

HOME BUSINESS NEWSLETTER

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All For Nought

In each of our journeys, there are invariably moments when we wonder if it's actually worth it. Is it worth the long nights and time away from our families, giving up some of the things we enjoy doing, in favour of building or running our own business, which as we all know does take a significant amount of time and commitment?

Each of us could be forgiven for experiencing moments of doubt, because having doubts is perfectly normal. Just like we cannot expect everything to go perfectly one hundred percent of the time, we accept that there will be failures to go along with our successes. And here's the thing, it's all about how you view them.

In a previous article, I used the phrase that the technology industry is binary, it's a zero or a one, you're alive or you're dead. You might have viewed that as a very black and white point of view. What about all the shades of grey?

But in the computer industry a zero isn't a bad thing. It's a point of data because even a zero means something. Computers at their core, reduce everything they do to a series of yes/no questions, but to them it's not even yes or no, it is zero or one.

In any computer program or formula there are only three possible outcomes, a zero, a one, or a null.

A null will only be the result if you feed something in that is invalid so we can discount that, for everything else it has to answer zero or one, both equally valid and positive answers.

So, in the grander scheme of our lives, when asking was what I did "all for nought" -well whether the answer is yes or no- it's actually more about what was the journey like? The final answer is just as valid either way. Even a computer knows that.



A man with grey hair, glasses, and a goatee is sitting on a white couch, reading a newspaper. He is wearing a white short-sleeved button-down shirt. The background is a blurred indoor setting with warm lighting.

Resources and news

How to Optimize Your Landing Page for Better PPC

As you may have heard, Pay-Per-Click (PPC) is a competitive game.

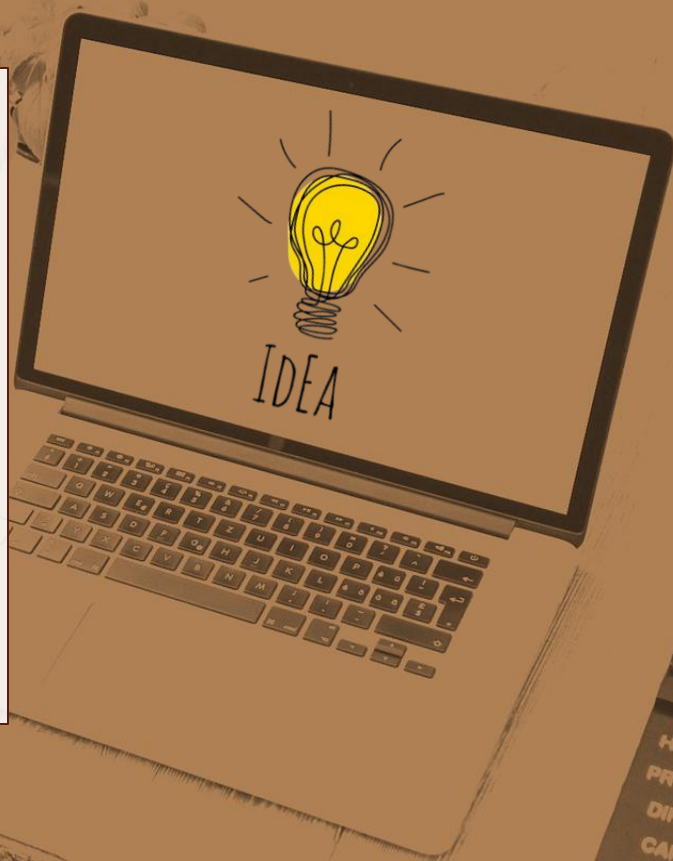
PPC is a method of digital advertising in which you aim to get your ads to rank as the highest result displayed for user searches, and you, as the advertiser, pay a fee each time it's clicked. This means that when a user types in words related to your business, your customized ad will be the first result they see—sometimes.

<https://unbounce.com/ppc/optimize-your-landing-page-for-ppc/>

How to Recover Lost Organic Traffic with The Help of Keyword Analysis

Few things are as distressing for SEO-seeking website owners as lost organic traffic. The visits to your site and sales on the site are declining over time. Fortunately, keyword analysis can help discover and solve the underlying issues that may be causing this problem.

<https://www.imnewswatch.com/2021/09/17/how-to-recover-lost-organic-traffic-with-the-help-of-keyword-analysis/>



How to Use Google Analytics 4 for Beginners [2021 Guide]

Building a successful website without data is hard. Really hard. Like doing a tightrope walk blindfolded, it is possible—but it's way easier with the lights on.

Enter Google Analytics.

<https://ahrefs.com/blog/how-to-use-google-analytics/>

Analyzing the Impact of Website Themes on SEO

Google's John Mueller says that your choice of website theme impacts your SEO results. Site design and SEO experts share what to know before choosing a website theme.

<https://www.searchenginejournal.com/website-themes-impact-seo/419854/>



THINK
BIG

**Think Big.
No, I Mean Bigger.
BIGGER, Dammit!!!**

“The greater danger for most of - us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.” -Michelangelo Buonarroti

Centuries after his death, Michelangelo is still one of the most influential artists of all time. Imagine if Michelangelo had listened to the people who said, “Being an artist is too hard. Why not do something more practical or easier?”

There wouldn’t be a ‘David’ or the mural on the Sistine Chapel.

What is your dream? I mean what is your BIG dream, the one you’ve nearly forgotten?

What if you have that dream for a REASON? And what if you never even try to accomplish that dream?

Maybe there is something you’re supposed to do that will be talked about for years and even centuries.

But if you don’t think big now, and ACT big, then it will never happen.



Why Your New Subscriber Didn't Receive Your Download Link

You get a new subscriber, but they don't receive your confirmation email. Or maybe they get that one, but they don't get the next email with the download link.

Was it your fault?

Probably not.

Online marketers email a lot.

And we're used to a handful of people being jerks – subscribing, grabbing the freebie and then complaining we've spammed them.

But email reputation works both ways these days, and someone who does that is hurting themselves more than you.

CRMs track email addresses that cry 'spam' when they have clearly opted into a list and given their permission to receive emails.

And this data is shared across many platforms. This means when the problem subscriber tries to opt into a list in the future, their email address may be immediately labeled as undeliverable or a spam complainer. They won't get the confirmation email and they'll never know why.

That's email karma in action.

These spam complainers are burning their bridges in another way, too. When they try to connect with someone, that influencer can look them up and see this person made a bogus spam complaint.

Do you think any influencer is going to reply to someone like that? No way.

Whether it's social media or good old email, the internet never forgets.

Fortunately, most subscribers are good people who WANT to hear from you, so be sure to email them often and stay in touch, lest they forget you and the products you offer.

Google Explains Why It Can't Tell Good Info from Bad

You have the exact REAL answer to the question someone is asking Google, while another website has a nonsense answer composed of half-truths and fairy tales. Their answer pops up at #1 in the natural search results, while yours is buried on page 4.

Why Google? Just... why??

<https://www.fastcompany.com/90663621/vint-cerf-google-misinformation>



Facebook Ad Analysis and Automation: Save Time and Money [Video]

Are you spending too much time analyzing your Facebook ads? Wondering how often you should check in on your Facebook ads' performance?

https://www.youtube.com/watch?v=XL5Eo_rSSIQ



Everything You Need to Know About Google My Business, And How to Ace It

Is Google holding your business back?

Or more specifically, is your Google My Business profile – or lack thereof – relegating your website to the depths of Google's results pages?

If you've no idea what we're on about, or if you think you may have created a Google My Business profile once upon a time but have forgotten all about it, this article is for you.

<https://allwork.space/2021/09/everything-you-need-to-know-about-google-my-business-and-how-to-ace-it/>

Does Kunaki Still Make Sense For Your Business?



Remember when everyone was so excited to use a service such as Kunaki to create real, tangible CD's and DVD's and have them shipped out?

Yeah, I know that was a few years ago.

And since then, I think a lot of marketers have decided that tangible products are too much work.

But guess what?

Now more than ever, if you want to stand apart from everyone else in your niche and if you want to charge real money (BIG MONEY) for your products, then sending out actual hold-in-your-hands products makes good sense.

There's something special about receiving an actual physical product because it's something tangible. People think of tangible products as having more value than digital products, which means they will pay more, too.

And here's something you may not have thought of before: With digital information products, the higher the price point, the more refund requests you'll get. It's just how it works.

To combat this refunding phenomenon, marketers end up having to dispense the information gradually, over time. For example, a product might have 12 sections to it, and each section is distributed on the first or the fifteenth. The guarantee only extends for, say, 60 days. So if a person refunds, they only get sections one through four.

But the problem with this is your real customers, the ones who have zero intention of refunding, are frustrated because they're forced to wait a ridiculously long time for the very content and information they purchased in good faith and want right now.

The solution is simple: Create a real, tangible product that is shipped out.

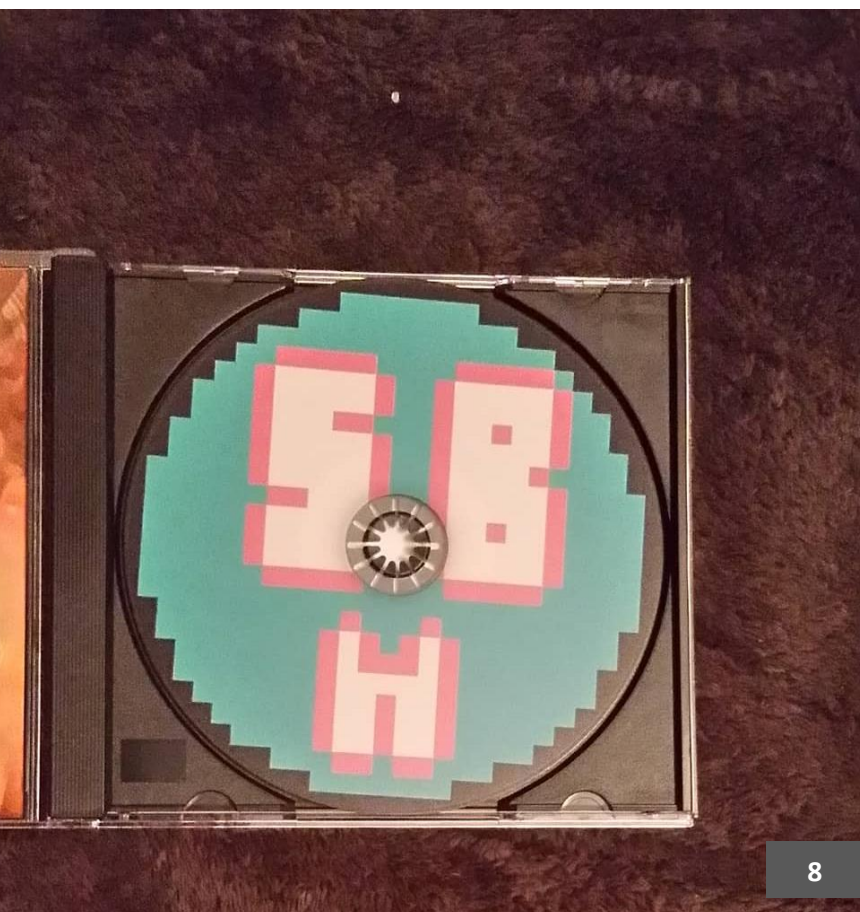
You can command a higher price because it is viewed as having more value. You get fewer refund requests because it's a pain to return a tangible item.

And something magical happens, too...

In my experience, you'll get more positive feedback and glowing reviews with the tangible product.

People are excited to receive a REAL product in the mail. They tear it open and they start USING it.

And then they contact you to tell you how excited they are and how much they love your product.



Contrast that with digital products. For some reason, most people don't dive right into a digital product. They feel like just buying it is making progress toward their goal, and they tell themselves they'll look at it later. And oftentimes, they never do.

Then a couple of weeks or a month goes by and they have forgotten all about why they bought your product. All they know now is they have this \$297 charge on their credit card that they don't want to pay.

And so they ask you for a refund.

In my experience tangible products get used far more than digital products, and the product creator winds up with far fewer refund requests.

And fulfilling orders of physical products can be just as easy as selling digital products, if you use a service such as Kunaki.

You simply upload your audio or video files to the website by following their simple instructions, click a couple of buttons and you're ready to start sending out products to anyone anywhere in the world.

Keep in mind that duplication and distribution services don't master your product for you. They don't change it, improve it or do anything other than duplicate it and mail it. That's why you want to do any editing of sound or picture before sending your files to them.

There are plenty of services that will take your digital content and turn it into CD's or DVD's and ship it out for you. But I want to talk specifically about Kunaki for one reason.

With Kunaki, you can include an insert inside the CD or DVD case at no extra cost to you. And on this insert you can include an "Online access code" whereby they can unlock the content to watch online.

Or you might even offer exclusive bonus content when they use that code.

The whole idea is you can sell your tangible products, have Kunaki ship them out for you, and then collect the customer's email address when they use that code.

You could even sell your products in store using this method and still build your email list of buyers.

And since Kunaki prints on demand, you can personalize each of the inserts if you want to.

If you're wondering if this works, look at the music industry. They use this exact technique of including a download code with many of their physical products.

Another thing I love about Kunaki is they shrink-wrap the CD or DVD case. When someone tears open the shrink-wrap, you can say the product is used and they cannot return it. This all but eliminates the problem of people opening it to get the download code and then trying to initiate a refund.

Look, I know that digital products are drop dead easy and it's what you're probably accustomed to creating. But any digital product can be repurposed into a physical product and sold in that form.

Just imagine your product sitting on the shelves of hundreds or even thousands of your customers' home offices around the world. Imagine each time they see your product, they are reminded of you, of your name and of how much they learned from that product.

And the next time you come out with a new product, who do you think will be the first ones to buy it?

I'm guessing it's the customers who literally consider you to be a 'household' name.

Heck, you might not even need a sales letter next time.



The 3 Things That Make Your Website Convert

I'm using the word "convert" here loosely because I don't know exactly what your goal is with your website. But whether it's to get subscribers, to inform your readers, to make sales or to drive traffic to offers, none of that will happen if you don't get awesomely good at these three things we'll cover.

Most websites don't work. They're like outdated billboards in the middle of the desert. The weary traveler is looking for help, but all the billboard does is mutter the same words over and over again.

And driving more traffic to a website that's not working is simply pointless. If your site isn't converting much of anyone, sending ten times or a hundred times the traffic isn't going to help.

So the question is, what can you do right now to make your website more effective?

1: Change your thinking and relax

Let's see if I can read your mind...

You want to get your website just right. It needs to be perfect. Every word, every page, every font, every color must be the best and then your website will finally be finished.

Except...

Except your website will never, ever be finished. And the sooner you realize this, the sooner you can relax and simply work on improving your site.

There's no need to overcomplicate or overthink your website. You don't need to agonize over tiny details and you certainly don't need to put that kind of crazy pressure on yourself that says you must get it done perfectly.

There is no perfect and there will always be flaws and maybe even a typo. It's okay. Take a breath, relax and think of your website as the perpetual work in progress it is.

Exchange your desire for perfection with a new, keen interest in testing and improving.

Go ahead and hire a web designer if you like. An experienced web designer will take you further faster than you might get on your own. Think of it as a massive head start but realize it's just the beginning.

You'll need to add things and change things as you go.

Test. Test some more.

Add content that addresses your customer's questions. Add more content that teaches and sells. Adjust your bio, your contact me page, your landing page, your... everything.

Test. Update. Test some more. It's a journey. You'll never get it perfected but you will get it better and better over time, and that's enough.



2: Keep it Simple, Silly

How many times have you visited a site only to become instantly frustrated by some fancy-schmancy design that irritates more than it helps? I know I've had that happen way too often, and my usual reaction is to leave rather than figure out where the heck I'm supposed to go.

Websites are about one thing – communication. And overly complicated designs cost more money and take more time while making it more difficult to communicate with your visitor.

In the beginning, the core set of webpages you typically need are a home page, an about page, a contact page and your products and services.

When choosing your design, keep it simple. Resist the urge to add lots of clutter on a single page.

Think of sitting in your car: Do you want a dashboard covered in junk to distract you from what's happening on the other side of the windshield? No. You want a clean, clear, unobstructed view of what's most important to you – what's on the road ahead.

Avoid writing in fancy business-ese. There's no reason to use jargon or big words when little ones will do. No one wants to read a lot of corporate sounding rhetoric that doesn't mean anything to the average person. You can simply write like you're talking to your best friend, or maybe to your mother or daughter, depending on your audience.

Let your writing 'talk' to your customer. Don't be boring. In fact, be anything but boring. Generic content will make people click away. If possible, inject a little humor. While you should always take your customer seriously, there's no need to take yourself seriously. Poke a little fun at yourself if it makes sense to do so, and your reader will smile, relax and read some more.

Talk more about the problems you solve for your customers and how you solve them more than you talk about the features of your products.

Show that you understand your customers by using their own words when describing their problems. If you can get readers to say, "Yeah, she knows exactly what my problem is and how it's affecting me," you're halfway to the sale.

3: Use Your Stats to Make Improvements

There are only two core stats you need to focus on in the beginning. Later, as you become more experienced, you can start paying attention to other stats. But at first, here's what to do:

Get a free analytics tool such as Google Analytics.

Now look at two things: The average time users spend on a page, which is also called average engagement time, and the number of users.

Remember, your website is a journey, not a destination. It's a work in progress, and to know how to improve it, you need to know how long people are staying on a page. Log into your analytics and find the graph on the first page that shows you the average time on the page.

This is a measure of how effective your website is at communicating. Are people bouncing off of your page in less than 30 seconds? Then you've got work to do. Are they spending 2 minutes or more? You're doing pretty good.

But if you don't know these stats, then you have no idea what needs improving. If you're spending money on advertising but people are spending less than 30 seconds on your site, then you're wasting your money. Improve the average engagement time and then buy more advertising.

What if people are spending five minutes, ten minutes and more on your site, but you're not getting many visitors? Then it's time to start buying advertising or finding a way to drive traffic to your site.

Your goal with your website is simply to make consistent and steady improvements over time.

It never needs to be perfect, it never needs to be complicated and it will never truly be finished.

Hopefully knowing that will make it easier for you to relax and get busy testing new changes to improve your site so that it can work for you 24/7 at earning you new business.



WSJ – Why Facebook Made Its Platform Angrier

According to internal memos obtained by the Wall Street Journal, in 2018 Facebook tried to make its platform a healthier place. But instead, it just got angrier.

The change in the Facebook algorithm to boost “meaningful social interactions” and squash professionally created content rewarded outrage over civility. What’s more, CEO Mark Zuckerberg resisted any proposed fixes.

Facebook chose to boost posts with more comments and bury legitimate news stories. And because people interact with each other more when they’re arguing, that’s what the algorithm prioritized, creating a battleground where only the most divisive content goes viral. (I suppose there’s a hint there for marketers, if you choose to take it.)

According to the internal documents obtained by the Wall Street Journal, the data scientists at Facebook quickly noticed the problem and warned executives:

“Our approach has had unhealthy side effects on important slices of public content, such as politics and news. This is an increasing liability.”

“Misinformation, toxicity, and violent content are inordinately prevalent among reshares,” wrote the team, concluding that the new algorithm made the angriest voices the loudest on the platform.

This 2018 algorithm change immediately hurt legitimate news publishers, who realized that only their most toxic and divisive content would be seen on the platform.

Jonah Perretti, CEO of BuzzFeed, is quoted as saying the algorithm had, “...an insatiable hunger for gross images, fad/junky science, extremely disturbing news and material that exploited racial divisions.”

Political parties around the world ramped up divisive rhetoric to be seen on Facebook, and soon these arguments spilled into real life. According to Facebook’s internal documents, “Many parties, including those that have shifted to the negative, worry about the long-term effects on democracy.”

But hey, it doesn’t matter who gets hurt as long as Mark Zuckerberg and the Facebook shareholders continue to make money from toxic lies and violence, right? [I know, I know... I should say what I’m REALLY thinking. 😊]

Paywall: <https://www.wsj.com/articles/facebook-algorithm-change-zuckerberg-11631654215>



Charles Harper

interview



Editor:

Today, I'm going to be chatting with a former commercial banker, who decided to leave the corporate world behind to become a full-time internet entrepreneur. In early 2008, he set up GainMindshare, which provides consultancy to marketing professionals who want to have their own book, but who don't have the time to write it themselves. Then, in 2015, he started another company, which has become something of a calling card in its own right. And ever since, The PLR Show has created rebrandable marketing training and technical content for online marketers. We really are just scratching the surface here. So let's meet the man behind all of that. Charles T. Harper, welcome to the show.

Charles T Harper:

Hi.

Editor:

Now, you've been around the internet for many, many years, but when did your journey start?

Charles T Harper:

I really started in 2007. Both my wife and I, we were working at a boarding school. What we were doing at that time is we had just finished actually a doctoral programme in instructional technology and we'd done everything except the dissertation. We really were focused in on, well, how do we use this in ways that would not necessarily be directed toward children, but how could we'd be using our own light. We really started our first blog and all that other stuff around about 2006, and we really just took to it and dived in at that point. So, it was really all around based on the fact that we were doing educational programme that was directed toward teaching people how to use technology, and that's where we got immersed.

Editor:

Wow. I mean, so did you have an idea that the internet was going to be a great way to reach people, or was that something that you stumbled upon?

Charles T Harper:

It was all intuitive because we just liked it. I wouldn't even classify myself as a big picture person in that way. We just liked doing this stuff.



It was more of a hobby than it was doing anything else, but it really was part of our educational process. So it was sort of like we were forced into having to focus on it and then having to do something with it in order to do what we were doing in education.

Editor:

Wow. Okay. And then in 2008, you set up GainMindshare. Can you maybe just tell us a little bit about that and how you decided that that was the direction for you and your wife?

Charles T Harper:

Well, sort of interesting, I was saying we were working at a boarding school and we were in the process of getting fired for the boarding school. It was kind of like we'd been working there for 13 years and it really had come to a head. We wanted to homeschool. We wanted to do all these things. They wanted us to be more involved and we just had nothing left to give. And so, when that time came, we were really heavily invested in the boarding school. We had really decided, "Hey, this is where we're going to retire." Round by the end of 2008 and into 2009, they were saying, "Well, if you don't do it this way, we don't really want you to be here." And so, we took what little severance that we had, and we just had to get involved in whatever you call, whether you call it information marketing, internet marketing, and we had to make it work.

I have to say, at the beginning, I don't know if it worked all that well. So the name, which I thought we was really clever, GainMindshare, that was really the genesis. Really, at that point, GainMindshare was just a way to capture, I'll do just about anything I have to that that involves internet business to make it work. So really, it was what I thought was a clever name, but it was really just we had to get out and make something work because we were no longer working full time.

Editor:

Mm-hmm (affirmative). Did you find that the first thing that you did, Charles, was that a success, or did it take a few attempts for you to find the thing that really worked for GainMindshare?



Charles T Harper:

Well, for GainMindshare, I would say it worked. It didn't work phenomenally well. I knew I could write. Looking back on that, I'm not really sure if I was a great writer, but I could do it, and my wife was good at proofreading. And so, we were able to get people to give us money per se to write, and it was the easiest thing to do. There were people who wanted to write books. We had the ability to write. We were not getting rich by any stretch of the imagination, but it was paying bills. And so, can I say it worked well? It worked well enough to be at survival mode.

Editor:

Fair enough. I guess with everything, there's always that ramp-up process, isn't there, where you start to do something, you start to see some success, and then you reinvest in that success. When did you have the biggest breakthrough, would you say, with what you were doing?

Charles T Harper:

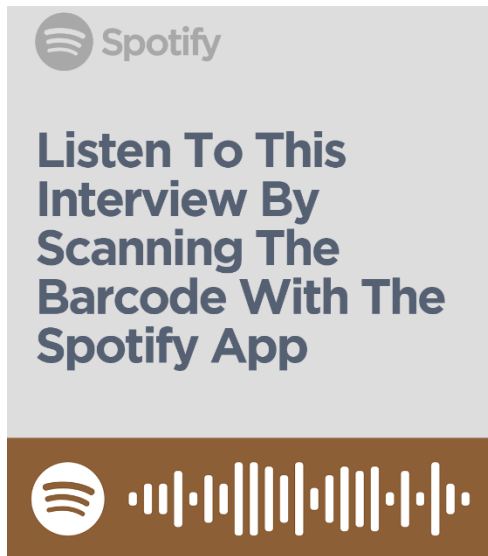
Yeah, I would say it really does come back to training, right? And that's been a theme in my life, in the theme that we've been doing ever since we've been on the internet. We were working with another marketer, or I was working with another marketer. He was doing what people call offline marketing. Basically, what I did is I ran a technical side of his membership. And so, at that point in time, I started training the members on technical aspects of what it is they were trying to do, how to do things with the membership, how to do things with creating content. It was really at that point, I can't really say that the breakthrough came income-wise, but it was a breakthrough that people wanted what we had and we could deliver. And so, that was really the biggest breakthroughs. Right around about 2011, I was really focused in on this membership, but I recognised that I had something that I could bring to the table, and that was really the genesis of starting to create content that other people could use.

Editor:

As I mentioned in the introduction, GainMindshare was really set up to try and help professionals have their own book, but they didn't have the time to write it. Could you just walk us through that process and how you struck upon that idea and how successful was that when you first launched it?

Charles T Harper:

Again, it was all survival mode. We tried a number of different things. I mean, we tried network marketing. We tried local marketing. Unfortunately, I am not a cold caller, right? I don't really know how to call on people very well. And so, doing a book for someone was something that we struck upon that. I mean, they were multilevel marketers that we were in contact with. These guys had a lot of money, but...



Note from the editor:

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



Why Your Story Telling Might be Ruining Your Business

This is mainly for marketers in the “make money online” niche, although it does cross over to other niches as well.

Over and over they tell us to “tell our story” so that our audience can relate to us. After all, if we can go from being poor to being rich, then we can teach our customers to do the same, right?

“I was \$500,000 in debt, sleeping on my brother-in-law’s couch and driving a 1971 Chevy Vega that was missing the steering wheel. After I had tried everything and was so desperate I was ready to hold up the local liquor store, I accidentally discovered the method I’m about to show you. 10 minutes later I had six figures in the bank and today I live in a 142 room mansion and drive three dozen brand new cars.”

Okay, yes, I exaggerated that one just a bit for effect, but you get the idea. When you read something like this, are you immediately suspicious? I know I am.

Rags to riches stories do work, but maybe not like you think they do.

I want you to take a moment right now and picture your perfect prospect. Is it someone who can barely afford your \$47 product, let alone your \$200 product?

Or is it perhaps someone who could easily hand over \$3000 on the spot if you can gain their interest and prove to them that you’re legitimate?

Your messaging is going to determine what kind of client demographics you attract. Using a rags to riches story tends to attract people on the lower end of the financial spectrum who are perhaps desperate or simply not all that knowledgeable in the world of business and marketing.

These are the folks who will spend \$17 or \$47 on a product, but they will never shell out hundreds or thousands of dollars for training. It simply isn’t in their mindset to do that, even if by chance they can afford it.

Conversely, high-ticket clients are generally turned off by rags to riches stories because they view it as internet hype and do not take it seriously.

If your goal is to offer a wide range of products at different price levels, your best option is to damp down the - “I was broke and now I’m rich” - stories that are so prevalent in the online marketing niche.



When you want to attract customers on the lower end of the financial spectrum, it's great to use things like discounts, time-sensitive offers and the sort of stories that illustrate how 'easy' and 'fast' your product works. But keep in mind you will have to continually focus on volume, finding more and more of these customers to sell to.

Would you rather have 1000 \$10 customers, or 10 \$1,000 customers?

If you want to attract more affluent, high-end customers, then learn to speak their language. Let your knowledge and results speak for themselves. Create content that shows you know what you're talking about and demonstrate that your clients get results.

It's important to show that YOU are making your money by doing the thing you are teaching. Marketers who can demonstrate their own results don't need to use rags to riches stories or use strong arm sales tactics.

And you certainly don't want to begin a relationship with a new prospect by making them instantly suspicious of you, either.

If you have a sales letter right now that uses the rags to riches story, test what happens when you replace that story with something more powerful. Here are a few examples:

"Here's how we increased our conversions by 93% in 8 weeks."

"This is how we garnered a half million dollars in free publicity, gaining 14,549 new subscribers, 1,266 new customers and earning \$67,433 in new sales in 3 months."

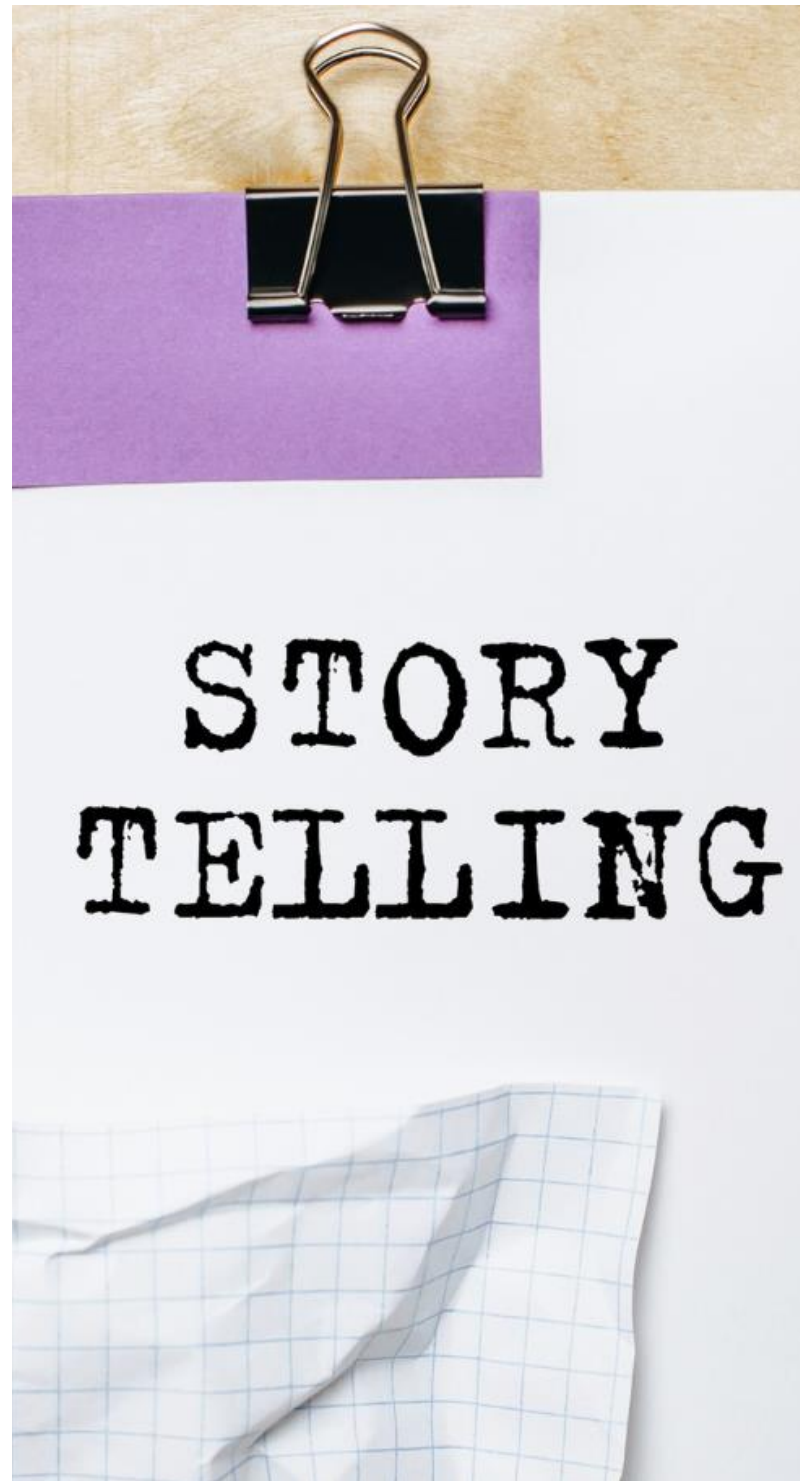
"This is the exact method I used to build my business from scratch, going from zero revenue to over \$20,000 a month in just 14 months."

Can you see how those differ from, "I was living in my car and now I own a mansion and only work 4 hours a week while sitting on the beach?"

Your prospects are skeptical. They don't believe you until you can show them you know what you're talking about.

Remember, it's not about the lifestyle anymore, it's about being real. Your customers already know they want to work less and earn more, which is why you don't need to sell them on that.

You simply need to prove to them that you can indeed help them to achieve their financial goals.



7 Steps To Creating Cornerstone Evergreen Articles that Google Loves

Cornerstone content is the best, most important article(s) on your website. These are the posts you make to rank high in the search engines and look like the authority you are.

Your goal when writing one of these articles is to provide the best and most complete information on your topic. Your goal isn't to sell, at least not right away. You want to present yourself and your website as THE authority on your topic, the one readers turn to for solid information and advice.

With the right cornerstone content, you can raise brand awareness and possibly achieve high rankings in the SERPs bringing you free traffic. You build natural links from other pages on your site, from social media channels and from external sources. You position yourself as an authority in your business and you increase trust in your brand and your products. And you also attract prospects who can be nurtured into new customers

And while these cornerstone content articles are usually long and super informative, and combine insights from other blog posts and sources, don't be intimidated into thinking it's beyond your abilities to create this kind of content. You can do it, and here's how:

1: Pick Your Topic

Here are three questions to consider when choosing your topic:

Does it align with your business and will it attract your ideal customers? For example, if your niche is stock investing, you're not going to write a cornerstone article about buying a home.

What would make your customer's life easier if only someone would explain it in detail? Your ideal customers need to be actively searching for and craving the information you're going to give them.

Does it interest you? You're going to be devoting some significant time to researching, writing and optimizing this content. If the topic bores you, you can still write about it but know that it's going to be far more difficult than if it's something you're excited about.

2: Do Your Research

Hopefully you know your customer inside and out. You know what they want to know, what keeps them awake at night, and what would improve their lives. Now you're going to become an expert in this topic.

Talk to existing customers and find out what exactly they want to know about your topic. What are their pain points?

Read posts on the topic, books, interviews and so forth.

Take copious notes and plan to quote experts and sources whenever you can.

Use your own examples, stats, stories and experiences when possible, combining what you know with what you gather from other sources.



3: Plan Your Content

You might be writing, “The Complete Guide to ____” or “Everything You Ever Wanted to Know about ____” or “How to Achieve ____”.

Once you have the basic plan of what your article will achieve, start outlining your topics and subtopics. You might use a step-by-structure from beginning to end, or a list, or whatever works best for your topic.

4: Now It's Time to Write

This is no doubt the step that will make some people cringe. If you prefer, you can always outsource the work. Keep in mind that your content needs to be clear and concise without rambling or going off topic.

It should be genuinely helpful in solving one or more of your customers' problems. When they finish reading it, their reaction should be, “Wow, this is the best thing I've read on this topic. I wonder what else this person offer me?”

Personally, when I read great cornerstone content, I will immediately join that person's email list so I won't miss anything else they offer.

Accuracy is essential because it's your reputation at stake. Include links from other expert sources.

Build your keywords naturally into your content, without keyword stuffing. You might use software such as Grammarly or Hemingway to make sure your writing is clear and easy to understand. You might also get a couple of people to read your article and look for anything muddled or confusing.

Make sure your article delivers on the promise of the headline, too.

Add eye-catching images and graphics to break up the content and make it look visually appealing. And keep your paragraphs short, much like how this article is written.

5: Optimize Your Article

The hard part is finished and now it's time to tweak and optimize.

Your primary keyword must be in the URL and title tag, which is also your headline. Ideally the title should answer an exact question being asked in Google.

Create subheadings that hold keywords, as well as having your keywords throughout your text. This will help readers and search engines alike in recognizing the relevance of your content.

Use alt text in your visual content, use relevant keywords in the image file names, and make sure your page and your images load as fast as possible.

Remember you're not charging for this content, so do not place it behind any paywall or gate.

Place plenty of internal links on other pages of your website that point to your cornerstone content. This can also help with rankings, since Google favors a robust internal linking structure.



6: Promotion

You've got your masterpiece and now it's time to tell the world about it. The goal is to reach as many people as possible.

If you have an email list, let them know about your new cornerstone content. Email again to everyone on your list who didn't open the first email or click the link. Offer an incentive to read it if you need to. You want to start sending some traffic as quickly as possible.

Use your social media accounts to tell your followers about the article. Schedule media posts several times a day for the first couple of days, and then periodically after that. Use personalization whenever possible.

Contact every expert and website you quoted inside your article and let them know about it. Many of them will tell others through social media.

Consider investing in paid promotion as well. You can reach a highly targeted audience this way and use the new traffic to build your email list.

Make it simple for visitors to share your content with others by adding social media buttons. Highlight especially good quotes from your article and make it one-click easy for people to tweet them, too.

7: Regular Updates

Google loves fresh and highly relevant content, which is why you want to perform regular updates on all of your cornerstone articles.

Include things like new trends, new resources, news and the latest stats. Make sure everything is still working and relevant, including any links.

If your fonts or layout are looking dated, update them along with photos, charts and so forth. Also check to make sure the page is loading quickly and properly.

Just follow these 7 steps and you'll be able to create cornerstone content that is loved by both the search engines and your readers.



The Secret to Making Those Stupid Affirmations Work

You've got a hurdle. A bug-a-boo. Some little glitch in your thinking that you can't seem to get over.

So you decide to try affirmations.

You go online, you find some affirmations that resonate with you, and you say them out loud.

And boy do you ever feel stupid.

But you keep trying, at least for a little while.

The thing is, you hate saying those affirmations.

You feel like a fraud.

And you feel downright silly.

It's not working.

You can't do this.

STOP.

I've got you covered.

Affirmations DO work, IF you use them.

The problem is, most people do NOT like saying them, and I understand that.

Been there, done that, joined the club.

So here's what you do:

Write or find the affirmations that speak to the change you want to make. A quick Google search for your keyword coupled with 'affirmations' should find you plenty to work with.

Write or 'copy and paste' the affirmations into a Word file. Save it because you'll be using it often.

Now click on "Review".

Click 'Control' and 'A' together to highlight your entire document.

Click on 'Read Aloud'.

You might have to do those last two steps twice. Don't ask me why, I don't know.

Let the computer voice read your affirmations to you while you do other stuff.

Repeat this process at least twice a day. The more you do it, the better.

Actively listen when you want to, and let it run in the background when you don't. I like to actively listen while playing games.

Do this everyday for a few days, and you'll notice a change.

Weird but true... it flat out works.

Try it.



17 Expert Methods To Grow Your Email List

If you have an email list, you already know that you have to continually add new subscribers to keep your list profitable. While some customers will buy from you forever, others buy today but not tomorrow. Or they change email addresses, or simply lose interest.

The good news is, there are simple methods for building your email list that you probably haven't even thought of. I searched high and low online to see what email experts said about building an email list faster, and I was astonished to realize there are several things I should have been doing all along. I've now implemented those techniques and already I see my list growing by the day.

I'm also including several things I'm already doing just in case you haven't thought of these yet.

1: Encouraging subscribers to forward my emails.

Yup, I remember doing this years ago, and somehow I completely forgot about it.

Now I'm adding a button to each email that says, "Email to a Friend". Then at the bottom I include a call to action and a subscribe button. "If this email was forwarded to you from a friend, click here to get your own subscription, free."

2: Reviving and old email list with an opt-in campaign.

I have a couple of older lists that I seldom send emails to anymore because the response simply isn't very good.

So here's what I'm doing: I've created a series of fun emails to send out, each one promising an awesome gift if they re-opt in. And I also tell them that if they don't, no worries, they will be removed when this little campaign ends.

So far it's working. I'm getting people to raise their hand again and tell me they are still interested in the niche. And once the campaign is over, my overall deliverability will go up, too.

3: Adding Easter Eggs

I love this one. Let them know at the beginning of the email that there is some sort of Easter Egg hidden in the email. For example, it could be a hyper-linked word that leads to a surprise, or maybe the first word of every line spells out a special URL. The possibilities are endless.

Do this on a regular basis and people will open your email just to find the eggs and then they'll wind up reading the content, too.



4: Creating New Lead Magnets

For some of your major blog posts, you might want to hold back on some of the content and offer it in the form of a lead magnet. “Hey, do you want to know how I finally convinced the affiliate to spend \$10,000 on ads for my product? This is too hot to publish online but I can give you private access, just tell me where to send it.”

5: Creating Free Online Tools

Any tool that is super fun or makes your reader’s life easier can work to get new subscribers. Instead of charging them, give them full access via email.

6: Creating Unique Email Content

If your emails are entertaining and informative, then people will look forward to receiving and reading them.

Every single email should provide some sort of value. And it doesn’t always have to be information, either. If you can simply make your subscribers smile or laugh, that can be enough.

7: Segmenting Email Lists

The more specific an email is to the recipient’s interests, the more likely they are to open it and read it.

You can segment your list by demographics of the recipients or interests of the recipients.

For example, if you sell weight loss products to a wide range of people, you might want to segment your lists by age and gender.

You can segment the subscribers you already have by sending them a quick survey and a freebie or an offer based on the results.

If you sell to people who want to make money online, you might segment your lists by people who are interested in driving traffic, making videos, doing social media marketing and so forth.

You can segment your current subscribers by offering them specific things, like a free cheat sheet on getting more YouTube views or a new method of driving traffic. Or send them a survey and ask what topics they’re interested in. Be sure to reward them for taking the survey.

8: Contests

I haven’t done this in awhile, but I can tell you for a fact that it works.

Host a free giveaway that requires contact information to enter. The key is to give away something that only your target audience would love. For example, if you’re in the investing niche, you can give away the hottest books on investing via Amazon.

Promote your contest on social media using Twitter, Pinterest or whatever platforms work best for you.

9: Adding a CTA Button to the Top of Your Facebook Business Page

This one is so simple – do it once and you’re done. Just add a Call to Action button to your Facebook page that takes visitors to your sign-up landing page. Offer them something special for opting in.



10: Sharing Newsletter Previews via Social Media

Create posts that showcase either snippets of your email newsletter or several enticing bullet points of what subscribers are discovering.

People hate to miss out. When they see that others are getting all this great info for free and they're not, they will be desperate to join, no lead magnet required.

11: Add Gated Content to Facebook

Promote content in FB posts that requires special access via submitting their email address.

Or if you already have a great reputation on social media, put the word out that subscribers get early access to all products.

12: Add Outros to Your YouTube Videos

YouTube offers the option to video creators of adding end screens, or video outros, to the end of each video.

Encourage your viewers to click the link in the outro to go to your landing page and sign up. This works especially well if the video is entry level content, and the lead magnet is advanced content you're offering to get them on your list.

13: Ask for Feedback on Your Website

People love to feel important. When you ask them for their advice or for what else they would love to see on your website, you make them feel good. Ask them questions and collect their email address so that you can follow up with them.

14: Shorten Your Lead Capture Forms

The less information you ask for, the more likely it is that someone will sign up.

For example, if you only ask for their mail address, they are more likely to sign up than if you also ask for their name. If you ask for their mailing address and phone number, they are less likely to sign up than if you just ask for name and email address.

15: Guest Blog for Other Websites

When you guest blog on other websites, have a killer offer at the end of your post. Also find out if you can place this offer in the text near the beginning of the post as well.

16: Place Newsletter Reader Reviews on Your Sign-up Landing Pages

It's one thing when you say your newsletter is great, and it's quite another when readers are telling the world how wonderful your newsletter is. Let your happy readers speak for you.

17: Partner Up with Someone in Your Niche

This doesn't have to be a direct competitor. Find people who are in your niche but not in competition with you. Get them to send out emails promoting your newsletter and you do the same for them.

Choose just one or two of these and get started right now. If you do one per week, in a couple of months you should see a real increase in the size and even activity of your email list.



10 Page Tweaks That Massively Increase Conversions

Some of these are so commonly known, you've probably heard of them before.

But the real question is, are you doing them?

Others are less known but crazy effective.

And all of these have been tested and proven on working landing pages and elsewhere.

Ready? Let's get started...

1: Add a call to action within each section.

If your landing page is long enough to scroll, then it needs multiple calls to action. Each section should provide a button the prospect can click to immediately be taken to the sign-up form. Never make them search for the subscribe button.

2: Remove all options and navigation to go anywhere else.

If you need navigation buttons for legal reasons, place them down at the bottom in the footer. But the entire rest of the page should offer one option only, and that's to sign up.

3: Make all of your text easy to read.

I shouldn't even have to remind anyone about this, but time and again I see text on landing pages that is too small, too faint or written in a font that is just plain difficult to read.

No, light grey on a white background does NOT make your page look sophisticated. But it does make it look like you're hiding something or you simply don't want anyone to be able to read it.

4: Engage your readers.

This is highly effective and too few marketers are doing it. Instead of asking people to opt in, ask them a question. In fact, make them work for it by customizing your results to their answers.

I'll give you an example:

Let's say you're selling a weight loss program. Have them answer, "I am a..." with two buttons, one that says man and one that says woman. Then they hit the 'next' button and you ask them more questions about their goals. Finally, they get to the page that says, "Enter your info below to get your results". And the button says, "Show my result".



And you know what? People will do it because they're now committed. They've answered your questions and they want their result. Maybe they didn't want to opt into a list, but they do want to see the results. It's simply a different route to the exact same result, but it works far better than the old, "Join my list" works.

They put in their info and the next page says, "Okay, based on your answer, this is what you need to achieve your goals." And there's your product.

You don't even need any fancy programming to do this because there's a service that does it for you. It's called LeadQuizzes <https://www.leadquizzes.com/>. You can try the service for free and then it starts at \$37 per month – perhaps one of the best investments you'll ever make in your business.

5: Add a GIF to your exit pop-up.

Okay, so they didn't take the action you were looking for, but you still want to capture their information so that you can continue to market to them. Use an exit pop-up with a twist – add a GIF of the product you are giving away for free. Don't ask me why, but this can increase your conversions by 30% or more. Test it out.

6: Add calls to action inside your blog content.

Don't just place a call to action in the sidebar or at the bottom of your blog – place it right inside your blog content, too. People are reading your post, they see the link, and it's just natural for them to click it.

Test this out and I'll bet you'll find you get more clicks on those links inside your blog posts than you do from the sidebar and the bottom of the page combined.

7: Use Geo IP.

Instead of your page saying, "Hey, sign up for this freebie," you can make it say, "Here's how to do XYZ in [their location]."

Dating sites do this all the time. They'll tell you before you even sign up that "There are 5,629 singles in your hometown – what are you waiting for?"

Maybe you sell 'how to make money by trading' information. Take a tip from Timothy Sykes, who uses a landing page that says, "I'm determined to create a millionaire trader in Smithtown, Pennsylvania. My only question is, will it be you?"

Airlines do this. You go to their landing page and the "leaving from" box is already propagated with your current location. And down below, it shows the most common flights leaving from your location along with prices, too.

Using Geo IP can typically bump up your conversions from 10% to 25%. Not bad for such a simple tweak.



8: Make your landing page congruent with the page they came from.

This one is super basic but it still needs repeating – if your traffic is coming from an ad for woodworkers on how to make money with their craft, don't send them to a landing page with 101 free woodworking patterns.

Tailor that landing page to exactly what the visitor is expecting to see, right down to the same colors, fonts and verbiage found on the page or ad that sent them there.

9: Add a checkout bump.

This isn't as much about increasing conversions as it is increasing the money you earn from the conversions you already make.

If it's your own product funnel, add a checkout bump to the order page. If you're promoting affiliate products, ask the product owners to add check out bumps, too.

This won't decrease sales and it will increase profits.

A checkout bump is that option you see on some order forms to get a second product for a much-discounted price.

For example, if you're selling a course on social media marketing, your checkout bump could be a second course on email marketing at a steep discount.

Remember that is easier to upsell than it is to generate new sales.

The bestselling checkout bumps are the ones that increase the speed or ease of what they're trying to accomplish. For example, if you're selling a program on how to drive traffic, your checkout bump could be a piece of software that automates some aspect of driving traffic.

Price your checkout bumps at 50% or lower than the price of the main product. It needs to be largely discounted. Think of yourself in the checkout line in a store. While you're waiting, you'll grab something that only costs a few dollars and add it to your cart, but you won't impulse buy something that is expensive.

You'll want to explain the benefit of the checkout bump product in just a few sentences – short and sweet. If you can't do it, select another product that is easier to explain for the bump.

10: Make it difficult to buy.

This is counterintuitive and definitely needs to be tested, but it's surprising how often making it harder and not easier to buy a product works to increase conversions.

The trick is to make prospects jump through hoops and see if they 'qualify' to buy the product. These hoops can be whatever you want. Give them a reason why not just anyone can get the product you offer.

For example, let's say you're offering a nutritional supplement. But... it's not for everybody. It's super powerful and potent, and you've got to make sure only people who truly need the product can get it because supply is super limited. And that is why you ask qualifying questions about their age, their health and so forth.

And of course they will 'qualify' but they don't know that. Done correctly, the prospect is actually working to 'earn' their right to buy your product.

In essence you are turning the sales process on its head. Instead of you convincing them on why they should buy the product, they are now convincing you on why they should be allowed to buy it.

You can see why, if this is done correctly, it works almost like magic. I've seen this technique increase sales as much as 50% in several different instances. And I've also seen it backfire on one occasion and decrease sales, so as I always say, be sure to test.

And that goes for all of these techniques. Make a change, test it out. Make another change and test that out, too.

In no time at all you can increase your conversions dramatically by using any combination of these techniques.



THE BIG SECTION



Case Study:

How to Earn \$371,882 Developing and Selling Digital Products, Step by Step

This is loosely based on Neil Patel's million-dollar formula as shared online. In his formula, he outlines the bare basics of what you would need to do to earn millions of dollars, just as he has.

I'm going to fill in the gaps as I go, staying true to his formula but taking most of the guess work out of the process for you.

Keep in mind, this is nearly the exact same formula many marketers have used, both before and after Neil, to create similar successes. I'm not giving away any secrets here when I share with you how some of the top online marketers do this every day online.

But I am going to make it as simple as possible – just follow the steps, put in the work and in a few weeks or months you can start to see massive success as well.

A little background: Neil used to sell info products, and in fact that's mostly what he did for several years until he started his software businesses.

During his best year, he earned \$371,882 on an average month, with some months as high as \$600,000 and other months where he did \$200,000.

You might wonder why he stopped doing this, since he was making such good money. The answer is, he wanted to build an even bigger business. He realized that in order to continue growing, he had to create more and more info products and treat it like a real business instead of a lifestyle business.

Then again, if you hired people to do much of the work for you, you could indeed earn millions of dollars while running it as a lifestyle business. Of course, in the beginning you want to do much of the work yourself, just to see how it's done, what works, what doesn't work, and find the best way for you to scale it up massively using others to help you.

Make no mistake, this does take time and effort. It's work. But it's also one of the best ways to make serious money online.

How much you earn is totally up to you. If you're content using this method to earn an extra few thousand per month, that's terrific. If you want to put in the work and scale it up, that's great too.

Or maybe you want to follow in Neil's footsteps, using this as a steppingstone until you get your million-dollar software businesses up and running.

Let's get started:

Step #1: Find out what your audience wants.

If you don't already have a niche in mind, then choose one. Obviously, you want a niche where people are readily spending money, especially for info products.

Once you have your niche, it's time to find out what your audience is willing to pay for.

Yes, you could take a guess and you might be right. Or you could be wrong, in which case you just wasted time and money creating a product people don't want to buy.

Finding out what people want can sometimes be as easy as running a survey. Use a service such as Survey Monkey to discover what problems your audience has, what issues they want to solve, what they want to accomplish and what is causing them to lose sleep at night.

Maybe you don't have an audience to send to your survey. You could use social media to contact your audience and invite them to take your survey. Facebook Groups can work well for this.

Or might even contact people via email, text, phone and in person. Have real conversations in which you discover what issues they have.

Look at best selling products in your niche. Read the sales letters carefully, paying attention to the main theme of the letter and the pain points addressed. Read the testimonials to find out how people are using the product.

Look at courses in your niche, as well as books. See what users and customers are saying about the products.

Make lists of what you discover. Get a good idea of what you want to create, and then survey people to help you refine the product idea into something people are passionate about and are eager or even desperate to buy.

Ideally you want to create a product that solves a problem that a lot of people in your niche are having.

For example, if you're in the internet marketing niche, an all too common problem is getting qualified traffic to their website. If you can offer a solution to this problem that works, and especially if it's a solution people don't generally know about, you'll have a winner. This is the topic Neil chose.

Better still, you can offer an upgrade for people who don't want to go to the trouble of implementing your solution. Essentially, you will do the work for them or you offer them software that does the work for them, like Neil did. Either way, you'll get a lot of people who upgrade because they would rather have the fast, easy solution. That's why the ideal product not only solves a problem, but it also gives you the opportunity to offer an upgrade that many people will want.

Let's do a couple of more examples of what we might be looking for...

If you're a landscaper, you could offer a class on how to design a front yard and back yard. Some people who take your class will realize they're out of their depth and would prefer you do it for them. You and your team can provide this service virtually with no need to ever visit their home. The homeowner can then take your diagrams and list of plants to a local landscaper who can then make it a reality.

Or let's look at something basic, such as website building. You can offer a course to chiropractors or authors or yoga instructors on how to build the ideal website that converts visitors, and then you can also offer to upgrade them by doing the work for them.

The product you create doesn't necessarily need its own upgrade. But if you're trying to decide between two different product possibilities, I would recommend choosing the one that does allow for an expensive upgrade you can fulfill for even more income.

Step #2: Create a Webinar

"Oh no, you mean I have to do webinars??!"

I realize that doing a webinar can sound like a super scary thing for some people. But I can also tell you that once you've done your first couple of webinars, you'll wonder why you were ever so nervous in the first place. It really is much easier than most people think.

And the fact is, if you want to earn big money in a relatively short amount of time, then yes, you need to do webinars. Short of getting someone like Oprah to tell people to buy your product, there probably is no faster method for converting into customers who are will to pay hundreds or even thousands of dollars for your product.

In my opinion, webinars are the easiest and fastest way to sell high ticket information products.

To bring people to a webinar you need a powerful hook – something that makes your target audience sit up and say, "I want to know that!"

In Neil's case, he offered to show people how to drive 100,000 visitors to their website. Notice there's nothing fancy in that promise, but it worked because it's exactly what his target audience wanted to know.

The promise drives people to attend the webinar. Your promise needs to exactly target your ideal customer for your product. It won't do any good to drive a lot of people to your webinar if those people aren't a good fit for your product. For example, if your product teaches social marketing skills for small businesses, then you don't want to target corporate executives from Fortune 500 companies. If your product teaches dentists how to build their practices, then you don't want a webinar promise that brings in all sorts of doctors and not just dentists. Your promise must target your exact information product buying audience.

Next, you want to offer a bribe to keep your listeners on the webinar for the entire duration of the presentation. This bribe might be something as simple as a cheat sheet that shows them all the steps necessary to implement what you're teaching.

Mind you, if a cheat sheet is your bribe, then you're going to make it simple and without detail. The idea here is to teach what to do on your webinar, but not teach HOW to do it. For that, they need your information product or they need to hire you to do it for them.

This is a critical point that often gets lost. You're giving enough information to make the webinar truly informative in its own right, even if they don't purchase. But you're not giving away the bits that will enable listeners to quickly make things happen. It's a fine line that you're walking, and it might take a little practice to learn exactly how much to share and how much to hold back.

I've been on webinars that offered real bribes, like drawings for free stuff at the end. "Stick around and you could be our lucky iPhone winner" and that sort of thing. I would be careful with an offer like this. Ideally you want your listeners there primarily because they are interested in the promise you made, not because they just want to win an iPhone.

If you're wondering why you want listeners to stick around until the end of the webinar, the answer is simple: You can't sell them your info product at the end of the webinar if they're not there to hear your offer.

That's why it's important to fill your webinar with awesome information that reveals things your audience doesn't know but wants to learn. If you can reveal secrets that blow their minds, all the better.

Ideally you want them to stay riveted to your presentation. Cut out the small talk and anything that might create boredom or allow your audience to get distracted. Keep a good pace without rushing, make it interesting and exciting, teach them what they would love to know, and hold back enough to make them desperately want your product.

I know that sounds like a tall order, but with some experimenting I have no doubt you can do it.

During the webinar you give them the step-by-step strategies to get the result you promised. You'll be candid that you cannot reveal all the details in the time allowed because that would take much more time than you have. But if they're interested, you'll make the entire system available to them at the end of the call.

Or if you're selling software rather than an info product, then you can promise that if they don't want to do all the work you're outlining for them to get the solution they seek, then you have a massive shortcut that's created fast success for people just like them.

"Would you like a way to do this quicker and more automated? Here's what we can do for you..." and then you outline what your product or service does.

You give them a call to action to get your solution, and people can click the button and buy it on the spot. Offer an incentive to make the purchase right away, before you close the webinar, such as a discount or an awesome bonus. Keep in mind that if people don't buy right then and there, the odds of them ever buying go down drastically.

You can potentially make a few more sales after the webinar by doing a follow up series via email and/or SMS. In your emails, remind them of something important revealed in the webinar that will remind them of why they want your system.

Or give them brand new info you didn't cover in the webinar. Never talk about, "changing their mind," but rather talk about how you know they were still making up their mind and here's more info to help them because you know they want that benefit or result and this is the only way they are going to achieve that.

You get the idea.

Webinars are by far the easiest way to sell because people who have stuck around for the entire webinar do want a way to get the result they seek in a quicker, faster, easier or more automated fashion than trying to figure it out themselves (info product) or doing it themselves (done for you service or software).

People want the solution to their problem to come to them faster and easier and with less work, and when you can offer them this benefit of getting what they want in an easier, faster solution, then they will buy it.

Step #3: Take all of the risk away from your prospects

You not only want to have a money back guarantee...

...you not only want to TELL them about the money back guarantee...

...you want to present your guarantee in such a way that it becomes a total no-brainer to try your product because they have nothing – NOTHING – to lose and everything to gain.

“Our product does this, this and this for you. In just days you can be receiving this benefit and this benefit, without the hassle of this obstacle and that obstacle. Plus, you’ll no longer have this problem because now you’ll have this solution and this benefit and this benefit.”

“And to top it all off, to prove to you that this works, to take away any anxiety you might have and take all of the risk out of this, you have a full X number of days or weeks in which you can say, “Hey, this isn’t for me” and we will refund you in full. It’s that simple. The only way you can possibly lose is to NOT grab this offer and be one of the people who says, “If only I’d done that when I had the chance.”

You get the idea.

Now here’s how Neil kicked this up a notch higher. This method will melt away resistance and greatly increase the number of people who try your product as well as increase the number of actual sales, and it’s simply to do this:

Give them a trial offer. It might be a free trial offer, a \$1 trial offer or even a \$10 trial offer... whatever you decide. The point is to make it almost free to get started. You still collect their credit card info, and they have X number of days to decide if it’s for them.

Neil did this and his sales went through the roof.

You might test this both ways, with a trial offer and without. Here’s what typically happens with most offers:

Without a trial offer, for example, let’s say you make 50 sales.

With a trial offer, with the same number of people on the webinar, you double the conversion rate to 100 sales.

But of course, those people are just paying the trial price, most likely a dollar.

Between the time they first sign up and the time you charge full admission or the first payment, you will have some people cancel. That’s fine. Because from what I’ve seen, maybe half of those extra sales will cancel, and thus you will end up with 75 actual product sales, which is still 25 more than if you didn’t make the trial offer.

Your numbers will vary, of course, depending on your audience, your product and a host of other factors.

Another benefit to offering a \$1 trial offer is this: If you’re new to selling on webinars, you will likely be much, MUCH more comfortable asking people to pay \$1 than you will asking them to pay several hundred dollars up front.

And it’s important that you’re comfortable enough to sound completely confident in your product and your offer because that confidence will resonate with your audience and increase your sales.

Step #4: Keep Delivering

If you think it’s enough to create your product and deliver that product, then your thinking might be stuck in the year 2000. These days people expect more and it’s up to you to deliver it.

Offer ongoing training updates and group coaching calls. The idea is to help your customers implement and use what they’re learning or make the most of your software. You don’t want them to feel like you’ve abandoned them after the sale.

This will increase customer satisfaction and

And by continuing to offer them updates, group coaching and so forth, you have the perfect excuse to stay in constant contact with them and offer them a host of other products as well.

You might want to read that last paragraph again, because those 34 words create fortunes.

Rather than continuing to contact them to sell them stuff, you contact them to make sure they are getting the most out of the product they purchased. You care. You give a darn about their success. And they will take notice of this.

Which is why, when you suggest that a new product is the perfect compliment to the original, or the new service is an even better way to achieve their goal, they're going to listen and in many cases they will buy.

Step #5: Create a robust community

People love to do courses with other people, or learn skills with other people, or even build their businesses with other like-minded people.

No one really wants to go on this journey alone. They want help when needed, they want to have their questions answered, they want to feel good by helping others, and they want to make new connections and friends, too.

Working together, people can get more ideas, help each other solve problems, collaborate and feel they are a part of something bigger themselves.

People are hard wired to belong to tribes and if you can create a tribe that people want to be a part of, they will never leave, even if you continue to charge a monthly fee for it forever.

And again, creating a tribe of people in the form of a robust community will make it super easy for you to sell additional products and services.

Step #6: Scale Up Your Revenue with More Webinar Attendees

If you already have an audience, those are the first people you want to get on your webinar.

Next, if you have relationships with other movers and shakers in your niche, strike deals with them to get their audiences on your webinars.

Finally, use paid ads for a continuous stream of new webinar attendees.

Hopefully you'll use the first two methods – targeting your own audience and the audiences of others – to start making plenty of sales. Then you can use that profit to start advertising with paid ads on Facebook and YouTube.

Hook them with your free webinar, teach great stuff and make lots of sales. Neil used to spend over \$100,000 a month on paid ads because it was so incredibly effective. He found it worked even better than running SEO traffic to his webinars.

Step #7: Be Patient and Test

You might get lucky and hit it out of the ballpark right away. Or you might not. In most cases, you'll need to refine what you say to get people on the webinar, refine how you do the webinar, and especially work on how you present your offer at the end of the webinar.

If you've never sold via webinar before, then you know you are learning new skills and you're not going to master it overnight. That's okay.

I've seen new marketers who got just a very few sales, or even just one sale, and even NO sales on their first webinar, and every one of them who persevered went on to earn a minimum of six figures with their webinars. The ones who quit? Well, you can guess what they earned.

It's okay to totally muff your first couple of attempts. Do everything you can to get it right, but don't become paralyzed by trying to perfect any of it.

Have an outline to follow for your webinar and then practice it a few times. If you're nervous talking to a couple of hundred people at once, pretend you're just talking to one friend.

Or get someone to join you on the webinar and ask you questions, sort of like an interview. Sometimes all it takes is hearing a friendly voice to allow you to relax and enjoy the process.

Neil recommends using Google Analytics to create a funnel to see where people are dropping off. Maybe they're dropping off of your webinar, or your checkout page, or they're asking for a refund within the trial period.

Monitor what's happening and when it's happening to make corrections.

Do they sign up but then miss the webinar? Do a better job of building the perceived value of the webinar and reminding them of when it's taking place. If possible, use SMS texting to remind people the webinar is starting soon.

Forest Fires

Do they leave the webinar early? Provide more value on the webinar and try offering a different incentive for staying online for the duration.

Do they stay for the entire webinar but don't buy? Find out why by asking them.

Bearing in mind the forest fires that have been raging in Australia, this may seem a little too close to home what with the widespread devastation to vegetation and the massive loss of animal life. In some ways it looked as if there were no way to stop it. But surprisingly in all that devastation people have come together to not just help each other but also to help all those animals. One can look at the situation and see it as hopeless, but instead we have individuals standing up and doing what they can, it may seem like their actions are small and inconsequential when compared to the carnage caused by those fires. But each small action ripples out like pebbles thrown into a pond, and each of those actions has the capability to generate more actions and spur others to take up the mantle.

Realize this isn't something that's likely to make you a ton of money in a few days, but if you invest 3 months or more to testing and tweaking, you can begin to see amazing results.

I want to leave you with this mind-blowing thought:

What, if today you start researching what you want to create as your next product. Let's say it's a course. You spend a week researching what people are dying to know, and then you spend another week recording a

series of 10 or 20 lessons that teach people to get a result they truly want to have.

Next you work on creating your funnel, including your webinar. And maybe 4 to 6 weeks from right now, you have your first webinar. In fact, that first week you do three webinars, and you make some sales.

You also find out what needs fixing, and you fix it, and you do more webinars.

And in 2 to 3 months from now, you're making some decent money. Nothing spectacular, but enough to know this is really working.

And you perfect your webinar and your funnel and in six months you know that if 1000 people sign up for your webinar, 300 of them will show up and 250 of them will stay for the entire webinar.

And of the 250, looking at your numbers you know that 30 of them will purchase your course.

And your course costs \$500.

Which means one webinar with 1000 sign ups equates to \$15,000.

And maybe you spent 10%, 20% or even 30% of that on advertising.

And you can get enough interest through advertising to do 2 webinars a week.

Are you getting the picture?

Or maybe this scenario is too rosy, and you only do half as good in six months. Would you be terribly disappointed to be earning just a few thousand dollars a week by holding one or two hour webinars?

One Last Note:

We only talked here about promoting your own product, but there's no reason why you couldn't team up with a product owner who needs your help. The idea of you can conduct the webinar together, or you can do it alone. A 50/50 or 60/40 split of profits will look like:

Or you can create a product that you're going to become an 'overnight success' and then sell 100's or 1000's of products on a certain platform. You can also create a product that you can sell on what you do and how it's done. You can also create a product that you can sell on what you've learned.

Sometimes as entrepreneurs, we might invest in strategies that seem big and exciting at the start, but once we realise that all business ventures take time, and take tiny little drops of constant work, we want to leave it and run – pick up the next thing.

What happens is we see the giant fire, far too big for us to control or manage and we don't attempt to really take the time and make it work for us. Then what happens is we waste lots of time trying and dumping projects, moving onto the next thing, being dazzled by the next online hot niche.

You can only do the best with what you have, you will only get out of that one thing what you put in. But it takes tiny amounts of input each day. Most of us put in groundwork to be here and will continue to do so in the future to sustain that. That is not to say that it will be hard graft forever, but don't delude yourself into thinking you will be successful without a little bit of doing what you can do with the resources you have, on a constant basis.

Slow and steady wins the race. Just do the best with what you have.

See you next month!



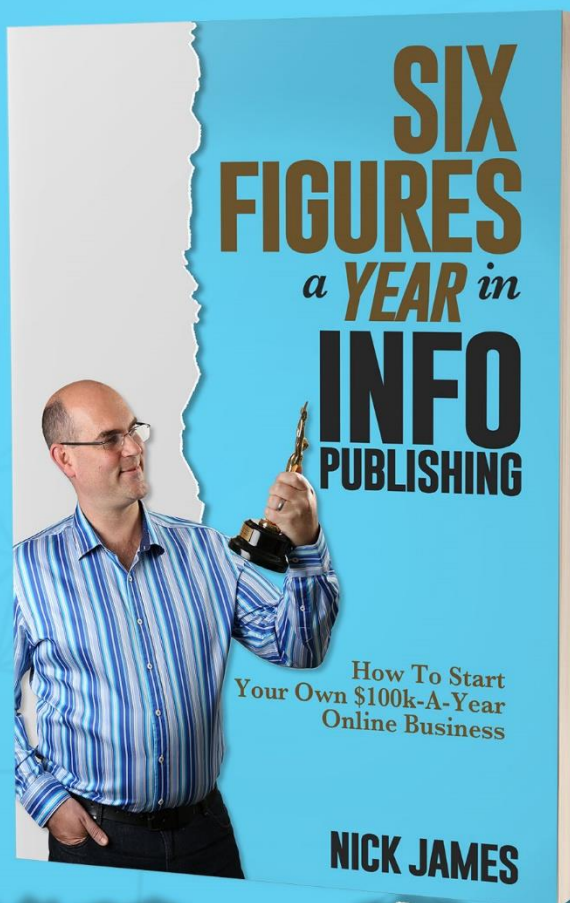
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