

# HOME BUSINESS NEWSLETTER

*Issue 127*

8

**Case Study:**  
Earning Six Figures  
by Capturing  
Birthdays

17

**Case Study:**  
\$50,000 Per Year  
with Newsletters

23

**Case Study:**  
Make Money No  
Matter WHAT The  
Market Does

26

**Growth Hacking:**  
More Traffic, More  
Customers through  
Integrations

13

**Exclusive Interview**  
**Andrew Fox**

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

©2021 Stone Evans • Home-Business.com

All Rights Reserved Worldwide.

All images ©Pixabay.com & Unsplash.com  
All rights reserved worldwide. Extraction of images from this publication  
and/or any other use of them is strictly prohibited.

# Checks and Balances



There is a principle within government known as checks and balances, under which disparate branches are empowered to prevent actions by other branches and share power. Checks and balances are applied primarily in constitutional based governments. Fundamentally they are of great import in tripartite governments, such as that of the United States, which separates powers amongst legislative, executive, and judicial branches.

Sounds heavy but John Adams famously said: “It is by balancing each of these powers against the other two, that the efforts in human nature towards tyranny can alone be checked and restrained, and any degree of freedom preserved within the constitution.”

Within business checks and balances are various processes set in place to reduce mistakes, prevent improper behaviour, and decrease the risk of centralisation of power. Checks and balances usually ensure that no one person or department has absolute control over decisions. It also helps clearly define the assigned duties and create cooperation in completing tasks.

These processes are important in our businesses too, where one individual can make decisions that affect operations. By separating duties of employees into clearly defined roles, we are better able to ensure that individual employees cannot harm a business without the intervention of other employees. Having these types of internal controls in a business can help improve operational efficiency.

This is in essence the same principal as “Plan twice, execute once” in project management, the idea being that by checking and double checking you are minimising the possibility of any one element being the cause of a failure of a project or business. Take a look at your business as it stands today, what are your potential points of failure? What are your weaknesses, and do you have contingencies in place to mitigate them? Within ourselves as well, I remember one of the favourite questions of interviewers back in the day used to be “What is your greatest weakness?” I used to loath that question, because it always struck me as there is no good answer.

I always preferred to think of it in terms of “I don’t really have a great weakness, instead I have (these) and here are the plans in place for myself to mitigate (a) the likelihood of that weakness occurring, and (b) how to handle the situation if it were to occur. Maybe it’s the consultant in me, but I always thought it wasn’t always about having the right answers right away but knowing where to go to find the answers. The same is true with checks and balances, you appoint the work and responsibilities to the resource(s) best suited to make them for the best potential outcome for your business.

A photograph of a middle-aged man with glasses and a goatee, wearing a light-colored button-down shirt, sitting and reading a newspaper. The image has a warm, orange-toned filter.

# *Resources and news*

## **Instagram Reels Ads: How to Get Started**

Reels ads are the latest ad format on Instagram. They join a long list of other ad placements, from traditional feed posts to Stories, IGTV, Messenger, and the Explore tab. And Instagram is pushing them hard. Here's how to make this ad format work for you:

<https://www.socialmediaexaminer.com/instagram-reels-ads-how-to-get-started/>



## The 2 Types of Fear That Stop Most Entrepreneurs...

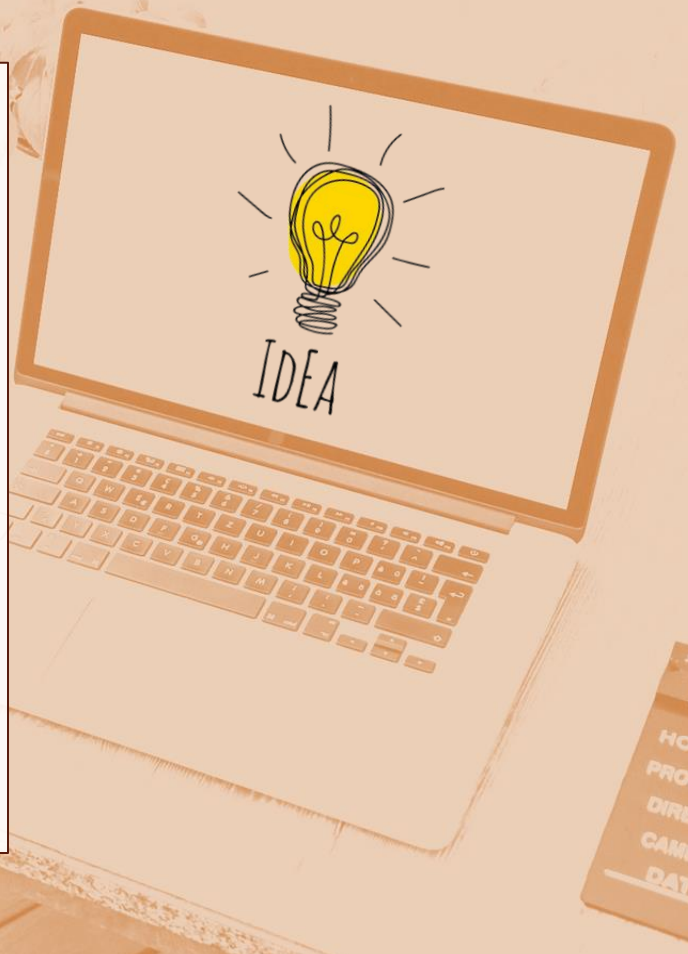
...And How You Can Use Them to Fuel Your Success

It's natural to be afraid. In fact, it can even be a good thing.

Too often, we talk about fear as if it were only for people destined to fail. Cowards who never had the courage to succeed. But, if we're honest, we can admit that we all feel some fear. In particular, we have all feared that we are not good enough and that we are not loved.

In this video, Entrepreneur Network partner Raul Villacis explains how you can not only embrace those fears but tap into them and turn them into fuel.

<https://www.entrepreneur.com/video/299539>



## Why P2P Marketing Is a Good Alternative to Influencer Marketing

When done right, influencer marketing is a fantastic opportunity to expand your brand's reach and increase sales.

But depending on your budget, influencer marketing could be limiting. Plus, influencer marketing inhibits your brand from reaching those consumers who still trust their peers above all else.

Enter: P2P marketing.

<https://blog.hubspot.com/marketing/p2p-marketing>

## What I Learned After Posting on 10 Platforms Every Day for 30 Days

An inside look into the challenges, discoveries and unexpected results that come from focusing on building an audience on social media and posting every day on every platform possible.

<https://www.entrepreneur.com/article/389001>



## The #1 Instagram Marketing Mistake

Most marketers on Instagram think that if they comment and engage with people on Instagram who have millions of followers, they'll get customers.

But that's like dropping a pebble in the ocean and expecting a tidal wave.

Instead, follow people in your industry who have less than 10,000 followers. Guaranteed there are all kinds of movers and shakers in your niche who do NOT focus on getting Instagram followers, which is why they only have a few hundred or a few thousand followers.

And when you give these folks a thoughtful comment on something they said, they will take notice. You're now dropping a boulder into a pond (to continue our analogy) and there will be serious ripples.

Just an aside, when you direct message (DM) someone on Instagram with a large base of followers, there is an excellent chance your message isn't even being delivered. That's because Instagram decides which messages get through and which don't. And if the recipient is getting a lot of DM's, Instagram will withhold some of those messages. The recipient can do a search for DMs from a specific follower and then the message will show up, but otherwise it never, ever gets through to the recipient.

Again, when you're looking for new customers and clients on Instagram, focus on the movers and shakers with fewer than 10,000 followers and you'll get results.



## The Statistic That Terrifies Marketers

You've probably heard this before...

And ignored it before. Why? Because you didn't know what to DO about it.

"8 out of 10 people will read your headline, but only 2 out of 10 people will read the rest of your landing page."

Ouch.

If you've got a lousy headline, then you're going to have lousy conversions. And the only way to fix this – the ONLY way – is to work on that headline and test it against other headlines to see what works better. This gives you your control, and from there you continue to test your control against other headlines until something beats your control and becomes your new control and...

...you're exhausted already, aren't you?

I understand.

Headlines are HARD because of the immense pressure we put on ourselves to GET. IT. RIGHT.

With that in mind, here are a few headline rules to help you get a strong headline out of the gate. Using these doesn't mean you don't have to test; it just means you can start with a fairly strong headline and work from there.

1: Numbers increase click through rates.

- 3 Stupid Mistakes that...
- 1 Rule You Absolutely Must...
- \$450,954 Per Year without...

2: Odd numbers usually work better than even numbers, with the exception of the number "10".

3: Negative words work better than positive words.

'If it bleeds, then it leads' doesn't just apply to the news. Warning someone they're about to lose all their money will typically result in more click-throughs than promising to show them how to make more money.

4: Make your content flow. The subheadline should flow naturally from the headline, the first sentence should flow naturally from the subheadline and all the way down the page. If the headline doesn't match the content, you'll confuse and lose the reader.

5: If possible, make your headline 5 to 7 words. Use the subheadline to elaborate on the headline.

6: Avoid words with multiple meanings. No one wants to decipher what you're saying.

7: Include power words and heart-stopping adjectives. You can search for a list of power words online and find multiple sources to choose from. Sites like <https://inspirassion.com/en/> can help, too.

Here's a few adjectives to get you started: Essential, weird, incredible, strange, surprising, effortless, unique and so forth – you get the idea.

Bonus: Keep your headlines under 65 characters for the purpose of getting organic search traffic.

Double Bonus: Read "Can't Write Headlines?" in this issue for the one word that's creating dynamite headlines for online marketers right now.



## How to Add YouTube Videos to Your Website: A Step-by-Step Guide

Video adds value to your website, and the right videos can help drive increased traffic and conversion. As noted by Forbes, users retain 95% of the message when they watch videos compared to just 10 percent by text, making video a great starting point to streamline connection with prospective customers.

<https://blog.hubspot.com/blog/tabid/6307/bid/13057/how-to-add-youtube-videos-to-your-site-or-blog.aspx>



## 26 Predictions for Social Media Marketing in 2022

What can you expect to see from Facebook, Twitter and the rest in 2022? With the pandemic disruptions easing, it seems a little easier to predict the next stages, with more stable pathways appearing.

<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>



## How to do Influencer Marketing to Grow Your Business (Complete Guide)

In this video, you'll learn how to do influencer marketing by finding, vetting, and partnering with the right influencers to grow your business.

<https://www.youtube.com/watch?v=zEgOI1rNlyc>

## Case Study: Earning Six Figures by Capturing Birthdays



This one is familiar and yet entirely different. Which is to say, I've seen people doing something similar, but never from this angle before.

And I think it's absolutely genius.

We're gonna call our guy Mark and I'm allowed to tell you that Mark operates in the US, but this could work most anywhere.

Mark works with businesses to set up SMS messaging with customers. He targets mainly restaurants, bars and movie theaters, although he also has a few amusement parks and others.

The idea is to find businesses where a group of people might go to celebrate a birthday.

He sets up SMS messaging for the business and then trains the staff to capture customers' phone numbers and birthdays so the business can send out a free birthday gift redeemable on that person's birthday.

For example, a restaurant might offer a free meal to the birthday person on their birthday. But who eats alone on their birthday? The birthday person ends up bringing at least one friend and often several friends, all of whom eat and drink, too.

Plus, the birthday person might have drinks, starters or dessert, too, so that adds up as well.

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.





Now here's the beauty of this plan: People can be reluctant to receive SMS messages from a business. But if you're offering a FREE MEAL, much of the resistance is overcome. People want the free meal, and they won't mind so much if they also get some other offers the rest of the year, too.

And when that birthday person is in the restaurant celebrating with their friends, what does the server do? She offers to give everyone else at the table a free meal on THEIR birthdays, too!

Now that one person who came in to celebrate their birthday not only brought in a lot of other business from their friends, but their friends are signed up for SMS and will be bringing their friends in on their birthday, too.

It's a sneaky way to build an SMS list FAST while simultaneously increasing profits.

Just 2 birthdays a week in which they bring 4 other friends can easily result in an extra \$200 plus per week to the business. 10 birthdays could bring in an extra \$1,000 a week.

Then there's all the goodwill that is built up by giving away birthday dinners or movie tickets and so forth. It's hard to put a price on customer loyalty but it definitely means more positive reviews online, more customer visits and so forth.

And remember, the business can now SMS the customers throughout the rest of the year as well with special offers.

Mark charges a fee up front to set up the business with SMS and train the staff to capture emails. As you can imagine, this takes him very little time.

Then he handles the SMS messaging for the businesses so they don't have to deal with it. Usually, he'll create an SMS calendar with the business so that everything is set up in advance. For example, the first Tuesday of the month is a buy one, get one half off coupon. The second Friday is a TGIF special deal. St. Patrick's day is a coupon for half off of green beer, and so forth.

The businesses love that all they have to do is capture phone numbers and Mark handles everything else. Mark loves that he gets money up front and a steady stream of monthly income from each business. And he offloads all of his work on an assistant which enables him to focus on getting new businesses.

And that is all that Mark would tell me. I pressed him for more details, financial numbers and so forth, but he didn't want to share anything more. Perhaps I should have paid for more drinks to loosen his tongue, but here's the deal:

You already have everything you need to get started. Choose an SMS service, create a little website and start talking to restaurant owners. This is such a drop-dead simple method of helping businesses that I think getting your first client is going to be fairly easy. You can explain the benefits in about one minute.

And once you have a couple of clients, showing new prospects how much revenue this birthday SMS system is bringing to your current clients is going to make this service super easy to sell.



# Case Study:

## \$100,000 in One Week

If you need a lump sum cash injection, this might be the way to do it. You will need a few assets in place to make this work, but most online and even many offline marketers already have what it takes to do this.

You can only use this method once in awhile, but here's the thing: You can make significant money teaching other marketers and business people to do this, too.

Imagine you're talking to Joe the restaurant owner, and Joe mentions he needs a big lump sum of cash fast. You can set this entire thing up for him, and in about a week he can have the money in hand. Charge a 5 to 10% commission and you've just made \$5000 to \$10,000. Not bad.

I learned this technique from Vinnie. He just found the perfect house that he wanted to buy, but he needed a major cash injection for the down payment. Time was of the essence: Get the money or lose the house. Out of his desperation this plan was born, and it's so drop dead simple it seems almost too easy.

Vinnie is an online marketer and he has a list of loyal customers, followers and subscribers.

Vinnie put together an exclusive VIP club with a one year membership limited to exactly 100 people. In this membership he placed access to every single one of his products, along with the promise that every product he created in the next year would also be given to his VIP members as part of the membership.

Then he added even more perks, like a personal monthly consultation by email. His VIP members could ask him anything privately by email once per month. (He knows that statistically speaking 80-90% of these monthly vouchers would never be redeemed.) He also set up Q and A's twice per month where people could join the call and ask anything. He added a private room where the VIP members could meet each other, help each other, network and so forth. And he added a couple of other special bonuses, too.

In short, he made the VIP HIGHLY desirable. It was worth probably 10 or 20 times the admittance fee of \$1000.

And he did a GREAT job of selling it. He set up a webpage detailing everything members would get. He made a quick 5 minute video walking them through the membership. And he was completely clear that the membership was limited to exactly 100 people and no more. In fact he posted everyone's first name and their city inside the members area to prove there were only 100 memberships sold, which I thought was kind of clever because who believes these things are limited without some sort of solid proof, right?

Then he put the word out to his lists and on social media...

And he sold out in less than 5 hours.



Start to finish the entire thing took him 3 days.

Of course, he has some work to do over the coming year to fulfill his promises to his members.

But he also had the \$100,000 he wanted for the down payment.

Well, actually he told me he just needed another \$40,000 for the down payment, so he ended up \$60,000 ahead, but that's not really important.

What is important is that most anyone can do this.

Something to keep in mind is that the better your reputation, the easier it will be to sell the memberships and the more you can probably charge.

Imagine doing this for a restaurant owner. He needs a big influx of cash to make a balloon payment on his mortgage, so you help him put together a VIP club for customers.

This VIP members get free meals on their birthdays, anniversaries and holidays. Every couple of months they get private dinners with specialty dishes not available to the public (great way to test which foods should be added to the menu.) They get all kinds of VIP perks that add up to say, \$2,000, and they only pay \$1,000.

And better still for the restaurant owner, when a VIP member comes in for their free perks, they bring other people with them who are paying, so it results in more dinners, more drinks and desserts, and more profits.

But what if you don't have a list? Or what if you're approaching a businessperson with this idea who doesn't have a list of customers? Odds are you can still make it work.

The first option is to hit the social media accounts to get the word out. If you (or the business owner) have a large following, then this can work.

The next option is to use affiliates. Yes, they will take their cut, but \$50,000 in a week is still a nice payday.

If you're working with a local business, then local publicity can work wonders. Have the business team up with a local charity and you should be able to get featured in the paper, on the local news and on any local social media accounts such as Facebook and Nextdoor.

Get creative. The more interesting or valuable the VIP package is perceived to be, the easier it will be to make the sales.

You might even offer a discount to the first people who join the membership by letting them refer their friends. For example, they pay \$1000 for their own membership but they get \$250 back for each friend they refer. Bring in 4 friends and their membership is free. Bring in 8 friends and they've made \$1000 plus received a free membership.

Of course the \$1,000 figure is arbitrary. You might be charging \$200, \$500, \$799, \$3,000 or whatever number works for you, your niche, your customers and is commiserate with the value of the membership.

And whether or not you cap memberships is up to you as well. It could be that you sell these VIP memberships on an ongoing basis, or you open up the VIP membership periodically, as you choose.

Then there are the renewals which we haven't even touched on yet. Maybe in a year you decide to keep the membership going, so you let existing members stay for half price, and allow a whole new batch of new members to come in at full price. The options are endless.

Just imagine that you use this technique yourself and you raise \$50,000 or \$100,000 in less than a week. Then you approach others in your niche, in your community or anyplace you choose and offer to help them set up something similar for a commission.

And maybe you do this once a week for the next year. That's going to be some pretty awesome money for something that won't take you all that much time to do.



## Double The Impact of Testimonials With THIS

Testimonials, testimonial headlines and even regular headlines are twice as likely to be read by your prospect if you do this one little thing...

...add quotes.

Look at the difference:

For Years I Struggled with Arthritis, But No More!

Vs

“For Years I Struggled with Arthritis, But No More!”

Quotation marks give your copy instant credibility.

And because the second example stands out, it's twice as likely to be read. You can even use this trick on headlines to get skimmers to STOP and pay attention.

Here's another little testimonial trick:

Find out what your customer wants, and then use a quote to show them they'll get it.

For example, if super-fast delivery is important to your prospect, then find a quote about this very thing and place it next to the order form.

“I received my Miracle Arthritis product in just 2 days!”

Not only are you showing the customer they get fast delivery, but you're doing it in a way that breaks down resistance. You're not saying that delivery is fast – one of their fellow customers is saying that.

The testimonial goes a long way towards proving the claim of fast delivery is real, and you never even had to make the claim yourself.

# Andrew Fox

## interview



### Editor:

Today, I'm chatting with a British entrepreneur and internet marketer, who's achieved real online success. So let's dive straight in and find out more about that and meet the man himself. Andrew Fox. Welcome.

### Andrew Fox:

Hey, it's good to be here. Thanks for having me on the show.

### Editor:

No problem at all. Now you've been around the internet for quite a while now. Can I ask how did your journey start?

### Andrew Fox:

Yeah, I'm a bit of a dinosaur. I've been here for too long. I should just be retired fully on a boat. Never to be seen again. Yes. So I guess, would you believe, I started when the internet first came on, it was probably around 1990-ish I was working washing cars for like three pounds an hour. It's probably about \$5 an hour for my American friends.

And what was funny is I used to tell the people who I'm washing the cars, I'm going to have a Ferrari one day. Would you say I'm going to have a Ferrari in like three or four years time? And you'll see. Probably a few of them thought, well, this guy is absolutely bunkers. He's absolutely crazy. There's always that one or two who said, young man, I think you're going to do it. So as I washed their cars for, \$5 an hour, I just had this beach house picture on my wall, back home in my bedroom, living with my parents. I had the British in the wall. I had all that kind of stuff. The yachts, everything like that. And lo and behold, five years later, I was, didn't have one Ferrari. I had a couple of Ferrari's and a beautiful house in the beach and bought myself a lovely yacht. So yeah, things can come true if you really put your mind to it or very pigheaded and just go for it.

### Editor:

Fantastic, I mean, not one Ferrari, but two that shows real achievement here. You've been behind various online success stories. Maybe you could maybe just tell us a little bit about the ones that stand out in your mind.



### Andrew Fox:

Yeah, I mean, there's a few interesting ones. I'm sure. So many people on the [inaudible 00:02:03] might know, know a guy called Russell Brunson. Obviously the co-founder of ClickFunnels. Russell flew over to my house here in Ireland for an event. And he told me, he goes, "Hey, Foxy, do you mind if I bring over a guy who's doing a bit of search engine optimization for me, his name's Paul, he's a pretty switched on guy. Would it be okay if I brought him to the event?" And I said, yeah, sure, no problem. So anyway, Russell flies over, Matt Bacak flies over some guys on ClickBank doing some pretty extraordinary numbers. And we hosted like an event at, my house. And then we went to the yacht in Belfast and had a DJ and everything on board and drinks and waitresses and everything.

It was pretty cool. Forwarding. Russell went to the cinema, I think from memory, he was telling me at the time I want to build something big. I remember that. And then, ClickFunnels was born. That was pretty awesome. But anyway, the story back to Paul. So Russell gave me this affective introduction to Paul, Paul and I we just headed off. He was a good guy and we just became a [inaudible 00:03:13], became friends slash business colleagues, even though we hadn't really done a lot of business together perse, and there's just that relationship. But anyway, fast forward a few years, this is what happened. So Paul hits me up and he says, Hey, Foxy, I've got an idea. I've got this doodle animation sketch software. And I think it's going to sell pretty well. I promoted it to my email list.

It's sold really well. Would you mind promoting to yours? So I promoted it to mine. And let's say I make, I don't know, \$10,000 in 24 hours from a promotion. And that would be, pretty much say standard. Okay. Well, I ended up doing like \$30,000 from this promotion. I was like, holy crap. This thing has legs. This thing will cook if you pour the gasoline on it. So Paul said to me, look, could you get other affiliates on board? I could give you a percentage or whatever you want. So I basically said him. I said, well, Paul, it honestly, it's not the best use of leverage. I'd recommend you do a launch where you basically, gather your affiliates together and you put together a price pull, you put an upsell and basically took them through the procedure of doing a launch, because that's primarily what I was known for my expertise.





**Editor:**

Wow.

**Andrew Fox:**

So honestly I get, offered those kind of deals fairly often people will give me a pretty generous percentage, to come on board and launch the product. And I generally say no most of the time, because I'm just busy with my other projects, my life, but on this one, I felt it was good and I had a good relationship with Paul. So we launched the product. And we end up doing \$113,000 in sells in about 12 minutes from memory.

**Editor:**

Nice.

**Andrew Fox:**

I think the first day we did about a couple hundred grand, 250 or something like that. And in the first seven days, I think we did about 650,000 maybe from memory. And over the years we, we launched different editions of it and it kept selling every day. It still sells all these years on we've sold millions and millions and millions of that product. So, that's an interesting story, meeting Paul via Russell, having that connection. And then, two to three years later working on our project together that, that did millions.

**Editor:**

Yeah. And how did you meet Russell in the first place? What's the background there?

**Andrew Fox:**

Well, Russell probably came into marketing a little after me and we were friends, we were just good friends online and he used to promote some of my products. I promote some of his, I was an affiliate for his, he was an affiliate from mine, we made up at some events and stuff and he was just I guess, an old time friend just from back in the day as such.

**Editor:**

Great. It just goes to show the power of networking as well. I guess when those types of things just, just come out of nowhere and what's the software called Andrew? What should we be looking out for online?

**Andrew Fox:**

That was called Easy Sketch Pro. So it's a doodle animation software.

**Editor:**

I'm sure many people listening or reading. I probably got that in there in their collection by the sounds of things. Now, obviously online tools are really useful for any buddy entrepreneur for anybody who's just starting out today, Andrew, are there any tools that you would recommend, which are the ones that they should be looking out for?

...



**Note from the editor:**

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



## Case Study: \$50,000 Per Year with Newsletters

First of all, I've got to tell you that the \$50,000 a year number is crazy super conservative. This gal Judy is earning more than that, but I wanted to make it realistic looking for even the newest marketer.

Okay, how does Judy (not her real name) pull in well over \$50,000 a year with a monthly newsletter while spending only about 10 hours on it per month?

She promotes the newsletter to every single person who joins her list the moment they join. This means when she's giving away a lead magnet to get someone on her list, or they buy a product from her, or they buy one of her products through an affiliate, they are immediately hit with the newsletter offer.

Judy is adamant about promoting this newsletter as her flagship product for four reasons.

First, when someone subscribes to the newsletter they are three times as likely to open and read her other, non-newsletter emails. Judy thinks this is because of name recognition and the trust she builds through the newsletter.

Second, they are more likely to buy other products from her, both her products and affiliate products, because they trust her.

Third, most of her coaching clients come to her from the newsletter. These coaching clients pay her \$1,000 a month for 2 one-hour sessions. In case you're doing the math, that's \$500 an hour.

Fourth, Judy noticed it's about 4 times easier to get her newsletter subscribers to sign up for SMS messages, and we know how profitable those can be, right? That means direct offers to a cell phone, snap buying decisions and instant money.

Okay, now you know why she works so hard to promote her newsletter, which by the way she only charges \$20 a month for.

Yes, the recurring revenue from the newsletter is good, but the newsletter is also enabling her to have all of these other income streams as well.

Now then, having a newsletter forces Judy to create content every single month. She says that before the newsletter, she would put off creating content. Now she dives in each month and creates an awesome newsletter for her many subscribers.





She then uses the newsletter to promote new products AND to discover what products she should create.

Promoting products inside the newsletter is easy. She'll teach step by step how to do something, and along the way she recommends tools or even a done-for-you solution.

And she asks her readers for feedback on her newsletter. She's watching to see which articles get a lot of traction. With a little more investigation, she can use this feedback to determine if a popular article means she should create a product around that topic.

She also writes articles as test balloons to see what kind of feedback she gets before she creates a product. She says this has saved her perhaps a dozen times in the last few years from making products that almost certainly would have flopped.

Finally, repurposes her newsletter content into new products. Sometimes it's as easy as bundling some old issues together and selling those to non-subscribers along with a trial subscription of her newsletter. Other times she's created books from her newsletters and guest blog posts, too.

She partners with other marketers to offer their best products at drastic discounts to her newsletter subscribers ONLY. And 4 times a year she allows a marketer to guest post in her newsletter with a big spread in the middle of the magazine, calling it a bonus section. Of course, she charges these marketers for the privilege of writing this bonus section, and they are allowed to market a product of their own in this section.

As you can see, Judy's newsletter is the very heart of her business. It helps her to sell far more of her other products, to sell more affiliate products, to decide which products to create next and it creates a monthly residual income she can count on no matter what else happens that month.



# Do Your Landing Page Images Stink?

If the images you've got on your landing pages aren't increasing your conversions, then it's time to fix them.

Everything on your landing page should help to improve your conversion rate or it simply does not belong there.

And yet time and time again I see those lame 1990's stock images that tell me the marketer who put that page together doesn't know what she's doing.

Or worse yet, there's no image at all. Of course, if you've tested using a powerful image against no image and somehow not having an image converted better, then that's great.

It's also the exception to the rule because having a great image on your landing page that does most or all of the following will increase your conversion rate.

## **1: Showcases your product.**

When you see a TV ad for a hamburger, what do they show? A zoomed in super closeup of a steaming hot burger. If you're a vegetarian, you're disgusted. But if you're their target audience, then you're salivating for that burger even though seconds ago you didn't even know you were hungry.

Cut to the chase and show your product at its very best. Make your visitor WANT THAT PRODUCT through the power of your image.

## **2: Evokes emotion.**

This is where you show your customer how your product or service will make them feel once they have it. Maybe they're hugging your product and grinning. Or they've used your product and now they're radiating confidence and happiness.

Or you can even demonstrate how badly they feel NOW because of their big problem, adding a second image illustrating how great they feel after using your product.

Maybe you help entrepreneurs to solidify their business plan. The before image could be a cartoon of them looking completely baffled by the nearly infinite number of choices and paths they can take. The second image is one of that same entrepreneur looking entirely in control, happy and successful as they take the ONE path that will directly lead them to massive success with no obstacles on sight.

## **3: Isn't one of the same old stock images.**

It is soooo tempting to find a stock image of a sexy woman looking over-the-moon happy, adding that to your page and calling it good.

And I admit, that might – MIGHT – be the exact image that works best for your page. But 9 times out of 10, a stock image LOOKS like a stock image. People might not realize exactly why the image doesn't resonate with them; they just know it doesn't feel right.



Which is why no matter what image you choose, you've got to test.

Hunt long and hard for THE exact image that works best for you. Better yet, create your own. Hire a professional photographer, illustrator, graphic artist or cartoonist to make an image that is as perfect as possible at grabbing attention and making the conversion.

**4: Doesn't forget to consider the page copy AND the call to action.**

Your image doesn't stand alone. It needs to work in harmony with everything else on your page, or it simply won't work at all.

Consider also how your image is being used. Is it the background to the entire page? Is it the border to the page? Or is off to the left of the sign-up form? Location matters. If it's the background or border, then it needs to support the copy without taking too much attention away from it. But if it stands apart from the copy, it can be more creative, more detailed and more attention getting.

**5: Might be a cartoon.**

I mentioned this earlier but it deserves a point of its own. People can't help but pay attention to cartoons. If there is at least one cartoon person in your cartoon, it's even better. And cartoons can be made to illustrate just about any point you want to make.

The key is to keep the cartoon simple. Don't use any unnecessary elements in the cartoon that don't help with the messaging. Anyone should be able to understand the meaning of the cartoon in seconds.

**6: Thinks twice before getting fancy.**

Things like image carousels, auto-played videos, animations and so forth can be extremely off-putting if the viewer isn't ready for them. If you do include elements like these, give the prospect a super easy-to-find pause button.

**7: Considers your color scheme.**

Does the image fit with your overall color scheme? This seems like such a trivial thing, but if you have a particular style associated with your brand, such as colors and fonts, then your image needs to seamlessly blend in with this scheme rather than clash with it.

Don't know where to start? You might try <https://icons8.com/>. They've got a myriad of design tools to help you create the perfect unique images for all of your marketing.





# The #1 Reason JVZoo Products Fail

Some marketers get lucky and hit a home run with their first product, then wonder why their second, third and fourth products don't sell.

Or they never do create a successful product, despite following the advice that they should, "create products that solve problems."

They found a problem. They solved it. But the solution they found isn't selling.

Log into JVZoo or Warrior and look at all the products that have sold 10 copies or less.

Assuming these products were promoted and shown to potential buyers, what do they all have in common?

They don't solve a problem that buyers need solving.

It's one thing to pick out a problem yourself and find a way to solve it. Yeah! You solved a problem that YOU thought needed solving.

That's what you wanted. But is it what others want, too? If buyers don't have this problem, or don't see a need to solve it, then they won't buy.

You've got to sell solutions to problems that customers are willing to pay to solve.

Too many marketers only pay attention to the first half of the above statement and forget the second half.



# The Smarties Guide To Content

In January of 1949, Edward Dee brought his family from England to New Jersey, USA. He rented a facility, installed two machines and began making a candy wafer roll called Smarties®.

If you've ever had one of these, you know each roll contains 15 disc-shaped candies of assorted colors and flavors. Pop one in your mouth and you will get a pleasant, mild taste of... something.

It's not always easy to figure out what the flavors are, and that's because whatever the flavor is, there isn't enough of it to truly make an impression.

And so what do you do when you're eating these little candies?

If you're like most people, you pop a few more in your mouth and you chew.

Thus, a candy roll that could have taken all day to consume - had it been more flavorful - is usually eaten in mere minutes.

It's like the initial taste is just a tease, and if you want to really experience the flavor, you have to make a bigger commitment to the product.

How does this apply to your marketing?

I'm glad you asked. □

If you sell memberships, give out lots of little samples of what's inside the membership and then require them to join to get the full effect.

If you sell ebooks, give them the table of contents and maybe the first chapter for free. Or give them a few tasty excerpts that end in cliffhangers (snicker snicker).

If you sell a service, give them the first consultation for free, and be sure to give them plenty of reasons to come back for more.

If you sell products that are consumed, don't give the full benefit in just a small amount when you can do it in a larger amount.

Examples: Herbals supplements – make the capsules half as strong and the dosage two capsules instead of one.

Face cream – Rather than just a drop, dilute the product so they need to use more to get the same effect.

The idea is to make them pleased with a little but wanting more. MORE. Ask yourself how you can get your customer to want MORE of whatever it is you're selling.

Sometimes it's as easy as dialing down the flavor or withholding just enough to keep them coming back for more.







## Case Study: Make Money No Matter WHAT The Market Does

This one is clever and a bit diabolical and frankly maybe I shouldn't love it, but I do.

The gal who does this is specializing in the stock market, but this will work in any financial market. Think Bitcoin and all the other cryptocurrencies, every stock market, commodities market, gold and silver, rare coins... anything that people invest to make money.

Here's what Jill did...

She bought several books on the stock market. These were current books that were published within the last couple of years.

She made lots of notes for herself and then she visited investing websites and made more notes.

Essentially, she was looking at two things: Why the experts said that NOW is the right time to invest in stocks, and why other experts said that now is the time to get OUT of stocks.

Then she made two products. Essentially each one is a 100 page report of her own, written in her own words but quoting the experts for credibility. Both reports are compelling and make some great points. One of course is something like, "Why you MUST get out of stocks RIGHT NOW before the great crash of 2022 and here's what to invest in instead" and the other one is something like, "Why now is the best time in history to put everything you own into stocks and retire in 5 years as a super wealthy person" or something like that. You get the idea.

Next, she created two personas for herself, along with two squeeze pages, one for each point of view. She created two corresponding reports that essentially sell the new subscriber on purchasing one of the 100 page reports. She gave away the short report on how the market was about to crash, and in that report she sold the 100 page report.

She then bought traffic and sent it to each squeeze page. People opted in to get the free report and were immediately offered the upsell of the 100 page report for a small fee. If they didn't immediately buy the 100 page report, then they received a series of emails reminding them to purchase it.





As you can see, she's building two lists of people – one list that's being told to buy stocks, and another list that's being told to get out of stocks.

Naturally she can continue to promote financial products to both lists, and she's doing that in spades.

But it gets even better, because inside each 100 page report are all kinds of affiliate links to investing services, expensive investing courses and other things.

And those affiliate links are earning her a sizable income each and every month.

Here's the best part: You can do this in any investment type of niche. I think it would work great with cryptocurrency, commodities and so forth. Of course, you don't have to take both sides, but I find it interesting that no matter what people think, she is reeling them into one funnel or another.

And in case you're interested, the "Get out of investing" report is selling at nearly 2:1 compared to the "Invest now" report. Bad news truly does sell.

You could even do this in other niches. "Why diets are the worst thing to happen to us" and "Of all the popular diets, here's the best one and why it works so fast."

For online marketing, it might be, "Why 'how to make money online' courses are pure BS" and "How anyone with half a brain can make a decent living from their laptop." Or some such... I think you know what I mean.

One thing to avoid is taking opposing positions in ONE product. For example, some marketers might think it clever to put the two reports together so that they can simultaneously give the reader both perspectives. Nope. All that will do is confuse the reader into analysis paralysis. They won't know which way is up and so they won't do (or buy) anything.

Plus, when you take one position or the other, you can then slant your emails in that direction as well to reconfirm what you've already taught them. Jill sends more negative emails to her "get out of stocks" list and more positive emails to her "buy stocks now" list and she's converting like crazy.

As I see it, the entire key to Jill's business model is taking a **STRONG** position for or against the topic at hand. People want to be told what's going on and what to think. No, they won't admit that, but you know it's true. They would rather you do the thinking for them, and if you sound completely confident in your position, then they will be happy to follow you and your recommendations.

I guess it all boils down to standing for something rather than falling for anything. And in Jill's case, she's standing for **BOTH** sides of the issue, but without ever letting her audience know that.



## Can't Write Headlines?

Writing headlines that are powerful, that capture attention, that draw the reader into your copy and that SELL is tough.

It takes work. Trial and error. Brainstorming. Research.

What is this product really about? What is the ONE big slam-dunk benefit? How do you convey this benefit in a little headline?

I sense you're getting stressed just thinking about it. Or maybe that's me projecting onto you, because I feel the same way.

Writing headlines is HARD for one reason – there is so much riding on the words you choose, especially when it comes to the headline for your sales copy.

The right headline can mean six figures in sales, or maybe even seven.

The wrong headline can mean you make Zero. Ziltch. Bumpkiss. Nada.

Next time you're stuck, remember this trick:

"Can't?"

Can't Write Headlines?

Can't Sleep?

Can't Find a Job?

Can't Get a Date?

Can't Make Love?

That's your headline.

Next is the subheadline, and you might write it with this simple two line formula:

*"Discover the \_\_ (solution, remedy, answer, method, etc.) for \_\_ (benefit 1) and \_\_ (benefit 2)!"*

*"You will \_\_ (Whatever you wrote after "Can't") every \_\_ (time period) Guaranteed or it's FREE!"*

**Example:**

*Can't Get a Date?*

*Discover this stud's secret for automatically attracting the most beautiful women and bedding them the same night!*

*You will date beautiful women every day guaranteed or it's FREE!*

Another example:

*Can't Convert?*

*Discover the method for converting stone cold prospects into same day sales and non-stop repeat buyers.*

*You will see your profits increase exponentially in 30 days or it's FREE!*

Use this formula on your next sales promotion and see what happens. Or better still, test it against your current control and find out which one brings you more sales.





# Growth Hacking: More Traffic, More Customers through Integrations

If you've never considered integrating your business with another service or product that your customers are already using, you might want to take notice of this trend.

Companies and entrepreneurs are teaming up with non-competing entities to reach the same customers, massively increase traffic and sales and keep their customers around for much longer.

Here's how it works:

## **Step 1: Know who your customers are.**

If you don't know who your customers are then there's no way you're going to be able to find them and make money. No matter what your product or service might be, the fact is that NOT EVERYONE is your customer.

I don't know why marketers have such a hard time with this. You build websites, thus everyone who needs a website is your customer, right? Wrong. You make pizza, thus everyone who eats is your customer, right? Wrong. You do social media marketing, thus every company is your customer, right? Nope.

When you target everyone, then you target NO ONE. You build websites for restaurants. You sell organic pizza to health conscious people. You do social media marketing for chiropractors.

You've got to be targeted in who you're marketing to. Once you know who they are, then you can figure out what channels your customers are using, and then find them where they already are.

## **Step 2: Use other people's platforms through integrations.**

Someone else already has your customers. You're looking for someone who is not a competitor of yours but has the same customers you want to target. For example, if you offer a software service for small businesses, look at what other services these small businesses are already using.

Partner with these other channels to leverage their user base to grow your own customer base through integrations. You're attaching your product or service to their product or service in a way that makes both products better.





Let's say you're an expert on social media marketing and you've put together an awesome course on how to use social media to drive traffic to an offer. Someone else has a course on how to build products and offers and create sales funnels. By partnering, the customer gets a full business model that teaches not just how to create hot selling products, but also how to drive traffic to those products through social media marketing.

Ask your customers to help you identify what solutions you can potentially integrate with by finding out what products or services they consistently use. Integrating with another business because you think it's a great fit isn't necessarily going to work. But if your customers tell you it's the right fit because they're using this other product over there in conjunction with yours, then you know you have a winner.

Your partnership needs to be a win-win, and your partner pages have got to rock. Partner pages let people know that you're integrating with this other product or service. Then you can drive traffic through ads to these pages that show you have partnered with this other company. For example, if your software as a service company were to partner with Dropbox, you can create Facebook ads for Dropbox users that show how easy it is to get your solution in conjunction with their current Dropbox account.

### **Step 3: Get your new partners to promote for you**

Whether you're partnering up with a small information marketer or a giant software as a service company, ask them to promote you to their user base. Don't be shy about asking, because they will actually want to promote you because the more integrations their users do, the more their customers will stick around and keep paying.

Let's say you've got a membership site for online marketers. You can partner with non-competing membership sites and software as a service sites. Then when someone joins your membership, they can also get your partner's PLR membership at a steep discount, and that Leadpages type of software at a discount and so forth. Or maybe you offer them everything at one price.

And pretty soon your member is also taking advantage of all these other sites and service that they access through your membership site. If they were to cancel your membership, they would lose all of these other sites, too, unless they signed up with each one again at full price.

I think you can see the possibilities in this – to say fortunes are made this way is a vast understatement.



## Dan Kennedy Lesson On Wealth Creation

The esteemed marketing instructor Dan Kenney tells the story of an entrepreneur who hired him to look over his entire business with new eyes and figure out why the business wasn't earning its full potential.

Dan observed the entire operation and analyzed everything. He looked at the business from top to bottom and paid special attention to each of the five employees.

Then Dan sat down with the client and gave him his verdict: Fire the office manager, the person who had been with the entrepreneur the longest. Dan said she was sabotaging new initiatives, ignoring procedures, damaging moral and driving away customers.

But the entrepreneur insisted he needed the office manager and couldn't possibly run the business without her.

It took Dan an entire year to convince the client to fire this person. But as soon as she was gone, sales began to increase.

There were NO other changes to explain these new sales. There was no increase advertising, no new initiatives and no new publicity.

And yet within a year of this person being fired, the business was 30% more profitable. The remaining employees were happier and more productive, the customers were happy and the owner's net worth increased by half a million dollars.

Plus, the entrepreneur finally got a business idea he'd had for years up, running and in profit.

What happened?

In a small sense, he removed an employee who thought she knew better. She had been with him the longest, and so she 'knew' what worked and what didn't. She wasn't open to new ideas and she 'knew' that things should always be done as they had been done.

You can see how this would put a break on the ability to grow the business.

And in a large and perhaps metaphysical sense, she was acting as a block to wealth for the company and the owner.

Attitudes matter. I know we like to think that if we get the mechanics of building a business correct, then that's all that we need to do. But we've all witnessed what an attitude – good or bad – can do for results.





If you expect your business won't grow, it likely won't. And if the people you surround yourself with don't have a healthy wealth mindset, they will cause you stress and anxiety that leads to lost profits and even failure.

Have you ever wanted to invest money in your business but your spouse said no? I'm lucky enough to have an extremely supportive spouse, and I credit much of our success in the business to her. But many online marketers aren't as lucky.

I've met people who have been bullied, restricted and nagged by their spouses. They've also been told to quit, to 'get a real job' and to 'stop dreaming and act sensible'.

If you find yourself in this sort of situation, then it's not your fault if you're struggling.

You could of course choose to get a divorce, but if this is the only problem in your marriage then it's not something anyone would advise.

Instead, you might need to sit down with your spouse, explain that you are doing this for both of you and with or without their support, but it would be much easier if they would at least play the part of a loving, supportive spouse.

And if that doesn't work, you might rent a bit of office space somewhere so that you can get away from the house and yes, get away from the spouse. Many cities have shared offices where you can pay about \$100 a month to get a key to a shared office space. You could go there before you go to your job, after your job or whenever you want to work uninterrupted in an atmosphere that isn't stifling your success.

This might seem extreme, but you're doing it not just for you but also for your family. Guaranteed when you have your first \$100,000 year, they will suddenly be supportive of you and your efforts. If they're not, well, then you might want to rethink a few things.

The point is simple: The attitudes of those around you can be every bit as important as your own mindset. And surrounding yourself with the wrong people can be enough to keep you from attaining your dreams.



# THE **BIG** SECTION



# Marketing Persuasion 2.0

## 10 Scientifically Proven Ways to Sell More Stuff With Less Effort

It's the ultimate marketing dream: Press a button, send an email and money comes pouring into your back account.

But before that can happen, a lot of work needs to go into things like finding or creating the right products for the right audience, finding that audience, and then convincing them they want to buy what you want to sell.

Which is where we jump in today – how do you convince people to buy? How can persuasiveness become second nature to you, so that no matter what you do – write an email, a sales letter, a blog post – your copy brings the reader ever closer to buying?

There's no one magic switch or formula to learn to be more persuasive, but there a number of tactics that have been proven through scientific study to persuade people to do what you want.

This isn't mind control. It's not hypnosis or some dark art. It's simply scientific fact that people tend to be wired to respond positively to certain tactics and methods that anyone can learn and use to get what they want.

### 1: Here Are Just 3 Little Words that Break Sales Records

You're probably familiar with those late-night infomercials, right? An overly enthusiastic audience, a couple of catchy phrases, a sort of celebrity endorser, and plenty of calls to action to pick up the phone and order the product.

But one of these infomercials shattered all preexisting sales records by making one tiny change to their script. This change had the immediate effect of convincing people that others were buying the product in droves. No matter how much the average person will tell you otherwise, social proof goes a very long way to convincing them to join the party, too.

What kind of proof did this record shattering infomercial use? Was it testimonials? Experts? A sobbing product user who said the product saved her life?

Nope. It was much more simple and elegant than any of those things. And in fact most people who picked up the phone and called had NO idea why they suddenly felt compelled to do so, either. They just did it.

When you're watching an infomercial and the host says, "Operators are waiting, please call now," what do you imagine? Rooms of bored operators reading magazines and filing their nails while they wait for the phone to ring? The product must not be selling too well if they're not getting that many calls.

But when "Operators are waiting, please call now" was changed to, "If operators are busy, please call again," sales skyrocketed.

Now the image conjured was of operators who were going straight from one call to the next while barely keeping up with the demand.

Notice there's no implicit scarcity here. No one is saying that only 1000 units are available. No one is saying there is a deadline or time limit. All they're saying is you might have a little trouble getting through.

And yet this one change shattered sales records.

How can you use this? Here's one example if you're selling an information product online:

"If my assistants are swamped, please be patient while they verify your order and send you the download link."

When you find ways to show that demand is high without implicitly stating it, demand will indeed increase.



That's why those emails that say, "Whoops, we crashed the site with this offer" send so many people to the site to see the offer that crashed the website. If people believe demand is high, they want in.

## **2: Here's the Payoff for Not Using Ego Testimonials**

Let's say you're selling a "how to make money" type of product. Your ideal customer is someone in their 30's to 50's, earning \$50,000 a year in a dead-end job, tired of working and wanting more time freedom to do what they want.

Your product is great, and industry professionals praise it like crazy. Your fellow marketers give you glowing testimonials. These are guys and gals pulling in 6, 7 and 8 figures a year in your niche. Their names are super well-known and you are sure their testimonials will convince your target audience to buy your product.

Except... they likely won't.

Remember, your target market is trying to break into online marketing. They are currently working a job and earning \$50,000. Your prized testimonials are from work at home millionaires.

And numerous scientific studies show that people are most influenced by others they perceive to be just like them.

So, let's say you've got a testimonial buried on your sales page from Suzy Q. of Akron, Ohio. She gives a riveting account of being broke and working 60 hours a week in 3 different part time jobs. Your program was her last hope on earth, but she trusted you and so she bought it. That was a year ago, and now she's not only quit her jobs and paid off her debt; she's also purchased a home and is working on fulfilling her lifelong dream of opening a shelter for senior and disabled dogs and cats.

That is the testimonial you should feature in your sales copy. Your prospect can relate to Suzy Q. and her plight, and they can envision themselves having her success. Conversely, another testimonial from a millionaire about how this program will work for the 'little guy' simply will not resonate with your ideal prospects.

## **3: Here's Why You Only Talk About the 'Yes' People**

In any situation, there are people who say yes and people who say no.

For example, in a campaign to promote recycling, talking about the percentage of people who DON'T recycle isn't going to make others jump on board. Instead, they're going to use the people who don't recycle as validation of why they don't need to do it, either.

Another example: Talking about how many people don't have their own part-time business and instead rely on their job for all of their income will not induce readers to buy your work at home program.

How do we know this?

Public service announcements that reference the number of people who pollute, litter, don't recycle and so forth have nearly no positive impact on the problem. And in some cases, these campaigns have actually made the problem they're targeting worse.

As examples, a campaign that talks about how people produced more litter last year than ever before, or a campaign that talks about the number of people who didn't vote in the last election, will result in more litter and fewer voters this year.

But if you can show the majority of good people taking the action you seek, while the few outliers are shown in a negative light, you can see a tremendous spike in compliance.

Let's say you want to encourage people to take a certain action, such as subscribing to your newsletter, and you're sending traffic from a certain website to your squeeze page. If you can say that the majority of readers of that website who come to your page subscribe to your newsletter, it will almost certainly improve your conversions. Conversely, if you were to mention that only 20% sign up and what a shame it is for those that don't, it not only won't help conversions, it will most likely hurt them.

## **4: Here's How to Beat Persuasion Backfire**

Here's a weird fact – subconsciously we'll do stuff just to make ourselves average.



Hey, you don't want to be too smart or too stupid, or the other kids will pick on you, right? This stuff is ingrained into our minds when we are young and we never get over it.

If a scientist is monitoring your power usage, and then they give you a report card and tell you that you are using LESS power than average, what happens?

If you're like the people in the study, you will start using MORE power. That's the bad news. The good news is people who were using more power will now start using less power.

We have a need to be average, and this can work against you in your business, unless:

Unless you praise those who are doing better than average.

Do you have customers who spend more than others, engage more than others, refer more business to you than others?

Then when you tell them they are above average, be sure to PRAISE them for it.

Those people in the power study who were using less power than average and received a smiley face on their report card continued to use less power. And those who didn't get a smiley face starting using more power.

And I know how crazy this sounds – one little smiley face made all the difference? Yup, it sure did.

Praise your top performers so they continue to be top performers. And if possible, do it in a way that shows others they will get praise, too, when they join the ranks of your elite followers.

### **5: Here's Why Limiting Customer Choices Increases Sales**

Doesn't it seem like the more choices you give to your customers, the more likely they are to purchase? After all, if you offer an extensive array of choices, then everyone can find the product that's just right for them... right?

Not so.

Researchers found that the more choices people have, the harder it is for them to make a choice. And when people can't decide, they make no choice at all.

Take jams, for example. Researchers set up a table in upscale supermarkets offering samples of preserves. Sometimes the display contained 6 flavors and other times it contained 24 flavors.

Of the people who approached the table with 6 flavors, 30 percent of them bought jam.

But when that same table held 24 flavors, only 3 percent of visitors made a purchase! How crazy is that? But we're not here to debate customer logic, but rather to find out what customers naturally do (and don't do) so that we can make it super easy (a real no-brainer, if you will) to buy from us.

How many options do you offer? Rather than confusing your customers with a wide range of options, you might consider removing redundant or less popular items to improve your customer's motivation to purchase.

When Head and Shoulders reduced its variety of shampoo variations from 26 to 15, it immediately experienced a 10% increase in sales. (One wonders if a further reduction might improve sales even further.)

Some businesses might be able to streamline the decision-making process of customers even further. For example, let's say you've got 10 different informational products all related to building an online business. What if instead of presenting these products as 10 separate things to buy, you made it a SERIES of products, numbering them in order of what a person needs to master first, second and so forth. Think of a book series on Kindle and you'll get the idea.

People can, if they choose, purchase your products out of order, but giving them this format can reduce their decisions down to a simple yes, they'll get started at the beginning and work their way through. This would also be an excellent way to build a membership site, allowing them access to one new product each month in chronological order.

### **6: Here's Why Your Bonuses Are Never "Free"**

Giving gifts or bonuses can actually backfire if you don't frame them correctly. In one study, the perceived value of a bonus currently being sold on the website for full price immediately went down 30% because it was offered for free as a bonus.

People wonder if a bonus is obsolete, out of style, has a defect or perhaps there were simply too many of them produced and they're not selling.

Even information products are disregarded as having little value when they are offered for free as a bonus to another product.

Worse yet, when you try to sell that product in the future, people won't believe it's worth what you're asking because last month you were giving it away with another product.

And yet, the right bonuses can increase sales, if they're handled correctly.

The key is to make sure your prospect understands this bonus is indeed valuable.

Never say that it's free, like this: "Receive a free program on '27 ways to drive traffic'."

Instead, word it as, "Receive our \$300 course on '27 ways to drive traffic' at no cost to you."

Emphasize the VALUE of the course. Provide a link to where you are selling the course right now for that money. Tell them how many people have PAID \$300 for it, especially in the last 6 months, to show that it is still considered worth \$300.

Never give anything away for 'free'. Instead, show the value of the product or service you are giving away at no cost to them.

I know this might seem like I'm splitting frog's hairs, but you already know that giving away junk bonuses does not make sales. And neither does giving away valuable bonuses when the prospect thinks they might be junk.

Just remember that it is as important to prove the value of your bonuses as it is to prove the value of your product.

## **7: Here's how to Sell More of Your Flagship Product without Trying**

Let's say you've got some entry level products, a couple of mid-range products and one flagship coaching program that costs maybe \$1000 to \$5000.

Would you like to know how to sell more of your big expensive program without really trying?

You're going to take advantage of a consumer quirk that has buyers always looking for the middle of the road product. When a customer is considering which product to buy, they're looking for the best of both worlds. They want to get a great product that fits their needs, but they don't want to spend a fortune to get it.

Look at cars: A new car buyer could get the cheapest of the cheap cars and it will probably get them to where they want to go. But because it's the cheapest of the cheap, they likely won't be satisfied with it and they know it. Or they could buy the most expensive, most luxurious or fastest car, but they don't want the astronomical car payments, either.

And that is why the vast majority of new car buyers get something in the middle. It's a compromise.

The same thing happens with your big coaching products. Someone wants your teaching, and they have a choice to get the \$97 ebook, the \$397 one-time payment online course or the \$397 per month personal coaching. Given that scenario, many people who would love to have the personal coaching will instead settle for the \$397 online course. After all, it's far better than just an ebook but it saves them a lot of money compared to \$397 every month for several months to get the personal coaching option.

You, however, want to sell more of your \$397 per month coaching, so here's what you do...

... and mind you, this could scare you a bit, but trust me, it works.

You're going to create an even MORE expensive program, one that makes the \$397 a month look like a pittance.

For example, \$2997 for an intensive 3 day, 10 hours per day in person session at your location.

Not only will they need \$2997 to get in the door, but they will also need to pay for airfare, meals and accommodations, bringing the total to something closer to \$4,000. Plus they'll need to devote 3 days to the session and possibly 2 more days for travel.

Whoa. All of a sudden that \$397 per month seems like an incredible BARGAIN by comparison, doesn't it?



Try this and I'll bet that with a couple of months you'll need to increase your monthly coaching rate because you'll have more students than you want to handle.

Seriously. This flat out works.

### **8: Here's the Right Way to Use Fear in Selling**

"OH MY GOSH, THE SKY IS FALLING! THE SKY IS FALLING! THE SKY IS FALLING!"

Or so said Chicken Little of the children's story.

But was Chicken Little successful in persuading people to take action?

Nope. And it wasn't because the sky wasn't falling, either.

It's because Chicken Little didn't tell people what to DO to be safe from the falling sky.

Research shows that fear stimulates the audience into action to reduce the threat, but only when the audience is told what to do to reduce the danger.

If your message doesn't clearly, specifically tell them what to do, then they will likely deal with the fear by denying it applies to them. People don't want to feel helpless, they want to feel empowered. Telling them of a danger but not giving them a way to safety is a sure way to not make sales.

Let's say your headline says, "Why Your Retirement Fund is About to Go Bankrupt". If you don't quickly add something like, "And the #1 Way to Prevent this Calamity from Happening," then you're going to lose them. They will leave your sales letter without reading the rest because they don't want to deal with the problem unless they know a simple solution is in sight.

You can paint as dark, frightening and scary of a picture as you like, as long as you let them know there is a way out of this mess. Give them that glimmer of hope from the very start, so they know that no matter how scary the details are, they have a way to avert danger and come out a winner.

### **9: Here's How to Make Sales Even if People Don't Like You**

You've heard about the law of reciprocity, right? If you give something to the other person first, then it's easier to get something back in return.

A social psychologist did an experiment where people received a can of Coca-Cola from a stranger. That stranger later tried to sell them raffle tickets, without ever mentioning the can of soda.

Those who received the gift purchased twice as many raffle tickets as those who didn't. And most surprising of all was the fact that it didn't matter if people liked or disliked the person giving the soda and selling the tickets; they still bought twice as many as those who didn't receive the free soda earlier.

This means the law of reciprocity transcends likability. So what, you might ask? Think about how POWERFUL a law has to be, how ingrained and hard-wired into our subconscious it is that even if we don't like the person, if they gave us a gift then we are driven to reciprocate.

One thing to take notice of is that as time passes, the gift receiver becomes less inclined to reciprocate. In other words, a gift or favor is worth more in the days after it is received than in the weeks or months.

Human nature has us asking, "What can I get?" or "Who can help me?" But knowing how this law works, it's better to ask, "What can I give" and "Who can I help?"

A classic example in online marketing is the new marketer who asks the seasoned marketer with a large email list to mail for him, and then wonders why he never hears back. A better strategy is for the new marketer to do things for the seasoned marketer, such as promoting her on social media, before asking for a favor.

If you want great service at a restaurant, start tipping the moment you arrive. If you want a special (ie: LARGE) favor from a customer service representative, ask for something small first, praise the rep for the help with the small task, tell him you'll put in a good word for him with his boss, and THEN ask for the big favor.

Make it a habit or even a game to see how often you can GIVE before you receive. Try giving with NO THOUGHT of receiving. Shower your audience with what they seek. Give to movers and shakers in your niche.



I know this isn't anything new to most people – you've heard all of this before. But... are you practicing it? Few of us give to others as much as we could.

And according to the law of reciprocity, the more you give, the more you shall receive.

### 10: Here's Why You Might Want to Call Your Audience Names

Okay, I know you're smart and you've already figured out that I got a bit clever with that title.

It's not easy to get something past someone as intelligent and discerning as you, my loyal reader,

A miserable job isn't the same as a bad one. As with beauty, the definition of a bad job lies in the eye of the beholder. Some would consider a job bad because it's physically exhausting or involves long hours in the hot sun. Others would see it as one that doesn't pay very well, and others might call a job bad because it requires a long commute or large amounts of time seated at a desk. It all comes down to your perception of your environment, who you are and what you value and enjoy.

However, everyone knows what a miserable job is, it's that job that you dread going to and can't wait for the end of the day so you can leave. It's the one that saps your energy even when you're not busy, the one that makes you linger over your lunchbreak, or spend extra time in the restroom cubicle just to stay away from your desk for a few moments longer. It's the one that makes you go home at the end of the day with less enthusiasm and more cynicism.

so let's get right to it:

In a scientific study, they surveyed a bunch of people a week before election day. Randomly chosen, half of the survey respondents were told their answers indicated they were above average citizens who were more likely to vote, and the other half were told they were average citizens.

The results? Those who were told they were above average citizens were 15% more likely to actually vote the following week.

Perhaps all these "get out the vote" campaigns would do better to tell people what great

citizens they are rather than trying to talk them into voting.

I remember studies they did with children years ago. The teacher told the class of students that blue-eyed children did better on tests than brown-eyed children – and from that point forward that's exactly what happened. The blue-eyed children tried hard and did better, while the brown-eyed children just seemed to give up trying.

But then the teacher told the class that she got it backwards – it was the brown-eyed children who consistently did better on tests – and now the brown-eyed children outscored the blue-eyed children.

You might think we grow out of believing these things, but according to scientific studies, we don't. If you want your children to pick up after themselves, tell them how proud you are that they keep their room so neat and tidy. If you want your spouse to be more loving and thoughtful, brag to friends (when the spouse is within earshot) about how loving and thoughtful they are.

And if you want your customers to do something, tell them in advance that they are exactly the kind of people to do it, whether it's taking action, investing in themselves, helping others or whatever it is you want them to do.

It's not magic and it won't work every time on everyone, but done correctly and sincerely, it will improve your conversion rates. to become an 'overnight' expert (in reality it takes a month or more) by purchasing the top 5 or 10 products on a certain topic. Devour them. Make the information yours. Use it yourself. Take notes on what you do and how it works. And then create your own product in your own words using what you've learned.

Unless you've been very lucky at one point in time each and every one of us has probably had a miserable job experience. In many cases that job became the catalyst for our jump into the world of the entrepreneur, that job gave us the drive and ambition to start and build something for ourselves. When we look back on our career choices, do we remember that job as the "miserable" one, the bad experience? Or rather do we look at it as the job that launched us onto one of the greatest and most rewarding adventures that we can embark upon, that of building something for ourselves?

The point I'm trying to make is that there are not actually any truly bad or miserable experiences, that's our pessimistic nature usurping the true nature of things. In actuality, each experience only has positive lessons to teach us, we just have to learn to recognise the "silver linings".

The old saying beauty is in the eye of the beholder, is somewhat misleading, there is in fact beauty in everything, we just need to learn to see it.

Each experience as something valuable to teach us, we just have to be receptive to it, and willing to learn. Was that job a miserable job, or was it actually the job that paved the way for our greatest accomplishments, and without it would we have made the jump?

## See you next month!



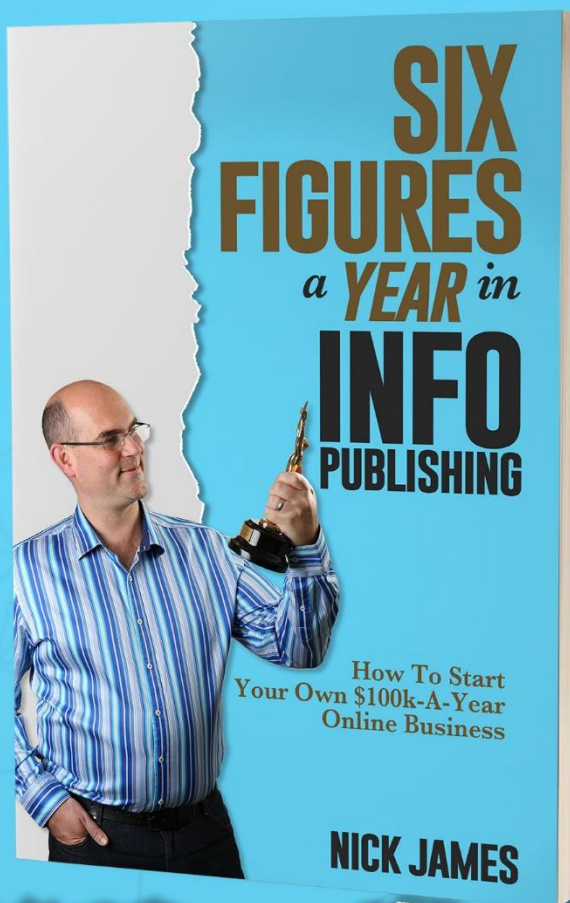


**Award-winning entrepreneur offers  
a FREE copy of this book to his next  
door neighbor... to prove he's not a  
drug dealer!**

**Now claim your FREE COPY.**

and follow the step-by-step instructions for making the kind of  
money (*and living the kind of lifestyle*) that'll get your  
neighbors curtains twitching with curiosity!

Visit the website below to discover how to claim your  
**FREE COPY** of  
***'Six Figures A Year In Info Publishing'...***



**YES NICK! I'D LIKE TO CLAIM MY COPY  
OF YOUR NEW BOOK**

**[www.SixFiguresAYear.com](http://www.SixFiguresAYear.com)**