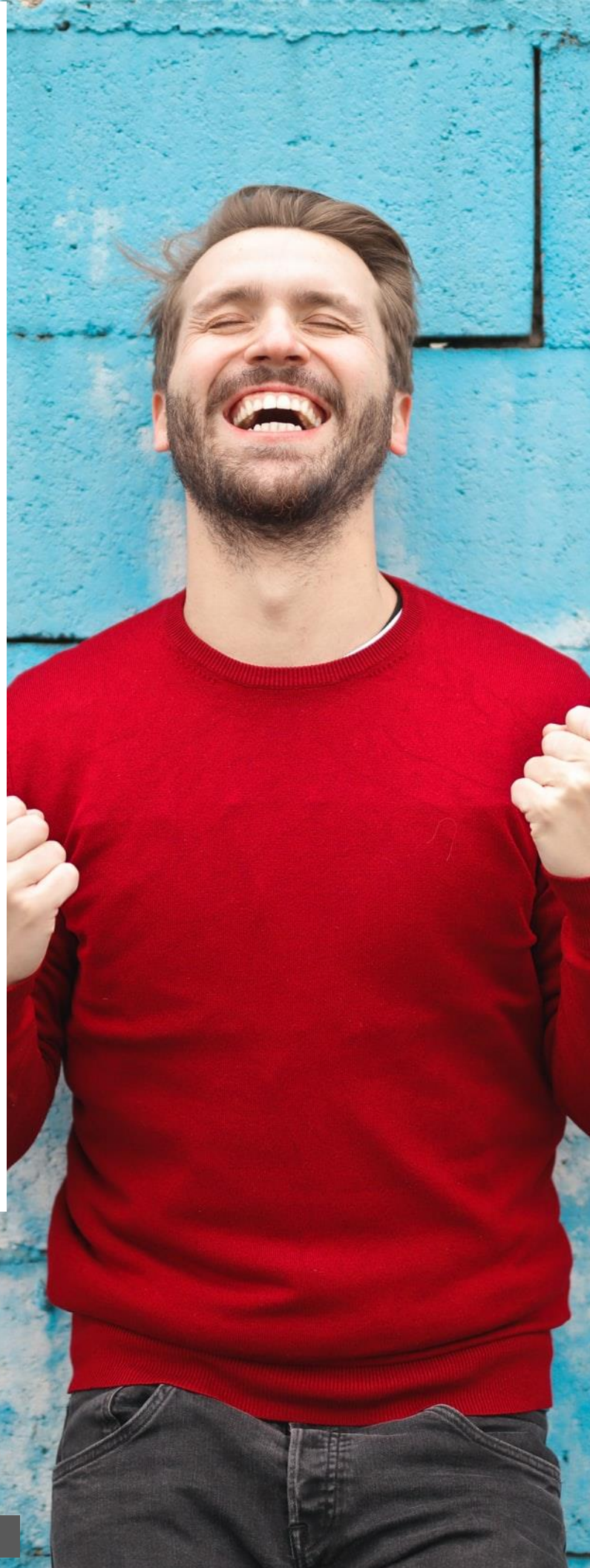
Have a few people spread it on social media.

Then deny the heck out of it.

This is the sort of thing that can go viral quite easily.

You might even get some free publicity, too.

And who knows... one day George Clooney might make a movie about you, too.





## Product Not Selling? Try This

Boys and girls, there was a time when calculators weren't apps on smartphones – they were actually stand-alone hand-held electronic gizmos that did nothing but calculate numbers. (Gosh I'm dating myself here.)

Some of these calculators were even what you might call "desk sized" because they were so big you had to set them on something to use them.

One day a salesman found himself stuck with a gross of these large desk calculators. Nobody wanted to buy them, so here's what he did... he told his customers they were giant "ice scrapers" they could use to scrape ice off of windshields. The customers would object and say, "No, they're calculators," and he would reply, "Oh ya, I suppose you could use these as calculators, too, but they're really great at removing ice!"

People would laugh and then buy one, and within days the calculators sold out.

Do you have a product that's not selling?

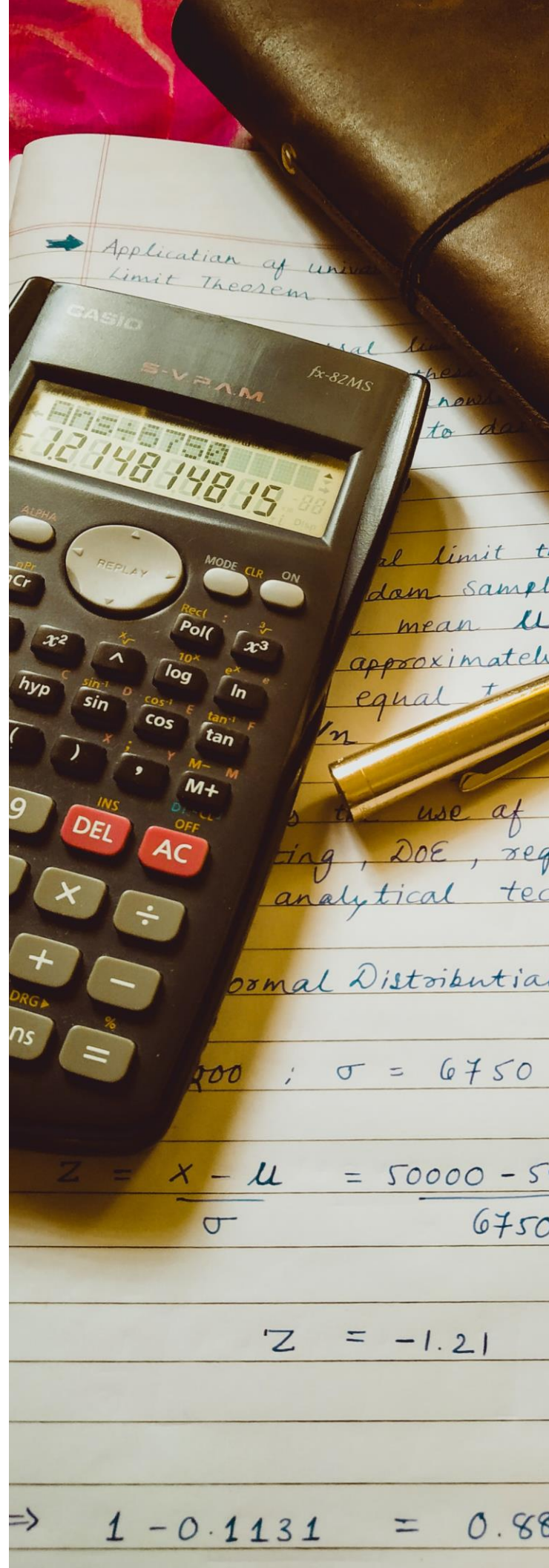
Maybe you can find new positioning for your product, or a new and imaginative way to describe it.

Do you have a course on how to drive traffic via social media? Reposition it for one particular niche – dating, health, mmo, chiropractors – you get the idea.

Do you sell a course on how to make art? Reposition it as art therapy so that it's now about the process and not the outcome.

Almost any product can be targeted to a new audience or even repositioned as something entirely different.

What a great way to give new life to old products.



# Podcast Producers: Apple and Spotify Launch Paid Subscriptions

Now you can ask your loyal fans to support your podcast by charging monthly fees through Spotify and Apple. And you can even receive 100% of the subscriber revenue for the first two years.

Here are three ways you might use this:

- Keep your free podcast but also offer bonus subscriber-only content to paid subscribers. *Want even more? Upgrade here and join our inner circle.*
- Launch an ad-free version of your show for paid subscribers. *Want an ad free experience? Sign up here.*
- Give paid subscribers earlier access to your podcasts. *Want stock tips the moment I know about them instead of waiting until the next podcast? Sign up here.*

Of course, you could also do a paid-only podcast without a free version. If you already have a name and reputation online, this might be a good choice. But if people don't know you, then you might want to offer a free version to introduce your show to people.

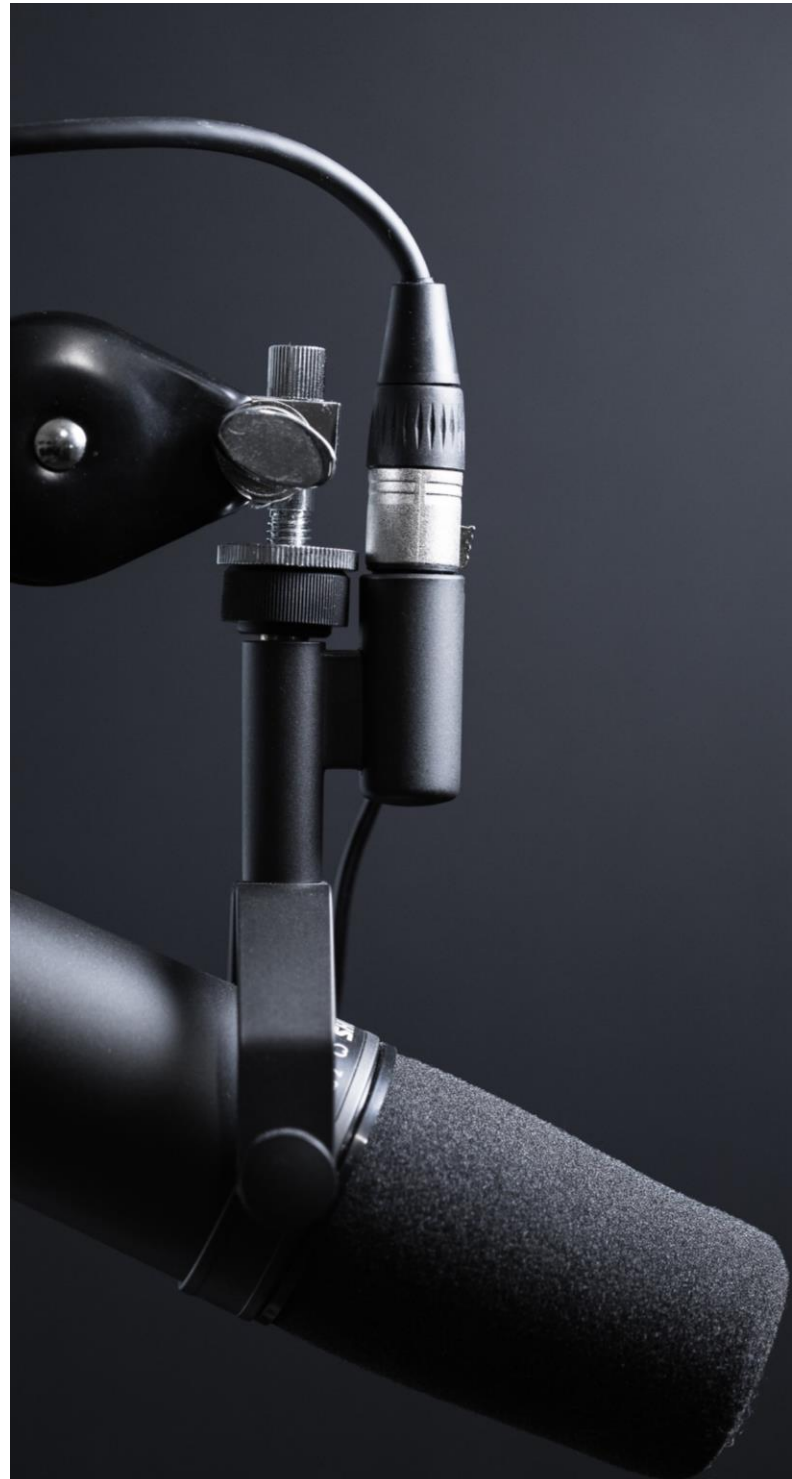
Here's how these paid-subscription programs for podcast creators work:

**Spotify is shaping up to be (almost) a podcasters dream:** For the first two years you will pay no creator fees on your paid subscribers. This means you get to keep 100% of the subscriber revenue minus the payment-transaction fees. In 2023, Spotify plans on taking a modest 5% cut of subscription revenue.

There's also no exclusivity, meaning you're not locked into terms. Spotify offers three subscription price tiers: \$2.99, \$4.99 and \$7.99 per month.

Imagine if you have 1000 subscribers at just the first tier... it's like publishing a paid newsletter or membership site without the hassle of creating a newsletter or membership site. Jump on your podcast, talk to your listeners and interview your guests... for many marketers, this is light years easier than most residual income models.

**Now here's what Apple is offering:** Just like other App Store subscription purchases, Apple is keeping 30% of podcast subscription fees in the first year. Year two and beyond sees a drop to 15%.





And Apple also charges a \$20 annual fee to use its podcast-subscription tools.

And unlike Spotify, Apple Podcast Subscriptions will be available only on Apple's own podcast-listening apps.

More Stuff You Need to Know about...

...Spotify's Paid Subscription Program

- Last we checked, Spotify has a waitlist for producers to join the podcast subscription model.
- Spotify's subscription partner is Stripe, and podcasters will need to cover Stripe's transactions fees.
- Paid content on Spotify will be noted with a lock icon where you would normally see the play button.
- To unlock the show, potential subscribers must navigate to the program's dedicated Anchor landing webpage. Yup. Spotify will not have a big subscribe button at the top of each podcast page, and listeners cannot subscribe directly within the app. Obviously, this could make it more difficult for podcasters to sign up new subscribers (you knew there would be a catch, right?) There is a reason for this: Spotify doesn't want to pay Apple for any subscriptions sold under its App Store terms.
- Anchor hosting is free and the plan is to keep it that way.
- Podcasters can point listeners to the sign-up link from wherever they want – show notes, episode descriptions, bio, etc.
- Subscribers can listen to paid podcasts inside Spotify as well as inside third-party apps through private RSS feed.
- IMPORTANT: Podcasters will NOT receive the names and email addresses of their paid subscribers. We're told there is a strong possibility this will change in the future as Spotify wants to strengthen bonds between podcasters and listeners – we'll see.
- Content does NOT need to be exclusive to Spotify.
- Having paid content built into Spotify will likely improve the odds of being found on Spotify. For example, if someone searches for a particular topic, Spotify has indicated they will give preference to paid shows in the search results.
- Spotify plans to eventually add an option for podcasters who already run a subscription business outside of Spotify to bring it into the app, but for now they're being hush-hush on how it might work.



### ...Apple's Paid Subscription Program

- Apple's subscription podcasts will allow listeners to subscribe right from within its app.
- Content creators will have to pay Apple \$19.99 per year to offer subscriptions. Apple will take 30% of revenue from each subscriber for the first year and 15% for the years following. Apple claims this is to incentivize podcasters to keep their subscribers around longer, although I don't know of anyone who is trying to purposely lose paid subscribers.
- Podcasters must upload subscription content through Apple, not through RSS and their hosting provider. Their regular feed can still operate through RSS.
- Podcasters won't receive the names, email addresses or contact info of their paying subscribers because this information is owned by Apple. As far as I can tell, unlike Spotify there are no plans to rectify this.
- Apple has created a "Smart Play" button that allows listeners to automatically start shows from the newest episode or from the beginning of the series. Listeners can also save and download individual episodes for offline playback.

Both Spotify and Apple could be seen as competition for Patreon, although since Patreon charges up to 12% of subscription revenue, it's unlikely Patreon users will switch over to Apple Podcasts exclusively.

For years Apple Podcasts was the king of podcast apps, mainly because it came preinstalled on iPhones. Then in 2019 Spotify set their sight on Apple's market share and now they are neck and neck, with 28.2 million people in the US listening to podcasts on Spotify compared to Apple Podcasts' 28 million.

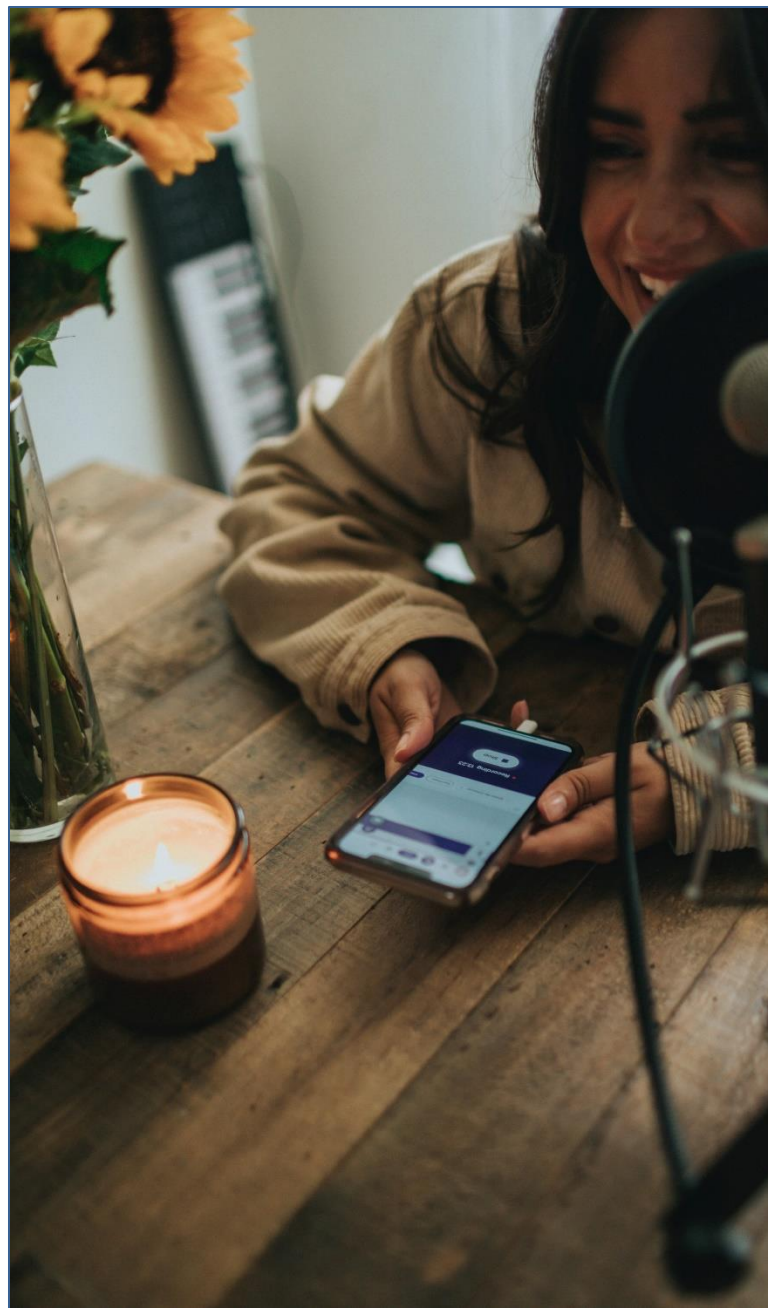
If these new offerings are any indication, I suspect the 0-5% fee on paid content will win out over the 30/15% + \$20 a year, but we'll see what happens.

If you already have a podcast, I encourage you to explore the possibility of offering a paid version through either Spotify or Apple. Treat it as an experiment, and in six months evaluate if it's working for you.

Then again, if the main purpose of your podcast is to promote products and services, a paid version may not be what you need to reach as wide of an audience as possible.

One last thought: 10,000 paid subscribers times \$2.99 each, or even just 1000 subscribers times \$4.99 or \$7.99 is the kind of math I love.

How about you?







# 80% of Your Marketing Campaign's Success Comes from This

Pop Quiz: What is the most important element of any marketing campaign?

Is it:

1: The ability to drive traffic?

2: The ability to recruit top affiliates?

3: A product people desperately want to buy?

4: Or a terrific headline and opening to your sales message?

Believe it or not, it's #4.

You can create the best offer ever known to mankind for a product or service people want to buy. But unless your headline and opening grabs them, prospects aren't going to pay attention.

And if prospects aren't paying attention, it doesn't matter how much traffic you drive or how many affiliates you recruit, either.

Marketing research shows that 80% of your marketing campaign's success comes from your headline and the first 300 to 500 words of your message.

This means you've got to absolutely NAIL the headline AND the opening to your sales letter, sales video or any other marketing device you're using.

Even an article, blogpost, webinar and so forth needs an awesome headline and opening to get read.

Otherwise, you're creating content and sales letter for the fun of it, because no one will be reading, watching or buying.

90% of your success depends on about 5 to 10% of the copy you write – the headline and the opening.

In addition, your headline and opening need to forge an instant connection with your prospect. Prospects should immediately feel that you understand them and their problem.

Time and again I see new marketers spend a ton of time on product creation, affiliate recruitment, social media and everything else they think they need for a big launch.

But their sales copy? It's almost an after-thought.

"My product is so great, my social media campaign is so awesome, my affiliates are so good, the sales copy almost doesn't matter."

Ideally, what happens in the first 3 minutes of a movie?



Hopefully something GRABS you and compels you to keep watching. If not, you choose another movie on your service.

What should happen on the first page of a novel?

Something that makes you desperate to read the second page.

And so it goes.

The headline and opening of your copy – whether it's sales copy, an email, an article or anything else – must GRAB your reader/viewer and COMPEL them to consume your content.

How do you do that?

To start, use a headline with a Big, Fresh Promise or Hook, something that appeals to the prospect's intellect and emotion. It's something they've never heard before that immediately captures their attention and curiosity while getting them to engage.

"Lose 10 Pounds in 10 Days" is a variation of something prospects have heard over and over again.

"Can You Lose 10 Pounds in 10 Days by Eating Dessert First?" is going to be new for most people and the promise is awesome. "You mean I can LOSE weight quickly by eating dessert?? Tell me more!"

Ideally, you're making ONE big promise and delivering it in a unique way. In the previous headline, losing 10 pounds in 10 days is the big promise and eating dessert to LOSE weight is the unique method for delivering that promise.

Your big promise could be a single change, a complete transformation, an end result or a particular outcome. It's what they get at the end of the journey, the big prize that makes them want to take that journey.

This should be something your prospect desperately wants that your product or service can provide.

Your unique element is how your product or service uniquely works. While others promise to teach weight loss, your program is the only one that does it by eating dessert.

Your product uses some sort of system or process to deliver the big promise, right? Either that system or process needs to be like no other, or there must be a unique, key element that no one else can offer.

Maybe you teach investing. There are probably thousands of others out there teaching investing, but your system is different because \_\_\_\_.

If you find that you cannot fill in that blank, then work on your product or service to find its uniqueness before you write your copy.

(Claiming to be the best, most professional, highest quality and all of those other cliches don't count.)





Are you writing an article? Please don't say, "To lose weight just eat less and exercise more." There is nothing unique about that premise. But if you write an article about how you used your anger at your ex to propel yourself to massive weight loss and getting into great shape, you've got something. Even if others have written something similar, NO ONE has written an article about what it was like for YOU to go through this process.

Because what you're offering is unique, it gives the reader or prospect hope that this time is different, that this time it will work, that this time is THE time when they get the benefit they seek.

If you think whatever it is that you're doing, selling or writing isn't unique in some way, I'd like to suggest that you haven't dug deep enough to realize what makes you or your product different. Odds are there is a real difference and you simply have to find it and bring it out.

Whatever it is that you're doing, it's got to be different from everything else your reader or prospect has seen. If it's the same old thing, they will leave. But if it's new, and especially if there is an element of curiosity, they will stay and continue to consume your content.

Next comes the opening which sets the emotional hook. When you get your reader invested emotionally, they will continue to read and continue to pay attention.

Getting your reader emotionally involved does something peculiar, too. It causes them to root for you, to hope that you can build your case, to be on your side, and to lose many of their natural defenses.

You already know that when you're trying to sell something to someone their defenses go up. It's like an invisible wall is immediately erected and you cannot make the sale until you break that wall down.

But by hooking them emotionally, there is no wall. There is simply a short distance between you and them, and they are hoping you can close that ground and convince them of your case.

Speak to the heart first, get them emotionally excited about what your solution can do for them, and then (and only then) present the facts of why your product is what they've been seeking.

This means you do not start out with the traditional, "Hello, my name is Joe Smith and I know a lot of stuff and I can help you."

No one cares who you are until they understand you can give them what they want. That's why you start with the big promise, the unique twist and emotionally driven opening. Only after you do those things do you want to then jump in and say, "Hi, my name is Sue Jones and..."

I'll give you an example. Let's say it's early December, 2020, and you've been tasked with writing copy to promote the new Covid Vaccines in the US. Your opening might be something like this, and keep in mind I'm being a little cheeky here and not as serious as the occasion called for, but you will get the idea:

OMG It's true!

There's a brand new way for you to be safe from Covid and to prevent spreading Covid to your loved ones, coworkers, friends and strangers.

It's called the Covid vaccine.

And it's different from wearing a mask, washing your hands and social distancing because it gives you as much as 95% protection from Covid by enabling your body to build its own immunity to the virus.

As you'll see, it's easy to get the vaccine and you'll start building immunity within just days of getting your first dose.

Best of all, you won't have to see a doctor or pay anything to get the vaccine because it's free.

And just 2 weeks after your second vaccine dosage you'll have as much as 95% immunity from Covid regardless of whether you believe in vaccines or not.

So, if you want to avoid spending weeks on a ventilator in the intensive care unit, if you don't want to endure months of long-term Covid symptoms such as memory loss and extreme fatigue, and if you prefer not to die of Covid, then you'll want to pay close attention to what I'm about to share with you.

Hello, my name is Dr. Fauci. I am the director of the U.S. National Institute of Allergy and Infectious Diseases and the chief medical advisor to the President of the US.

And I'm passionate about saving your life and the lives of your loved ones.

Now you start bringing in facts to back up what you're saying, and you close with an offer they cannot refuse.

But what if you're writing an article and not a sales letter?

I'd use very nearly the same method. I'd lead with emotion, laying it on even thicker than my off the cuff example above.

As you know, death by Covid is not what anyone would call a "good" death. Passing Covid on to a loved one who gets sick, hospitalized and perhaps dies is even worse.

We could build passion into this letter or article that would have people crying – literally crying – by introducing a real person and giving their story. It might be the story of how they didn't think Covid was a big deal, they thought the flu was worse than Covid, things were being blown out of proportion... and then their wife got sick. She used to be a brilliant nurse who loved helping others, but now six months after her diagnosis she can't remember something said to her a minute ago, she doesn't have the strength to climb a staircase and she will probably never work again. But maybe she has it good, because Uncle Frank got Covid, and after struggling to breathe for a month he was hospitalized, put on a ventilator and died nearly three months after his diagnosis.

Work the emotion in. State how much you don't want your reader to endure the same fate. Use the science to show how they've been working on this vaccine technology for a decade. In the sidebar, show past examples of how smallpox and polio were eliminated thanks to vaccines.

In short:

Spend as much time working on your headline and the first 300 to 500 words as you do for the entire rest of your campaign. If don't, you'll lose your readers

Lead with something DIFFERENT from anything else out there, coupled with EMOTION.

Save the personal introduction (Hi, I'm Joe Smith!) and the technical stuff for AFTER you hook them with curiosity, emotion and the big benefit.

One last thing: If you're writing a sales letter, sales video or selling anything, make them an offer they cannot refuse. For example, a product that sells for \$47 a month but puts \$500 a month into their pocket, guaranteed, is an offer no sane person would refuse, as long as you've made your case.

Do these things and people will eagerly read your sales copy, your articles and anything else you write.





## Case Study: \$4,400 a Month Selling OPA without Doing Any Work?

You know those headlines that scream out you can earn XXX amount of dollars by simply “pushing a few buttons” or “sending a few emails” or some such?

Well, this case study is actually an instance of someone doing almost no work and yet banking close to \$5000 a month.

In fact, she might be up to that amount now. The \$4400 was how much she earned when we spoke, and she mentioned that her income is increasing every single month.

Yet she does almost no work whatsoever.

And by the way, OPA stands for Other People’s Artwork.

Here’s how it works:

I’ll call her Sally because, well, when I talk to her she giggles a lot and sounds kind of silly. Sort of like a high school girl, and yet she’s in her mid-twenties.

Sally has several different identities on Etsy and Ebay. Each identity sells a certain type of artwork. One sells paintings of animals, one sells landscapes, one sells abstract art, one sells hearts (I’m not kidding!) and so forth.

She has a real life assistant (we’ll call him Gorgeous George because as Sally tells it, in addition to working for her George also does some modeling and fitness instruction.)

George makes all the listings for the artwork, gets the prints made from the originals, fulfills the orders and handles any customer service requests.

What does Sally do? She outsources work to several artists who do all of her paintings for her.

Just like hiring a ghost writer to write a book which you then sell, Sally is hiring “ghost painters”. She has them sign a non-disclosure agreement that gives her all rights to the paintings. And she never tells her artists what she does with the paintings, either.

If I were doing this business model, I might consider giving the artists a percentage of sales, but Sally likes to simply pay one fee up front to keep things simple.

Sally chooses the styles for the paintings by finding examples and showing them to her artists. She then asks them to replicate the style and not the actual painting.

She sells the original paintings for a good price (\$300 to \$1000) and sells limited edition prints for a lower price.





Her listings never claim that she or her persona is the artist. She'll use generic language such as, "This painting was created May of 2021 using pastels on canvas."

She has her artists use several mediums, including acrylic, watercolor, pastels, ink, charcoal and so forth.

She also has a virtual assistant who has one job: Promoting the artwork through various social media channels. This is why her business is growing so fast, because word is getting out via social media. And she's very good at picking her subjects, too, some of which are extremely timely and most of which prove popular.

As you can see she has expenses: Her real life assistant George, her virtual assistant, the artists and selling fees.

But even after all this, she pulled in \$4400 in profit the month she revealed her system to me, and like it said, it's increasing every month.

The real key here is to choose subjects that will sell. That's why she likes animals, hearts and landscapes because they always do well.

And her paintings aren't super elaborate, either. An experienced painter can likely create one in a short afternoon.

One of her best-selling stores sells paintings that are somewhat cartoonish, including caricatures of real people as well as animals doing silly things.

As mentioned earlier, one sells hearts. I suspect this artist probably does 4 or 5 paintings in a day because they are that simple. But they sell like hotcakes because people love hearts and bright colors.

This business is easy to replicate and if you use assistants, it won't hardly take you any time at all.





# 7 Copywriting Tips to 5x Your Conversion Rates

To make more initial sales, you can send more people to your offers, you can send better qualified people to your offers, or you can convert more of the people you send.

Today let's talk about how to convert more of your traffic into sales by using little copywriting tips and tricks that massively improve your copy's ability to make those sales for you.

**1: Do more research.** If you know how to hit your prospect's hot buttons, your conversion rates will improve. And to know what you're talking about, you've got to do your research.

What other products are on the market? How is yours better? What do your prospects want most? How can you tailor your benefits to what they want? What did the reviewers say?

Sometimes you'll even discover the perfect headline buried deep inside your research, such as the comment someone made when they tried the product and got spectacular results.

**2: Talk to your market.** Who is it that you're targeting with your product? These are the people to talk to. If you don't fully understand the relationship between your product, your customers and how it improves their lives, then find out. Ask for their experiences and listen carefully for emotions and key phrases that convey both how they felt about the problem and how the product has changed things for them.

Are you just launching and don't yet have customers? You can still ask about their problem and what it will be like for them when they have the solution.

Even going to Amazon and reading the reviews that people leave for products similar to yours can be super helpful. Look for the experiences others can relate to, the ones where someone is talking about how tough it was to have the problem, and how frustrating it is that the product didn't solve the problem or how their life has changed since it did solve it.

**3: Test headlines.** Always have several headlines to test, because the one you are certain will be the winner is probably going to be the loser. It's just a fact that even the most seasoned copywriters often can't predict which headline will hit it out of the ballpark.

Try not to get attached to a headline prior to testing, either. Give each one a fair test and let the numbers speak for themselves. I've seen marketers fall in love with a headline and lose a great deal of sales because they took too long to test others.





**4: Use mini-headlines.** Those little headlines that break up copy also work like Australian Cattle dogs to herd sheep. When your reader starts to stray, your mini-headline will bring them back into the fold because it's going to create intrigue, give benefits or simply raise so much curiosity that they **MUST** read what comes next.

Imagine someone is skimming your sales copy and all they are reading are the mini-headlines. Do they tell a story on their own? Do they create curiosity while also conveying benefits? Would you be drawn into the copy and perhaps even want to buy the product just from reading the mini-headlines? If not, you might want to work on those.

**5: Use lots of bullet points.** I've seen a lot of marketers who seem to think you're supposed to have one section of bullet points and that's it. But I've also noticed that some of the highest converting sales letters have 2, 3, 4 and even 5 separate sections of bullet points.

Bullets make reading easy. In fact, some of your prospects will read the headline, the bullet points and then maybe the guarantee before making up their minds if they want to go further.

To create a bullet point, first write a mini headline and then add a sentence that supports the headline and adds a benefit.

For example:

The #1 Stealth Method of Persuasion (This is the exact covert method the US government used to turn die-hard Russian spies into secret double agents – use this method to get what you want every time.)

**6: Add sidebars and boxes.** Break up your copy with sidebars and boxes that highlight benefits, showcase testimonials and quote experts. This breaks up your copy, makes the entire letter look interesting and keeps the reader reading.

**7: Use an experienced graphic artist.** Ideally your designer has experience formatting sales copy within your niche. Take a look at the work they've done and see if their style will work for what you have in mind. Jot down ideas and suggestions of your own and then listen to your designer's ideas, too.

Remember that good copy with great design can sometimes out-convert great copy with lousy design. The look of your page can be just as important as what your page says. If you don't believe it, think of the last time you arrived at a sales page and clicked away because of what you saw and not what you read. First impressions are made so fast that the reader has often formed an opinion before they've even read your headline.



# THE BIG SECTION



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

Today we conclude our Etsy series. I know this has been a long one, and I thank you for coming along with me on this journey of discovery.

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

You've also branded your shop, learned how to take high quality photos and now we're going to cover putting your listings on Etsy so you can start making sales.

The instructions on how to make a listing, add photos and such are right there on Etsy so we're not going to cover it here. It's plenty easy to do and odds are if you've ever placed anything online, you won't even need the instructions at all.

That's the easy 'mechanical' kind of stuff that anyone can do.

What takes a little more skill is making your listing persuasive. Ideally, we want to tap into people's emotions to make them desperately want to buy, but at the very least we want to keep them on our listing and in our store for as long as possible. That's because the longer someone is on our listing or in our store, the more likely they are to buy.

Let's start with a few simple things you can do to greatly improve your listing...

**1: Hit the return key.** Just like a sales letter, you want to break down your copy into short, readable bits. One to three sentences per paragraph is fine. If you have one HUGE paragraph, people are less likely to read it.

**2: Add sub-titles.** If you add subtitles above each paragraph in your description, it makes it easier for the customer to find the info they're looking for, it makes it more interesting, and again they are more likely to read the entire description.

**3: Consider adding bullet points.** If this works for your listing, use bullet points. Good bullet points get read and remain memorable.

(If you're starting to feel like you need to be a copywriter to make great Etsy listings, well... it certainly can help but it is NOT a requirement. Just keep practicing and you'll get good at this in no time. Plus, if you're selling something like prints or t-shirts, you'll be using the same copy for many, many sales. It pays to get it right, and when you do, you can then forget about it.)

**4: Answer questions before they are asked.** Confused customers do not buy. That's why you want to anticipate and answer as many of their questions as possible. How big is the item? Is it new or used? Vintage or antique? What are the flaws (if any)? What does the back look like (if applicable)? Is there anything missing? Is there anything special such as a maker's mark? If it's clothing, does it run true to size? Give as much info as possible.

**5: Encourage them to browse your store.** At the bottom of your description, write something like, "Be sure to check out the rest of my prints here" and add your Etsy store link. Because this is an Etsy link, it will be clickable.

**6: Add a photo or two of some of your other listings.** Take group shots of your products and post those at the end of the photo line up. State in your description that these other items are in your store.



Ideally, you'll post several listings your first day and then continue to add new listings on a frequent basis. Google likes pages that are updated regularly, and visitors are more likely to favorite your store and come back if they know there's always new stuff to check out.

You can create product sections to make searching your store easier. For example, a handcraft supply store might have sections titled:

- Acrylic yarn
- Natural fiber yarn
- Hooks and needles
- Instruction books
- Embroidery supplies
- Crewel kits

And so forth

When making your listings, you can offer up to two choices inside the listing. For example, if you're selling t-shirts, your customer can choose the color of shirt and the size.

Or you can list several similar items and let customers choose which they will purchase. For example, if you sell vintage puzzles, you might put 4 of them on one listing and then offer the options like this:

- 300pc Boy with Dog \$14.99
- 500pc Wildlife \$19.99
- 750pc Cat \$19.99
- 240pc St. Basils \$24.99

Sellers do this for a couple of reasons:

First, buyers will sometimes click on a listing with several items just to get a better look at each one.

Second, it can save on the 20 cent listing fees if not all of your items sell in the first 90 days.

### **Use Your Swipe File to Build Value**

Remember that swipe file you were building? It contains listings of products similar to yours. You're going to take out the best bits from each one and build on those to create value in your own products.

Things that build value:

- Bullet points of the product's main features and benefits
- Your own personal take on the product - what do you love about it?
- The story or history behind the product. If it's vintage, sometimes you can research the history of the company that made it, or give a little bio on the artist, or anything that gives some background.
- Detailed description with emotional triggering words. I'll make a list below.
- The measurements / dimensions of the product.
- Any flaws on used/vintage items
- Using the word "you" as in, "When you walk into your living room and see your Starsky Original painting hanging on your wall, you will feel the pride of ownership because of all the people in the world, you are the only one who owns this one-of-a-kind work of art. And when you spend a moment reflecting on this painting's beauty, it's easy to image the peace and tranquility as it washes over you and your worries float away."
- Call to action, such as: "Click the add to cart button and start your own exclusive collection today!"
- General info that applies to all of your listings such as your secure packaging, fast shipping, optional gift wrapping and so forth. Once you write this you can use it on every listing.

Use other listings in your niche as models, taking the best ideas from each and building your own.

Here's a brief list of emotional trigger words you can add to your listings to spice them up. You'll want to make note of any other words you find that will work for your niche and keep a list you can refer back to often.

<b>Stunning</b> <b>Beautiful</b> <b>Original</b> <b>Rare</b> <b>Vintage</b> <b>Antique</b> <b>Stunning</b> <b>Stylish</b> <b>New</b> <b>Imagine</b> <b>Exclusive</b> <b>Limited</b> <b>Temptation</b> <b>Hidden</b> <b>Secret</b>	<b>Welcome</b> <b>Only one</b> <b>Never duplicated</b> <b>Lifetime</b> <b>Family</b> <b>Love</b> <b>Children</b> <b>Dream</b> <b>Health</b> <b>Sale</b> <b>Discount</b> <b>Powerful</b> <b>Discover</b> <b>Create</b> <b>Smart</b>	<b>Exciting</b> <b>Unique</b> <b>Don't miss out</b> <b>Priceless</b> <b>Collectable</b> <b>Limited edition</b> <b>More</b> <b>Extra</b> <b>Nostalgic</b> <b>Latest</b> <b>Complete</b> <b>Genuine</b> <b>Special</b> <b>Surprising</b> <b>Bargain</b>
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## Creating Powerful Listing Titles

You want to spend some time on your listing titles because this is essentially the headline for your product. Etsy allows as many as 140 characters for your listing title, but only the first 28 characters will be seen by potential customers before they click on the product.

Ideally your title should contain your best keyword phrase(s). For example, if you're selling Lion Brand Ferris Wheel Yarn, then those words should be in your title and preferably at the beginning.

And it's helpful if your title conveys excitement and triggers curiosity and desire.

Notice what's working for other sellers in your niche to get a better idea of how to write your titles. You don't need to reinvent the wheel here, just find out what works and emulate that.

## Differentiation

If you're selling anything other than vintage items, you'll need to find ways to differentiate your products from the competition.

For example, if you sell t-shirts, instead of simply saying your shirts are 100% cotton like everyone else does, you might use words such as custom, inspirational, personalized, organic, sustainably made, pima cotton and so forth.

"Custom made organic 100% fade and stretch resistant pima cotton t-shirts in 12 specially chosen fashion colors."

While some of that might be true for your competitors' products as well, if they don't state it then people won't know.

Using descriptive words enhance the value and uniqueness of your product making it more desirable and also counteracting price resistance.

Just another t-shirt? The they're going to shop by price. But the best-looking, most comfortable, longest lasting t-shirt? Price won't even be much of a factor then.

## How to Get More Sales

Essentially there are three ways to make more sales in any business:

- Get more customers
- Get customers to buy more
- Get existing customers to buy again



Etsy gives you three options to encourage customers to purchase more items and to buy more frequently - the discount coupon, reduced shipping and multiple item discounts.

## **Coupons**

With Etsy it's easy to create coupon codes for your store. You can...

- Give these coupons to existing customers either in the package you send them or shared through messages
- You can promote these coupons on offsite, such as social media
- Offer a coupon discount right on your Etsy store in the shop announcement section.

Etsy does a good job of explaining all of these on its website.

You can create 3 kinds of coupons, too:

- Percent discount which takes a flat percentage off the entire order. You can specify a minimum purchase amount to receive the discount percentage.
- Free shipping, which can be limited to just your own country.
- Fixed dollar amount discount which subtracts a certain amount from an order, such as \$5.

## **Shipping Discounts**

One thing Etsy highly encourages sellers to do is offer free shipping on orders of \$35 or more. If your items cost less than \$35, then this can create more sales of multiple items.

And you can also offer reduced shipping on multiple items. For example, let's say you sell bars of soap. Shipping for one bar might be \$4.00, but any additional bars added to the same order only cost 75 cents each for shipping.

You can also charge shipping just for the first item and let all additional items ship for free. This is a great way to encourage multiple item sales.

Remember to price your items accordingly to compensate for any discount you're giving.

## **Shipping Profiles**

If you have many products that are the same size and shipping costs, such as skeins of yarn or bars of soap, then you can create a shipping profile for those items. Shipping profiles let you easily and quickly update multiple listings with similar shipping costs.

This is a real time saver when shipping costs go up or you want to run a special on shipping for all similar items in your store.

## **Bundles of Similar Items**

If you sell things that make sense to bundle, do it. For example, maybe you sell 4 prints by the same artist. You make one listing for each print, but then you also make a fifth listing offering all 4 prints at a discount.

## **Promoting Your Listings within Etsy**

You specific keywords and keyword phrases to get your listings found. If you know what you're customers are searching for, this will be a cinch. For example, if you're selling prints, your keywords might consist of the subject matter, the artist and words like prints, pictures, wall art and so forth.

You can find out what keywords other sellers are using by looking at their listings. Just enter those keywords into Etsy's search bar and see what Etsy suggests. You can also enter the same keywords into Google to see what Google suggests, too, to see if you're on track.

## **Use Tags to Attract Buyers**

Tags are keywords or keyword phrases that you add to your listing to help describe and classify your item. Etsy matches your tags with shoppers' searches to generate relevant results.

Use keyword phrases of 3 words or more to avoid ranking competition. While hundreds of shops can be competing for a one-word keyword, only a few will be competing for 3 word keyword phrases.

## **Etsy's Training**

Be sure to use Etsy's training and participate in Etsy's forums, too. This is a great way to get questions answered.

Once you've built up your Etsy store to bring in a steady stream of business and sales, you're income should continue to rise each month.

Be sure to stay on top of what's working with Etsy and also the changes they make, which can sometimes be rather frequent.

And when you're ready, open a second and third store in different niches.

Try to have at least one store that is all electronic products, meaning you never have to physically ship anything. For example, crochet and knitting patterns can be fabulous for this, as well as digital prints.

You might also consider having an Etsy store that sells t-shirts and mugs, too. These two items are always in demand, especially if you choose artwork and funny sayings that people love. And since you can use a service to create and ship your products, you won't need to do any shipping yourself.

And there you have it. This has been a lengthy series on making money with Etsy, and frankly there is even more to learn. But the beauty of an Etsy store is you get on the job training as you go, learning not just how to do things but also what works best.

Etsy can provide you with an awesome side income if you're so inclined, and it's also a great business for retired folks as well as young people who are going to school and don't have time for a regular job.

I know of several people who make their entire living off of Etsy. Two of them sell art prints, one of them sells craft items, two of them have t-shirt stores in addition to their primary store and one of them sells vintage jewelry. All of them are making great money and most of all they enjoy what they're doing, and hopefully you will, too.



# Pyramids

Originally, we didn't know what these magnificent structures were for, it was many years before we found out that they were mausoleums and temples, filled with hidden rooms and purpose. It was even more years before we realized they were oriented in patterns with stars and sun.

Yet we still don't know or understand specifically how or why they were created, be they the pyramids of Egypt, or those in Mexico, or anywhere else around our planet. Their true purpose and the reason behind their construction are in some ways lost to history and mysticism, we can only make guesses. But architecturally speaking, one thing is true of all of them: the wider the base the more stable they are and able to survive as our world moves and evolves.



The same is true for us in our businesses- if we have a wide stable base, we have the capability to survive and by that I mean a range of products and services that we can utilize to give our business a strong base in multiple markets. They may never yield millions of pounds in revenues, but they will provide a steady stream of income and allow us to fund smaller, quicker high return projects.

Business employee hierarchies are like pyramids, but our products and services should form one too, lowest yield (but stable at the bottom) to high yield and more risky at the top.

## See you next month!





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