

# HOME BUSINESS NEWSLETTER

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# Ulysses – Lord Alfred Tennyson

*"We are not now that strength which in old days  
Moved earth and heaven, that which we are, we are:  
One equal temper of heroic hearts,  
Made weak by time and fate, but strong in will  
To strive, to seek, to find and not to yield."*

Maybe you haven't, but I have often asked myself what might be the meaning of this passage, and today as I sat looking at the blinking cursor of this machine, mocking my lack of an idea for this very article, that these words fluttered into my thoughts, and with them brought a meaning that I'll now share.

Tennyson was a Nineteenth century British poet and he loved his archaisms. "A strength" is an obsolete term for a company of troops, and Ulysses could be thought to be addressing those troops (i.e. saying "We aren't that band of young warriors we once were, men capable of anything; but what we still are is heroically willing to try.")

Now how does any of this relate to business and marketing on the internet I hear you ask? Back when we all started on our initial forays seeking to find our fortunes and fame, we were exactly that, the strength that could move earth and heaven, we had grandiose ideas and dreams of become the next Steve Jobs or Bill Gates.

Yet down the line we are older, wiser, hopefully successful in our endeavours, we've probably had some knocks along the way, maybe even thought of giving it all up and going and getting an easier job. But as in the poem, that which we are we, we are. We're entrepreneurs, the internet warriors, and sure we may have been made weak by time and fate. But even after all the knocks our will is still

strong. So even when the myriad waves of business on the internet, or ecommerce are crashing over us, remember Tennyson's words "To strive, to seek, to find and not to yield!"

Take that next step forward, ALWAYS move forwards because I guarantee that you will find that strength to move earth and heaven again and again .

A man with glasses and a goatee, wearing a white shirt, is sitting and reading a newspaper. The image is overlaid with a blue tint.

# *Resources and news*

## **Social Media Trend Predictions This 2022**

Social media will emerge as a shopping platform. And numbers don't lie. In the US alone, social commerce buyers have increased by 25.2 to more than 80 million.

We'll see more short-form video content. With both TikTok and Instagram Reels seeing increased usage, short-form video will comprise as much as 82% of online content.

More bite-sized content. Our audience are spending more time on social media, but their attention span is shorter. You can offer bite-sized content such as short-form videos and disappearing content (Instagram Highlights).

<https://Warriorforum.com>



## How To Find Affiliates – A Step-By-Step Walkthrough (2022)

If you want to drive more traffic and sales to your business, one way to do that is to leverage affiliates and partnerships. Affiliate sites that already have a lot of traffic can send potential customers your way, in exchange for a commission on sales they send to you.

Within one month of doing this strategy, they found:

- 437 relevant affiliates to connect with
- 66 conversations
- 31 affiliates signing up

Here's how they did it.

<https://postaga.com/find-affiliates/>



## TikTok Provides Insights and Tips to Help Brands Connect with Female Users

With a revolutionary format that inspires come-as-you-are creativity, TikTok is changing the way that women portray themselves online. Women are building new communities and finding opportunities for self-expression on our platform—and brands are discovering new ways to reach this powerful global audience.

TikTok's unique ad solutions and creative tools make it easy for brands to engage with female users and build authentic, lasting relationships. But what makes women on TikTok tick? Let's explore how women perceive themselves, communicate with others, and spend time on TikTok—and how brands can use our platform to connect with this influential community.

<https://www.tiktok.com/business/en-US/blog/reaching-women-bold-active-authentic>





## How to Repurpose Content For SEO Love

Here's a quick tip on how to get free traffic from Google simply by tailoring content to specific niches.

Let's say you wrote an authority piece on how to start a profitable blog. You go through all the steps from finding a niche to making posts and earning money. You work hard on this article and you're proud of it.

To leverage your work and get free traffic, you're now going to tailor your article to different niches. For example, "How to start a pet blog" "How to start a home health care blog" "How to start a travel blog" "How to start an investing blog" and so forth.

90% or more of your content will stay the same for each post. All you have to do is change a few things and change your keywords so that each new post is customized to the niche.

Now when someone searches for, "How to start a pet blog," the odds of your post coming to the top of Google has increased dramatically because your title and content are an exact match for the search. Of course, you'll want to optimize each blogpost for search just like you did on the original post.

One more thing: Because each post is ultra-niche specific, you might want to contact appropriate social media groups, too, and get the word out. For example, certain Facebook groups for pet parents would be highly interested to know you've written a comprehensive piece on how they can start their own pet blog.

Bonus points if you offer each post in a nicely formatted PDF edition that can be downloaded in exchange for their email address, too.





## Beware Of This Subscription Thief

A moment ago I searched for a subscription type of website by name. The first result that popped up wasn't the site I was looking for, but rather another site called [howtocancel.us](http://howtocancel.us) offering to cancel my membership in the site I was searching for.

The actual site I wanted was third down in the search results.

Now imagine you're selling a subscription of some type. A prospective customer hears about your service and searches for your site, and the first thing they see is another site offering to help you cancel your membership.

What do you suppose that prospect might be thinking?

Maybe they're thinking, "WOW, that site must have a lot of people cancelling. Or maybe it's really difficult to cancel. Maybe I should just stay away from it and not even check it out..."

Worse yet, if your prospective customer clicks on the [howtocancel.us](http://howtocancel.us) site, they'll see this:

*Do you want to cancel your subscription with [site name]? We can do it for you! We will send a certified cancellation letter on your behalf with all the necessary information to cancel your subscription. We will keep you informed during the whole process. Cancelling a service has never been easier!*

- Undeniable legal proof.
- Save time and effort.
- Give us your contact information and we will do the rest!

This 'how to cancel' site may or may not be legitimate. Their Facebook page hasn't been updated in over 2 years and I find it suspicious that they ask for a LOT of personal information right there on the first page.

But regardless, there's no doubt they are creating a terrible image for any subscription business by showing up in the search results ahead of the actual subscription site itself.

If you offer subscriptions of any kind, do yourself a favor and search for your business name in Google, Bing, Baidu, Yahoo!, Yandex, Ask and DuckDuckGo. Hopefully the very first result isn't how to cancel your subscription service.



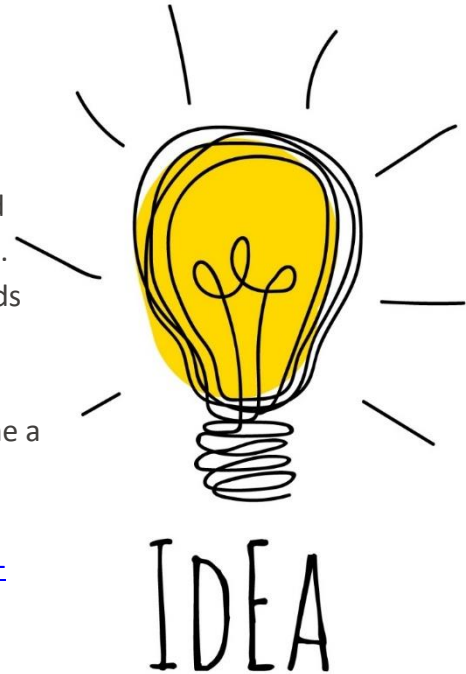
# 100+ Content Marketing Trends and Predictions for Success in 2022

At its core, content marketing is about the future – preparing audiences and customers to solve their problems, meet their challenges, and reach their goals.

To do that, you've got to stay ahead of your audience's needs – and the trends that affect how they find and engage with the content you create.

So, once again, we've asked industry thought leaders (including Content Marketing World speakers and Content Marketing Award winners) to help us shine a light on the trends and pathways to consider.

<https://contentmarketinginstitute.com/2021/12/content-marketing-trends-predictions-success/>



## 7 Content Marketing Metrics to Consider for Continued Success

When you engage in content marketing, you become the answer that your potential customer is searching for.

Does it work? According to the Content Marketing Institute, content marketing leaders experience nearly eight times more site traffic than non-leaders.

Need more convincing? Demand Metric says that content marketing costs 62% less than outbound marketing, and generates three times as many leads.

What are content marketing metrics and which ones will help you succeed?

<https://blog.hubspot.com/marketing/content-marketing-metrics>





# How To Truly Engage Your Social Media Audience



I know there are a million  
and one social media  
marketing tactics being  
touted by the experts.

And I have no doubt that some of them work like gangbusters, too.  
But most of them, frankly, don't.

And of all the techniques that do work, a common denominator is a giant time suck that makes social media marketing more of a job than something you do on the side to build your following, grow your prospect list and eventually make more sales.

So today I'm going to share my #1 social media marketing hack with you, and before I do, I'd like to offer you a word of caution:

While this works well with building your audience, there is also something about it that is just a little bit... inauthentic. Your social media audience KNOWS that you are not staring at your screen and waiting with bated breath for their response to your latest post. And yet they want, or on some level even need, for you to PAY ATTENTION to them and CARE about what they think.

Let's take a far-out example to illustrate: If you were a movie star, and I mean an A-list movie star like Al Pacino or Meryl Streep or Tom Hanks, people wouldn't expect you to actually respond to them on social media. But if you did respond to them, or even if you just appeared to respond or even appeared to care what they think, it would probably make their day if not their month. "OH MY GOD TOM CRUISE REPLIED TO MY TWEET!"

You get the idea.

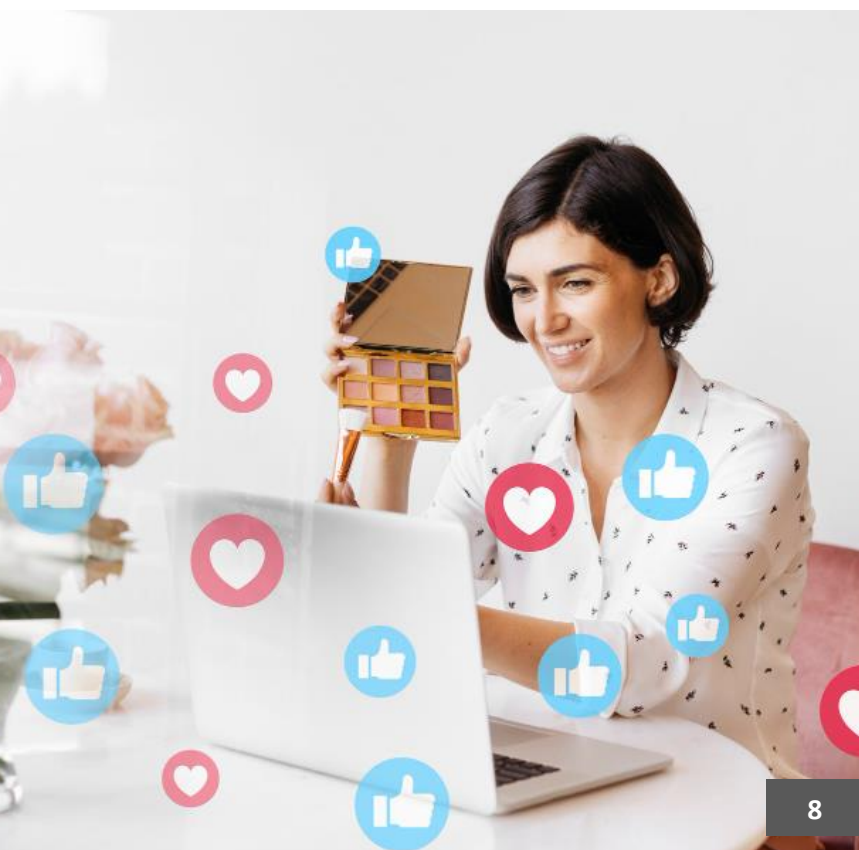
You already instinctively know what I'm about to tell you, although you probably haven't utilized it effectively.

Successful social media marketing comes down to establishing parasocial relationships with your followers.

Parasocial is a fancy term for a relationship that a person imagines they have with another person whom they do not actually know, such as with a celebrity or a fictitious character.

Your goal is to get your audience to engage with your social media marketing personality in a manner that is meaningful to them but doesn't take up much of your time or tax you emotionally.

In essence, you're making people think you care about them (and maybe you really do) but you're not actually engaging with them on a personal one-to-one basis.



Your followers will know – at least subconsciously – that you and they are not besties, but it won't matter. They will still get enjoyment out of the relationship and a bond will be built between them and your brand.

Here's how that might work in your business:

1: Get your followers talking about themselves in a way that relates to your business. For example, if you're an office productivity expert, ask them, "What do you see as the biggest waste of time in your office that no one seems to care about?"

A question like this includes not just your own customers but also anyone who works in an office and would like to vent about their own personal time-wasting pet peeve. This allows your audience to engage in a way that is meaningful to them, regardless of whether or not they've read your book, taken your course or hired you as a consultant.

2: Any response you give, no matter how minimal, will make the poster feel good. You've probably noticed it yourself when you post on social media and the creator replies with even just an emoji, there is a part of you that is saying, "Yeah, they recognized me! They noticed I exist!" It feels good.

Of course, you can always hire someone to respond to posts. And for those posts that you especially like, you can type out a full response to spark another conversation. When you do, others will notice and be more inclined to engage as well.

Response is important – or even crucial – but it's also a balancing act. If you try to give a thoughtful response to everyone, you'll never have time for anything else. Plus, you'll be seen as too accessible which will lower your perceived value.

"If everyone is special, then no one is special." You've got to make your followers work to get your attention. Let them compete to have the best answers or the answers that spark you to reply.

The highest form of competition for your attention? Sales. You might want to give a shout out to those who buy from you or ask them to post when they do buy. This shows others that people are buying your product and that you give your customers more of your personal attention, thereby creating even more sales and hopefully a snowball effect.

3: Your goal in social media is to cultivate parasocial relationships on a mass level. This means it's about the prospects and customers and NOT about you or your product. Your focus is on the audience you are building.

Post content that engages your current audience while bringing in a new audience. Foster a sense of community. Remember to ask relevant questions that potential prospects can answer and not just your current customers.

Doing all of this is easier than it sounds – it just takes practice. And the results of a well-executed parasocial relationship with your audience can be shocking. I've seen social marketers increase their engagement by several hundred percent within days of using this technique.





# Stiff Nipples Marketing

Yes, you read that.

The following was seen on a work van stopped at a red light:

## Stiff Nipples

Refrigeration and Air Conditioning

***“Licensed to Chill”***

Ranked #1 in the Industry

By the Owner of the Company

And His Mother

Let’s say you see every van of every air conditioning company in your town over the space of a year.

- Joe’s Air Conditioning
- Hendrickson Air Conditioning
- AA1 Air Conditioning Company

...and so forth.

Then one day your air conditioning breaks down.

Which is the one name you will remember, and who are you most likely to call because you remember them and they made you laugh?

Yup. Stiff Nipples all the way!

The right name, carefully chosen, will get you more business.



## Gladiator Influence Marketing

The scene you never got to see in the movie 'Gladiator' involved Maximus making a product endorsement, which is something gladiators really did.

No fooling.

Apparently, influencer marketing has been around for a long time.

You already know that Roman gladiators were professional warriors who fought for the public's entertainment. But did you know the best gladiators weren't all that different from today's professional athletes?

When they weren't fighting, they lived in comfort and received the best medical care, benefits, drink, women and so forth.

And the most successful gladiators made extra money by endorsing products, just like Michael Jordan.

In one of the earliest versions of marketing in history, gladiators lent their names to the Roman version of billboards and endorsed products to the masses just before their fights.

Wanting to make their film as accurate as possible, Gladiator filmmakers included a scene of Maximus endorsing olive oil. But fearing it would appear more as a parody than a historical fact to viewers, they cut the scene.

Which is a shame because I would have loved to have seen it.





# Can Your Product Become a Hot Selling Kindle Book?

It's disheartening to spend weeks creating the perfect product that people don't buy. You were sure it would be a hot seller, yet your sales are nowhere to be found.

Now imagine you're writing a book for Kindle, hoping that Amazon and readers alike will love it enough to make it a bestseller.

The criteria that make a hot selling product isn't all that different from what's needed to make a Kindle book fly off of Amazon.

1: You've got to be in a pre-existing market. Even if you want to carve out a new niche within that market, it still must be contained in a market where people are actively looking for information and solutions.

2: Your market must be willing to pay. You can create the best book or product in the world on your topic, but if the information is readily found for free, or if the market simply isn't willing to pay for it, then you won't make sales.

3: Low enough competition. Even with the hungriest of markets, if there is too much competition then it's going to be difficult to get your book or product seen. A product called, "How to lose weight" will die before it's born because there are simply too many other products in the market. But if you carve out a niche within a niche – "How to Lose Weight for Cat Lovers Only," then you've got a shot.

(Holy cow, I thought I was being silly with that lose weight/cat lovers idea, but now that I think about it... maybe not. Let me know if you turn this idea into a product!)

Okay, that's the basic minimum criteria for whether or not your book or product has a shot at best seller status.

Assuming your product meets all three of those requirements, you might want to consider turning your product into a Kindle book.

"Why oh why would you turn a (for example) \$200 product into a \$10 kindle book? Wouldn't you lose money doing something so foolish?"

In most cases, no.

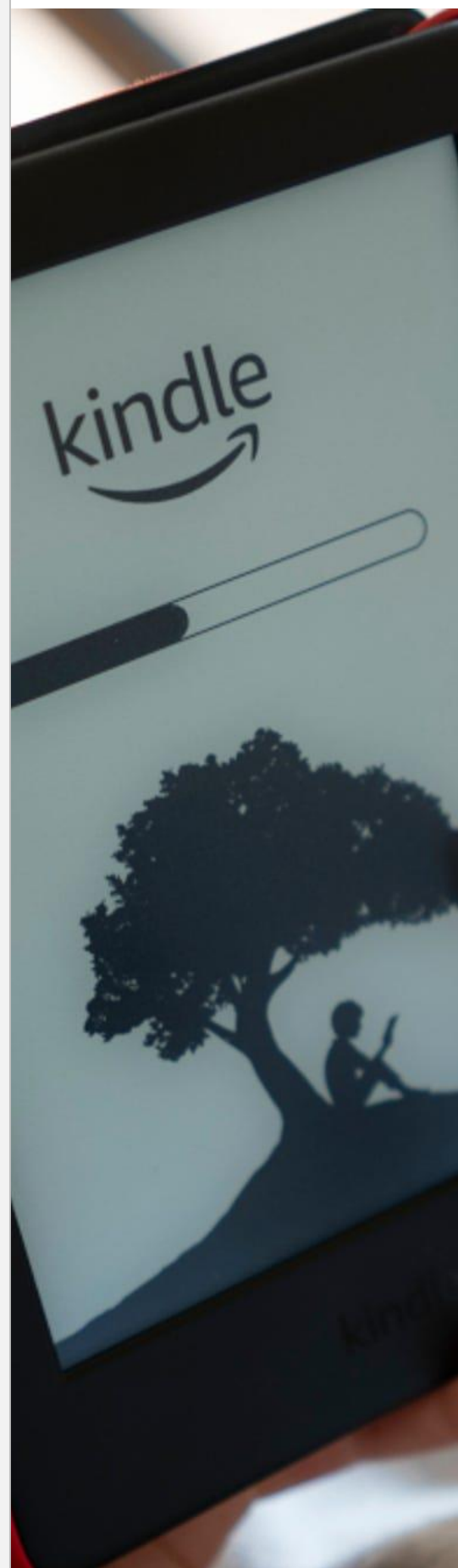
If you have a product you're no longer actively promoting, it might gain new life and a new audience by being converted into a Kindle book.

If you have a new product and you want to increase your reach and sales, a book that covers a portion of the product – think of it as an introduction – can be an excellent sales tool.

If you're trying to reach a certain audience, let's say golfers, and you have a dozen golfing products to offer, turning one of those products into a Kindle book can bring in new customers who then buy your other, more expensive products.

If your product offers things that can't be put in a book, such as software, tools or coaching, then offering a simple book is an awesome introduction way to sell your main course with all the whistles and bells.

There are many, many reasons to convert your product into a Kindle book, but it all boils down to one main reason – reaching a bigger audience in order to expand your customer base.



# Paul O'Mahony interview



## Editor:

I'm excited today because this time around, we're chatting with a best selling author and speaker. He's also the founder of FUNancial Freedom and The ReThink Academy, two groundbreaking initiatives that have seen in feature in Forbes Magazine and achieved global recognition. I think this is going to be fun and informative. Paul O'Mahony, it's great to meet you. Welcome along.

## Paul O'Mahony:

Thank you. Thank you very much.

## Editor:

For anyone who's not discovered you before and also the great work that you do, maybe we could just start with a brief background.

## Paul O'Mahony:

Sure, absolutely. I am the son of two teachers. My entire young life was based around academia, getting a permanent job, which meant going to school, doing well in exams, going to college. My background was actually a degree in industrial biochemistry of all things. Then I did a year in chemical engineering to get my graduate diploma and then I worked in a corporation for nine years where I was in a position as a director, as a medical device company, got an MBA, became a project management professional, and I was the youngest ever director in that company at the age of 30, all set to scale the heights of the corporate ladder.

And it was at that time that I realised I was over half a million euros in debt from purchasing two houses in the middle of the Celtic Tiger in Ireland in the mid-2000s. And while from the outside looking in, everybody would've said, "Oh, look at this. Amazing. You're doing a successful career. You're doing well. You've got yourself a car, a house, an investment property, and a good job." But the absolute reality was I was completely riddled with debt, 500,000 of negative equity of money that wasn't mine in the first place. And now, suddenly, this was a reality of somehow at 30 years of age, having done everything to the book of how to succeed in life according to the educational system. I was in a massive, massive dilemma.





#### Paul O'Mahony:

And I ended up going to a conference out of pure desperation in Ireland in Dublin in 2009, which was basically, I think it was called Life Lasting Success and it was a kind of an event about motivation and there was hints of how to maybe set up an internet business, which wasn't too keen on. I had a complete shutdown perspective on all of that, but long story short, went to that event, ended up investing in three of the products. A month later, went to a Tony Robbins conference, quit my job that night and three months after that, lost all my money that I'd saved on the stock market.

And actually, so in July 2009, I was still in the negative equity, but now I had no job. I had kind of burnt my bridges at work and I had no source of income. I lost all savings on the stock market. And that was when I realized, okay, this internet stuff has to work for me. And the reason why I turned to it, even though I'd done the three courses, hasn't really done much with them, it was a cost, literally nothing, but my time to get started.

And within four months I was generating \$10,000 monthly from Twitter actually originally. Within a year, I'd made my first million dollars with my business partner. And you can imagine, it took quite the while for even my mindset to catch up with the money, because it was so far beyond any of my wildest dreams. And it's been a crazy ride ever since to... because I had no history of entrepreneurship or anything like that in my family, so it was very much a case of going from the complete sceptic, completely, completely dismissing what I heard from those original speakers in that day in 2009 until literally one, and sorry for the long story, but this is the compelling moment for me was when they were trying to get each other to high five each other and say, we're awesome and that does not work with an Irish audience, but one speaker really spotted what was going on.

And he basically called us out and said, "Look, here's the problem. You think we're here to brainwash you," but he said, "Ironically, you guys are so brainwashed, you actually don't see the wood from the trees." And he said, "Let me explain." He said, "The vast majority of you in this room today are between age 20 and 65, which means the vast majority of you are in debt. You owe more than you own. In fact, if you were a child, you would be better off financially than how you are today."



### Paul O'Mahony:

And it was kind of this very sobering moment. And then he said, "Let me explain why." He said, "Because the belief system you have is that wealth is connected to qualifications, to letters achieved after your name." He said, "I found as a high school dropout that wealth is not connected to letters. It's connected to numbers in your bank account." And I'll never forget when he said it because as a 30-year-old with my MBA, a corporate director, felt that I knew how the world worked, the world was completely pulled from under me because he was 100% correct. I was totally broke. I was massively in debt. There was no way out of it with the career that I was pursuing.

And it just suddenly woke me up to you can be so certain in something that's completely wrong and just because you're certain in many cases, doesn't mean you're right. And your environment is just very much, and if you are surrounded by people who think the same way as you, who don't challenge you, who very much are brought up to believe in the way we live to follow the path of education designed hundreds of years ago, it can be a very unforgiving place when you're looking for opportunities outside of that.

It's been an incredibly interesting journey, not just from a financial perspective or career perspective, but from a personal perspective to go from really feeling that you are on the cusp of having reached the apex of what you could achieve in corporate world to realising you had now reached the bottom of a mountain from a financial perspective and to work your way back up that mountain with a whole new set of skills and tools that I'd never used in school. Sorry for the long answer, but it kind of will lead into a lot of why I got into what I did at a later stage then.

### Editor:

It's a well-known phrase that everything happens for a reason. In order to achieve something, you have to sometimes hit rock bottom. Is that what you found, Paul, in your experience?

### Paul O'Mahony:

I mean, I think relatively speaking, my rock bottom was a dream for 80% of the world, living in a developed country, having a house over my head, a car that I could drive, but in that sense, it's certainly not rock bottom having a broader perspective.



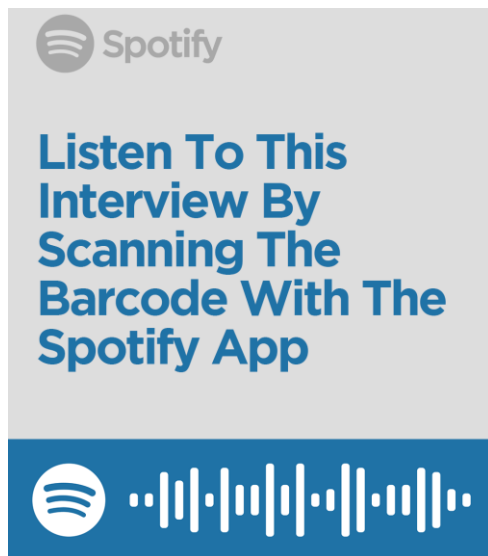
But at the time, it was a very insular view about me being the most important thing in the world. Of course, it felt from a very selfish perspective that I hit rock bottom after pursuing, I guess, a dream for 30 years that turned out to be a complete nightmare.

**Editor:**

Absolutely. With all that happening in your life, you then decided to take the leap of faith into working online. What was the first thing that you did?

Paul O'Mahony:

...



***Note from the editor:***

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



Make the sale once, get paid every month, every quarter or every year.

There's nothing like knowing that even if you don't work this month, you still get paid for work you did last month or even last year.

All it takes is an affiliate link for a good recurring program that put in front of your audience. The seller does the rest, making the sale and paying you each time the subscription is renewed.

Of course, you can greatly increase your conversions by preselling the program yourself. Let your audience know why you love the program and what it will do for them, just as you would any other affiliate product.

Here then are 25 of my favorite recurring affiliate programs in the Internet Marketing niche. The vast majority of these offer LIFETIME commissions, meaning once you make the sale you will continue to get paid on that customer's renewals for as long as they remain a member.

*Are You in a Non-IM Niche?*

*Consider this...*

*...no matter what niche you're working in, you can always start an internet marketing blog to teach others how to have success online in marketing.*

*Simply use yourself as your prime example of what to do and what not to do and populate your posts with these recurring programs to add multiple income streams to your business.*

**ClickFunnels** - (40% lifetime commission + 100 commission on specific products) - create sales funnel pages and landing pages to boost sales conversation rates.

**ClickMagick** - (35 recurring commission) - great tool for tracking sale funnels, geotargeting, split testing, link-monitoring etc.

**Cloudways** – (\$125 per sale or \$30 per sale plus 7% lifetime commission) – managed cloud hosting platform that offers hosting solutions for platforms like WordPress, Drupal, Magento and Joomla.

**Content Studio** – (30% recurring commission for life) - content marketing and social media management platform to discover, schedule and analyze your social media content.

**Convertkit** - (30% lifetime commission) - email marketing software for bloggers and marketers.

**Elegant Themes** – (50% recurring lifetime commission) – one of the most popular WordPress themes used by 650,000 people worldwide, along with a visual page builder called Divi.

## 25 Of The Best Recurring Affiliate Programs for IM





**GetResponse** - (33% recurring commission) - an email marketing service provider. You can also opt in for a \$100 bounty commission if you don't want recurring cash.

**HideMyAss** - (100% first time purchase + up-to 65% recurring commission) - get access to military grade encryption.

**Kinsta** - (\$50 to \$500 plus 10% monthly recurring lifetime commissions) - premium managed WordPress hosting solutions powered by Google Cloud.

**Lead Pages** - (30% recurring commission) - landing page builder that turns user clicks into paying customers.

**Long Tail Pro** - (30% commission for life) - powerful keyword research tool.

**Mangools SEO Tools** - (30% recurring lifetime commissions) - SEO program and KWFinder for keyword research.

**Podia** - (30% recurring commission) - make it easy to upload and sell online courses and digital products.

**PureVPN** - (35% recurring commission) - protects sites against hackers.

**Raven Tools** - (40% recurring lifetime commissions) - all in one SEO tool that includes 45 advanced tools including white label reporting, link building, rank tracking, website audits and so forth.

**Rosehosting** - (10-15% recurring commission for life plus bonuses) - fully managed VPS hosting services at affordable prices.

**Samcart** - (40% lifetime commission) - a shopping cart that makes e-commerce selling easy.

**SEMRush** - (40% lifetime commission) - one of the best search engine optimization tools for marketers and bloggers.

**SEOPressor Connect** - (50% recurring monthly commissions for life) - Premium WordPress plugin that helps with on-page optimization and provides instant feedback and suggestions to improve your content in search results.

**Serpstat** - (30% recurring commissions for life) - growth hacking tool used for SEO and PPC campaigns.

**Social Pilot** - (30% recurring lifetime commission) - affordable social media management tool for bloggers and small business.

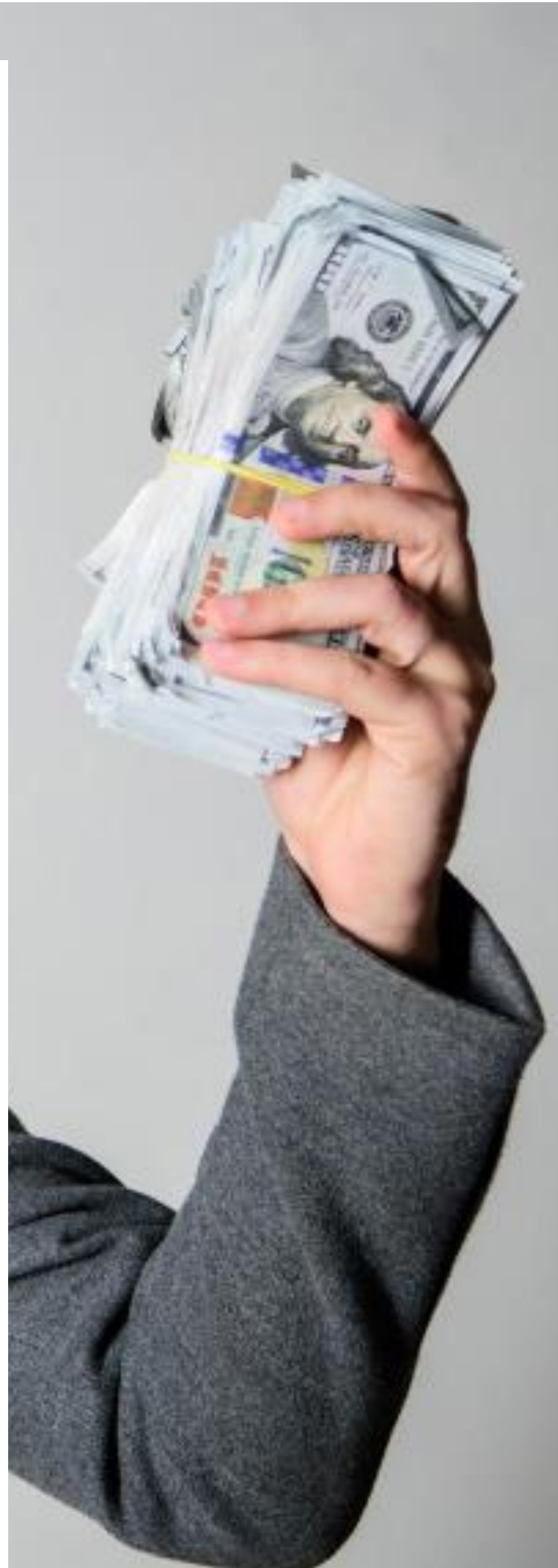
**SpyFu** - (40% monthly recurring commissions for life) - excellent competitor research tool with features for SEO and PPC campaigns.

**Tailwind** - (15% recurring lifetime commission) - social media scheduling tool used by more than 500,000 members.

**Thrive Themes** - (35% on sales, 25% on recurring payments for life) - conversion focused premium WordPress themes and plugins.

**TubeBuddy** - (50% lifetime commission) - advanced keyword research tool for YouTube.

Next Month I'll share 25 more recurring commission programs for the internet marketing niche.



## 7.5 Ways to Help Readers And Make \$1000/Month

Your results will vary, but just imagine if you could make an extra \$1000 a month or more simply by placing affiliate links where they will be the most helpful to your readers and viewers.

That's right: I'm suggesting that you stop thinking of affiliate marketing as trying to sell something and instead think of it as you helping your readers.

It's a small shift in thinking but I've found that since I made this shift, I'm placing far more affiliate links out there and making a much higher percentage of sales as well.

Here are a few places to add affiliate links that help your readers and customers:

1: Create a tools and resources page. Add affiliate links for each product, tool, course and so forth. This earns you money, but it also makes it super easy for the reader to click over and find the resource without searching.

2: Write honest to goodness REAL reviews and post your affiliate link. Even if it turns out the product is NOT right for you, you can still post a link to let them check it out for themselves. And having that link means they don't have to search for the product.

3: Share your favorite products and resources with your email list. You might create a weekly newsletter with special deals, write a 'how-to' email with the resources you use, or tell them about a great product you just discovered that can help them to achieve their goals.

4: Add affiliate links to opt-in freebies, lead magnets, special reports and so forth. If your lead magnet teaches how to do something, give them the links to the tools you use.

5: Place affiliate links inside your courses and products, both free and paid. Again, if you're teaching them how to do something, be sure to give them the links to the tools you're using.

6: Place helpful affiliate links on your thank you page. Once someone opts in to your list to get your freebie, they reach your thank you page. This is prime real estate and a great place to include affiliate links to products, services and resources that can further help them to achieve their goals.

7: Add affiliate links to your YouTube channel. Create videos about products and services you are promoting, as well as 'how to' videos. Place your affiliate link in the description box and remind them in the video of where to find the link.

7.5 Use affiliate links on social media platforms such as Facebook, Twitter and Instagram. Be helpful and share your best discoveries with your social media fans to help them achieve the results they seek.

Pro Tip: To stay within in the law, always disclose that you are using an affiliate link. On social media, you can add something like; #afflink, #ad, #sponsor or #affiliatelink.

On your website and in your emails, reports and courses, you might use this phrasing to tell people you're using affiliate links:

This post may contain affiliate links which means, if you decide to make a purchase through a link, I may receive a small commission at no extra cost to you.

Alternatively, you can use a plugin that will add your disclaimer to every post automatically.

Whatever it is that you're doing online, ask yourself if this is a good place for an affiliate link. Is it appropriate? Is it helpful for the reader?

And most of all, never promote anything you don't believe in. Promoting shoddy products just to make sales today will make it considerably harder to make sales going forward. If you always put your readers' interests ahead of your own, you'll make plenty of sales.





# 10 Smart Ways To Save Money As A Blogger

Blogging can be an excellent way to stay in touch with your readers, build your audience and sell more products.

But in the beginning you might not have a big budget to invest in your blog for all the tools you might want to have. Starting a blog can be more expensive than you think, and like any business, you have to spend money to make money.

Investing in the right tools and resources will help to build your business faster while saving you money in the long run.

With that in mind here's how to save money as a blogger:

## 1. Purchase plans on an annual basis.

While some blogging tools are a must-have if you want to be a successful blogger, you can still save significantly by buying them in bulk.

For example: Web hosting, plugins, social media tools, and so forth can cost as much as 50% less if you purchase an annual or even multi-year plan rather than pay monthly.

Some companies even offer special first-time deals. Purchasing the maximum allowed can save you money for years.

For example, a hosting company might normally charge \$150 a year, but only \$5 a month to get you on board. If they allow you to pay for 3 years in advance at the \$5 rate, you'll save \$270.

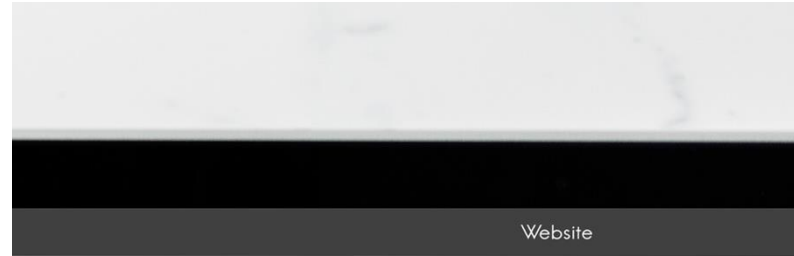
## 2. Save Money with Free Trials

Free trials are a great way to test a product before making a purchase. If they require a credit card when you sign up, write yourself a note so that you remember to cancel before you are charged if you don't like the service. If you do like the service, then you get to use it for free for a time before you have to pay.

Some hosting services and email services offer free trials. Don't sign up until you're sure you're ready to start using it immediately. Also know that if you choose not to continue with the service, you'll have to move your site or your email addresses, so keep that in mind.

Other services that offer free trials such as software are easier to try and then drop if you don't like them.

When you think you want to try a service, if you don't see a free trial, try Googling, "Name of service" "Free trial".



Home > Content > Post

# Blog



### 3. Consider Using Cheap or Free Alternatives

Sometimes you can start using a service for free and then upgrade later. This is especially common with software that allows you to access a limited number of features for free for as long as you like. Most of these free versions are just enough and there is no need to upgrade to their premium version if you are on a budget. You won't have to pay anything until you decide you need the advanced version.

You might start your WordPress site with a free or low cost theme and later upgrade to a paid theme. This is an especially good idea if you have no idea right now of what you want in a paid theme.

Other examples include using Canva instead of purchasing Photoshop, and using Mailerlite for a much lower price than ConvertKit.

No matter what software you need for your site, odds are there is a cheaper or even free version you can use, at least while you're first getting started.

### 4. Use Cashback Sites

Get cashback deals when you purchase products or services online from your favorite store. Purchase anything from blogging software, office furniture, useful gadgets, etc, and get a percentage cash back of what you spend.

(If you're wondering how they do this, I believe they act as affiliates for shopping websites and then they give you a portion of the commissions they're earned.)

Some cashback sites I recommend:

#### Rakuten

Install the Rakuten extension on your browser or get the Rakuten app and shop from your favorite stores. Join today and get a \$10 welcome bonus when you spend \$25.

<https://www.rakuten.com/>

#### BeFrugal

Install it on your browser chrome extension and get a \$10 bonus plus up to 40% Cash Back at over 5000 Stores. Payout is made via Check, PayPal, Direct Deposit, Venmo, Zelle, or Gift Card.

<https://www.befrugal.com/>

### 5. Take Advantage of Lifetime Deals

Most companies give you one-year license access to their products and once it expires you are required to review. But did you know that you can get some blogging tools or resources for lifetime access? This means that once you pay, you can use it forever and never pay again.





Some lifetime deals you can take advantage of. Keep in mind that some deals may have changed since this was written:

Elegant themes: Pay a one-time \$249 lifetime deal instead of paying \$89/year.

ThriveCart Shopping Cart: This is shopping cart software that creates high converting cart pages, upsells & affiliate campaigns with ease. Save money as a blogger on your e-commerce shop by paying a \$495 one-time fee.

Smart Quiz Builder Lifetime Deal: Starts at \$69, Create quiz funnels that generate leads and recommend the right products and resources to potential customers.

SendFox Lifetime Deal: Starts at \$49, best ideal for content creators who want to turn their followers or audience into customers.

These are just a few. Anytime you're contemplating a new purchase for your blog, be sure to check for free trials and lifetime deals. You never know where your next savings will come from.







# 10 Most Profitable Blog Niches for 2022

Here are the 10 blog niches experts say have the most profit potential for 2022. Keep in mind these are broad niche categories. If you choose one of these, you'll want to dig deeper within the niche to find your topic and target market.

- Education
- Entertainment
- Fashion
- Finance
- Food
- Gaming
- Health and Fitness
- Pet Care
- Self-Improvement
- Travel

## Best Blogging Tips:

1: Choose a niche that allows you to write with confidence without continually performing a great deal of research. In other words, blogging is easier when you know your topic and your market.

2: Look for trending topics that also have immense evergreen potential. For example, jumping on the Keto weight loss topic when it first got started and before it became saturated would have been a golden opportunity.

3: Choose a topic for a reachable audience. Knowing who your audience is won't do you any good if you don't have ways to reach them online.

4: Be different. This will mean something different for everyone, but in essence your goal is to have a blog and a voice that stands apart from all others in your niche. The last thing you want to do is blend in with the crowd.

5: Don't put undue pressure on yourself. Not every post you make will be perfect or contain earth-shattering news. Nor do they need to. If you enjoy your topic and enjoy blogging about it, your audience will enjoy reading your posts and watching your videos. Bottom line, don't take yourself too seriously.

6: Blog frequently. In the beginning it's better to post a short post everyday rather than one giant post a month.

7: Forget rules. I've given you quite a few rules here, but as with most rules you might find you need to break them now and then, and that's okay, too.



## Is Price Just an Illusion?

You buy a house for 20% more than the asking price. Does this mean you overpaid? Or that the house was underpriced?

You negotiate a raise with your boss. Does this mean you were underpaid before the raise? Or overpaid after the raise?

Prices are merely starting points in a negotiation.

I've walked into fancy stores, picked out the item I wanted, and started haggling. "What's the absolute best price you can give me on this?"

While inexperienced sales clerks might stammer with their eyes wide and their mouths hanging open, experienced sales managers will often happily negotiate with me.

Don't get stressed about pricing your products. Maybe \$197 is too much. Maybe it's too cheap. I don't know and frankly neither do you. Test different price points and see which one makes you the most money with the least amount of hassle.

## Why I Love Crowded Markets

You go to the swap meet, growers' market, flea market or whatever it's called in your country. You know the place I mean... all these different sellers in booths selling anything and everything.

The place is booming. Sellers everywhere, customers everywhere, not much room to walk, people with their arms full of treasures as they continue to hunt for even more.

Let's say you want to sell stuff, too. But you want to avoid the crowded market so you set up a booth on the other side of the street or maybe the other side of town.

How's business?

Probably pretty bad. In a crowded market you've already got an audience. You just need to get yourself seen by those people when they walk by.

But if you're in a market all by yourself, you've got to bring the people in before you can even start selling to them.

That's why I'd rather find a way to stand out in a crowded market than try to start a brand new one.

A close-up photograph of a hand pointing at a document with a blue pen. The document appears to be a checklist or a list of items, with some text visible but mostly out of focus. The hand is in the foreground, and the pen is pointing towards the middle of the page. The background is a wooden surface.

# Being Bad on Purpose

No matter what you're selling, you know that if you can insert entertainment into your marketing mix, you're going to grab more eyeballs and make more sales.

But when it comes to entertainment, being boring or run-of-the-mill doesn't cut it. You can't sell average. Of course, you can sell excellence, but not every marketer has the time, skill or inclination to become a master entertainer simply to sell products.

That leaves just one alternative: Being bad. Really bad.

Take the live action PowerPuff Girls show. It's bad on purpose and by design.

The studio realizes that if they take a bad show, double down and make it even worse, then people will watch it just to criticize it. It will become a meme, garnering endless free publicity from people complaining about it. They'll dissect every episode, create YouTube essays to explain how terrible it is, talk about it on social media and over the water cooler at work.

The funny thing is, people don't even realize it's bad on purpose, or that they're being manipulated into talking about it and telling others to go watch it.

I'm not sure how you can use this 'bad on purpose' technique in your own marketing, but it's certainly something to consider.

## How To Lose Sales And Influence No One

I'll bet you've got contacts who only get in touch when they need something from you.

They only text or call when it's to their benefit, like when they need a favor.

What do you do with these people?

I'll bet you avoid them.

Why? Because just like any normal person, you don't want to be around needy people.

Now turn the tables...

When all of your marketing communication says one thing – BUY SOMETHING FROM ME TODAY – what does your audience think?

They think you're being needy. And nothing repels prospects more than needy marketers.

Change your tone to one of wanting to HELP your prospects, even if it means conveying that your products are not the perfect fit for everyone.

Try putting their needs before yours. Think of yourself as a consultant whose primary job is to do right by your prospects and customers.

Solve your prospects' challenges and they will buy from you without you having to push them.





# How To Use Chatbot Technology To Grow Your Business

You may have noticed various companies offering chatbots for you to use in your business.

It's intriguing, right? And yet maybe you're wondering how exactly this sort of technology might be useful to you. Check out these ideas...

## Use Chatbots for Customer Service

One of the most common ways to use chatbot technology is to decrease your customer service inquiries.

Now, typically you provide plenty of content on your site, such as a knowledge base and/or FAQ. But some visitors are in a hurry, and they don't have time to pour through or even search through these materials. Still others feel overwhelmed looking at a large bank of content, even if it is searchable.

The solution? Offer a chatbot. You can train the chatbot to answer frequently asked questions for your business in general, for specific offers and more.

For example, a chatbot can answer questions such as:

- What is your guarantee?
- Does the product [do some specific thing/have a specific feature/etc.]?
- Where can I download the product I just purchased?
- The plugin is [returning some specific error] – what do I do?
- I forgot my username and password – what do I do?

And similar. A well-trained chatbot not only creates satisfied customers who love getting instant answers, it also saves you time and money when it comes to staffing your help desk.

Here's the next idea...

## Provide Training Through Chatbots

If you offer any sort of training or coaching on your website, then you may consider using chatbots rather than videos, ebooks or similar content. That's because chatbots can make the training interactive, which engages users and keeps them on your site.

Here's one simple example of how to do this: create a space on your site for users to ask their niche-related questions, and let your chatbot offer the answer.

For example, if you have a dog-training site, then your chatbot can field questions such as:

- How do I housetrain a puppy?
- One of my dogs is snapping at my other dog – what do I do?
- What is socialization?
- Should I hire a professional trainer?

And similar questions.

Here's another idea...

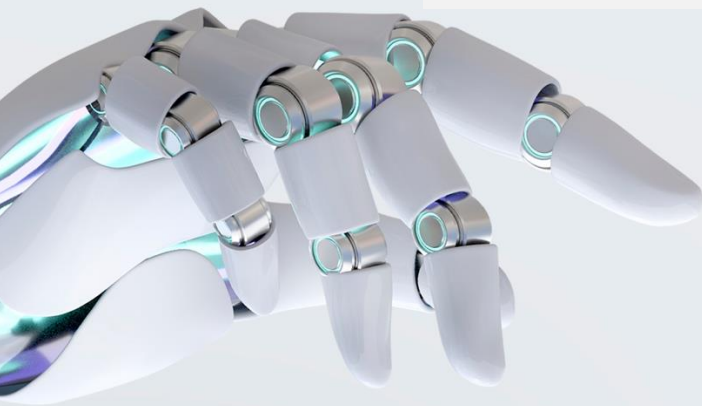
### **Create a Sticky Site With Chatbots**

Still another way to use chatbots is to create a fun, interactive feature on your site. For example, you can use chatbots to present trivia to your visitors, which is great for any niche.

Another idea: use chatbots to gather market research information, such as the demographics and other information about your users. Most people don't like to fill out forms, but they'll happily answer questions if an interactive chatbot is asking the questions!

### **Final thoughts**

You may have noticed that more and more business owners are using chatbots, and with good reason! Chatbots can save you time and money when it comes to customer service, they can boost responses on market survey data, and they can make your site more interactive, sticky and fun. That's why you'll want to consider using chatbots in your business too!





# 10 Ideas For Your Next Joint Venture

When some people think of a joint venture, they immediately think of two marketers co-endorsing each other's products, often for a cut of the profits. In other words, glorified affiliates.

Sure, that's one way to partner up for mutual benefits with others in your niche. But there are so many other ways to do it, that you'll really miss out on traffic, subscribers and customers if you don't implement some of the following ideas.

Let's start with the familiar one...

## **Co-Endorse Each Other**

Here's where you swap endorsements with your partner on your respective platforms, including:

- Your mailing lists.
- Your blogs.
- Your social media platforms.

You can do a one-time endorsement, or you can create a semi-permanent endorsement (such as a link and call to action for your partner in your blog sidebar and at the end of every email.)

## **Swap Download Page Links**

The idea here is to swap links on your email-list confirmation/thank you page, as well as your product download pages. For example:

- You can promote your partner's email list on your email confirmation page.
- You can promote your partner's product on your product download page.

Next...

## **Exchange Links in Lead Magnets**

Another good way to advertise each other is by swapping promos and links within your lead magnet. If you each have affiliate programs, you can use your affiliate links to promote your partner's offer.

## **Do Guest Content**

The idea here is to create a guest article, which your partner can then post on their blog, in their newsletter, and/or on social media. Your partner can then send you an exclusive piece of content for you to publish on your platforms.

## **Share Costs on an Advertisement**

If your partner is offering products or services that are complimentary to yours, then you can share the cost of an ad. This could be a Facebook ad, Google ad, or even an offline ad.





### **Create Ridealongs**

If you and your partner sell physical products, then you can include flyers or coupons in each other's shipments.

### **Do a Webinar Together**

The idea here is to do a webinar with one or more partners. If everyone promotes the webinar, then you'll get wide viewership and distribution.

### **Do an Offline JV**

Be sure to look offline for potential JV partners. For example, someone in a dog training niche can partner with a dog-supplies store and do something like offer a free in-store dog-training workshop.

### **Run a Contest Together**

You can create a prize package together, promote the contest together, and share the resulting list. Win-win!

### **Create a Product Together**

Finally, one other awesome joint venture is to create a product with your partner. This is especially beneficial if you're just getting started in a niche, as partnering with well-known people in your niche can boost your status and credibility.

### **Next Steps**

As you can see, there are a whole lot of ways to do joint ventures with other business owners and marketers in your niche – and this is by no means a comprehensive list! Do some brainstorming right now to see what sort of awesome ideas you can come up with, and then go talk to your joint venture partners about these new ways to grow your respective businesses!





# THE **BIG** SECTION



# How to Think And Grow Rich In Twelve Steps

One day when I was a bored kid hunting through the stacks in the library, I stumbled upon a book called, "How to Think and Grow Rich" by some guy named Napoleon Hill.

I must have read the title 5 times thinking that I'd misinterpreted what it said.

"What was this? And was it for real or just a joke?"

I remember the librarian's eyes twinkling when I checked it out. "Are you going to think and grow rich, young man?"

Geez, lady, I sure hope so.

I took the book home, devoured it and scratched my head. I wasn't quite sure what I'd just read, so I read it again.

It wasn't until well into my 20's when some of the ideas in the book really started to make sense to me.

If you haven't read the book lately, I'd like to offer you my interpretation of Napoleon Hill's Think and Grow Rich in 12 steps.

## **1. Burning Desire**

Unless you're super lucky, like stumbling-upon-a-suitcase-full-of-money lucky, then everything in life starts with your desire and your ability to visualize what you want. Once you've got a burning desire to achieve your goal, you're able to persist despite setbacks and challenges along the way, even when it seems like you're making no progress.

It's your burning desire that drives you to achieve the impossible. Think of Beethoven who, despite being deaf, composed works that are still performed and loved today. Or consider Milton, who became a great author despite being blind. They were able to achieve their dreams despite their challenges because of their passion for their craft.

No matter what you're doing, see if you can work up a burning desire to see it through. Then as you progress in life, aim to choose only those projects that set your mind and heart on fire with desire. If you can do that, you'll never work another day in your life.

## **2. Absolute Faith**

Faith is having belief in what you do and trusting your capability to achieve your goal. Seeing your result before it happens, feeling what it's like to have achieved the result before you even start, knowing that you will indeed accomplish your goal – these are all faith driven and allow you to perform feats that seem like miracles to others.

Faith is KNOWING in advance that what you want will come to pass. Your mind isn't divided between, "This will happen!" and "What if it doesn't happen?" because you know for a fact that it will, and you are able to rest easy knowing it is just a matter of time before you achieve the result you seek.

With faith you can stand firm no matter what the obstacle or challenge and know that it doesn't matter because success is inevitable. Faith isn't a frenzied mantra repeated over and over ("I hope it happens I hope it happens I hope it happens) but rather a calm, confident knowledge that because you can see the end result you seek, it will come to pass.

## **3. Self-Talk**

I believe one of the reasons Betty White stayed in good health and lived to be nearly 100 was because she always found the positive in situations and in people. She didn't go around talking about how bad things were, but instead chose to focus on the positive and be happy.

Our self-talk can determine how happy, healthy and successful we are. Positive self-talk is another great tool that we use to achieve our aim and fulfill our destiny in life.



Whether your words are spoken in your head or aloud, finding good things to say about yourself and your world sets you up for happiness and success. In many cases you're creating positive prophecies that do indeed come true.

As Napoleon hill said, "We are the prophet of our own life and our visions about our life do come true." Learn to love yourself in a positive, healthy way. Work on encouraging yourself (I can do this!) and telling yourself that you are worthy and capable of achieving your dreams.

#### **4. Specialize**

Specialization is an almost required ingredient to success because it gives the universe a clear vision of what you want and desire.

Be specific in naming your goals, career, achievements, relationships or anything that you want to be in your life. Focus on exactly what you want to the exclusion of other things.

People lose their destiny because they don't define their purpose. We all want to achieve great things, but we can't all be great at all things. Choose what you want to be known for. Be persistent in working towards that goal and your greatness is certain.

"But what about people like Richard Branson? He's started all kinds of different businesses and many of them have been successful. He didn't focus on just one thing."

And yet, he did. He focused on building a business empire and let others who were more knowledgeable in each business make the day-to-day decisions. For example, his goal wasn't to start an airline, but to look for business opportunities, find the experts who specialized in each opportunity such as people who knew how to run an airline, and keep building his empire that way.

He also built those businesses one at a time and not all at once. The key is focus. Choose one thing. Make it a success. Then if you want, move on to the next goal and do the same thing.

#### **5. Imagination**

Your imagination is your power. It is the invisible ability to attract great achievements and prosperity to you, and that's why Steve Jobs said, "Imagination is everything; it is a preview to life's coming attractions."

Imagination is the power you wield to create your future life.

If you imagine bills, loneliness and despair, then that's what you'll have. If you imagine that each time you attempt something new, you're met with resistance, then that's what you will have.

But if you imagine your life as you wish it to be, then you can create the life you want. See your new achievement in your mind's eye as though you are viewing it in the present tense. It's simultaneously already happening (current tense) and it's already happened (past tense). Yes, you can imagine both at once. Your goal is coming to fruition and it's already happened. Think of a deposit coming to your bank account. It's not there yet, and yet it is there. True, you cannot access the funds until tomorrow, and yet it is already yours.

Think of what you want to have, to achieve and to become in the next 6 months, the next year, the next 5 years. Make it clear as can be in your mind. Write it down lest you forget it. Continue to see it simultaneously in your imagination as if it is coming true and is already true.

Imagine your plan for achieving what you want. See yourself executing that plan, and then get busy making it come true. The better you can see the end result in your mind, the easier it will be to achieve.

#### **6. Plan**

Spoiler alert, I already mentioned the need for a plan in the previous paragraph, but hey, you knew you needed one, right? You don't get to the moon or to Mars without a plan, and you don't (usually) achieve your highest goals without one, either.

If you plan to start a business, part of that plan is to choose your business and then take the steps necessary to start and run that business.

Your plan is your roadmap on how to get from where you are to where you want to go.

Planning is the act of strategizing and creating a formula on how to execute and work towards the achievement of a goal. With no plan you will fail.

One note: Plans get you started and guide you along the way, but they're not written in stone. As you progress towards your goal, you may need

you don't need a plan to start with, or that your plan was wrong. It's simply how planning vs real life works, and that's okay.

You can have a plan and be flexible. The plan will get you started, and the process will show you where to update your plans for a better outcome.

*There's an old joke that goes something like this:*

*"God, I pray to you every day to win the lottery. I've been praying for 30 years, without fail.*

*I pray and pray and pray and you still have not come through for me."*

*God: "Could you meet me halfway and go buy a @\$% lottery ticket??!"*

*If you plan to win the lottery, part of that plan is to buy a ticket, and the next step is to take action, follow the plan and purchase your ticket.*

## **7. Take Massive Action**

Once you've used your imagination to see what you want to do and you've planned out how to do it, then it's time for action on a massive scale.

This is where so many people fail, and understandably so. "Massive Action" sounds like a full frontal assault made by an army. Not so. Massive action for you might simply be setting aside one hour per day – every day – to work on your goal.

If you can't sustain your action, then you'll fail. That obese and out of breath person who begins the new year thinking they will exercise vigorously for an hour a day is doomed to fail because the action they've chosen is not sustainable.

For someone who hasn't exercised in 20 years, massive action this week might simply be stepping out the front door every day at 8am to walk around the block. Next week maybe they walk two blocks, and next month maybe they're doing a mile a day. For them, that is massive and sustainable action.

There will be times when very little action is necessary. You see yourself getting raise. You know it's going to happen. Your contributions to the company are well known. The next week the boss calls you into the office to say you've got the raise. These things happen all the time. Our thoughts direct our world.

But in many cases massive, sustained action will be needed. Think of your action-taking as a marathon rather than a short burst of activity. Plan to invest a certain amount of effort each day to reaching your goal.

## **8. Be Persistent**

Persistency means working when you don't feel like it or when you'd rather do something else. When you've had a bad day and the last thing you want to do is anything but veg out in front of the television, and yet you still work on your goal – that's when you're being persistent and consistent.

Challenges will happen. Enthusiasm might wane before you get back on track. But if you expect from the very start that not every day will bring a busload of motivation, then you'll be ready for those days when you just sorta kinda don't want to bother but you do the work anyway.

I suspect it's the lack of consistency and persistency that causes the most regret in life. If only you had kept going. If only you had acted on your idea. If only you had gone after your dream.

If we only get one shot at life, then maybe we better get moving and make the most of it. Take a step every day to get where you're going. Don't quit, don't give up, and don't take a break longer than two days, even if you get sick.

Everyone has challenges. But only those people who work to be consistent and persistent in their efforts will overcome the challenges to succeed.

Sorry if I sound like motivational mouthpiece, but you know everything I just said is true. The question is, are you living it?

## **9. Rebound from Failure**

Failing doesn't make you a failure, but quitting does. Every time something goes wrong, ask yourself, "What's good about this?" Keep asking that until you find the answer. Since I began this practice, I have found something good or even great in nearly every bad thing that's happened.

Remember you only have to get up one more time than you fall down.

And yet so many people quit after their first s



Bullpucky.

Expect there will be bumps in the road along the way. Just let go of your ego and enjoy the ride.

Your ability to rebound from failure can bring out your best because every failure comes with an equivalent or greater success if you will simply keep moving forward.

#### **10. Collaborate**

Collaboration is like magic. Just think about how powerful it can be to utilize the skills and knowledge of other people to reach your goals.

The great steel magnate, Andrew Carnegie, self-admittedly didn't know all that much about his own business, but he didn't need to. He went out and found the best and brightest minds in the steel industry and hired them. Carnegie not only wasn't afraid to hire people who were more knowledgeable and smarter than himself; he bragged about it. And because of his skill at collaborating with others, he became one of the richest people in the world in his time.

If you can't work with people then you're going to have a difficult time achieving your dreams, no matter what your goals are. Your ability to collaborate and work with others can be your greatest power, one that brings all of your dreams to fulfillment.

If you make a list of everything you need to do in order to achieve your dreams, you will likely find there are a LOT of different skills you're going to need. You could spend several months mastering each of these many skills, and in a few months or years you might be ready to proceed. Of course by then, some of what you learned will be outdated and you'll need to go back and learn some more.

Or you can simply find people who are already masters at the skills you need and allow them to help you.

Yes, this does mean compensating other people. But imagine you're building a business. Your goal is to grow it into a six-figure income within six months.

If you have to take time to learn how to build the perfect website, write the perfect sales copy and blog posts, become a pro at social media, spend time creating a great product and recruiting affiliates, then you could be looking at months of trial and error while learning from your many mistakes. It might be a year or two before you ever get your business off the ground and profitable, if it even happens then.

But if you pay professionals to help you, then you can probably launch your business in just a month or two. You'll stand a much greater chance of hitting your goal of six figures in six months. You will have saved immeasurable frustration, not to mention time.

And if going alone means you earn six figures 3 years from now and collaborating means you earn six figures starting in 6 months, that's a minimum of \$250,000 you've lost by doing everything yourself.

"But I don't need help." If you truly don't, then great! Go for it. But if that's your ego talking, you might want to ask your ego to sit on the bench while you recruit your star line-up to help you win the game.

Why I just launched into a sports metaphor, I'll never know. But you get the point. Amateurs think that outsourcing and collaboration costs money. But professionals know it's the fastest, easiest and smartest way to get where you want to go in life.

#### **11. Take Calculated Risks**

I hope you'll take note of that word, "Calculated." If you want to change anything in life, there is a risk you'll need to assume, however slight it might be. And sometimes the risk simply feels too great, not because the consequences could be dire, but because as humans we tend to be incredibly risk adverse.

Let's get something out of the way here: If you want to make major changes in our life, then you've got to be ready to look like a darn fool. Anytime anyone takes on a new task, they're probably going to look silly. They're going to make dumb mistakes. Everything about them might scream, "AMATEUR!" So what? It's all part of the process.

When you learned to walk, I guarantee you were terrible at it. You fell down all the time. You clung to furniture to stay even a little bit upright, wobbled around like a tiny drunk and had

trouble going in the right direction. Sometimes you were so tired of falling, you went back to crawling because you already knew how to do that.

Now just imagine if you had given up because you didn't want to look foolish. You'd still be crawling today.

That's why you got up one more time than you fell down, and this is the attitude to take when starting on your new ventures. You might be somewhat clueless now, but you'll learn as you go and you'll get better and better.

Feeling embarrassed and foolish is risk number one, and it's simply the ego worried about what others think. Who cares what they think? You're following your dream and that's all that matters.

Now there's another kind of risk, and it can assume all sorts of shapes and forms. Do you choose this person or that person to do your writing? Is paying for advertising going to bring in business or waste your money? Is this the right niche or is it too saturated? Is your persona too over the top and going to frighten away prospects?

Everything is a risk, including not getting out of bed in the morning.

And sometimes you'll have to make big decisions about what to do next. You'll feel like you're taking a big risk. Others will tell you NOT to do it. Pay close attention to whether or not these 'others' have experience in this. If not, and you want some counsel, find someone who's already done what you're attempting to do.

There is a reason people use guides and sherpas to help them climb mountains. These experts know the best paths, the places that are too dangerous, and all the little tricks to use and pitfalls to avoid.

Life is risk. Make friends with risk, enjoy risk, but not too much. Your business and your life aren't gambling tables in Las Vegas. They're much more important and deserve your thoughtful calculation before making any big decisions.

## **12. Self-Improvement**

Voracious readers have a definite advantage in business because they naturally get more ideas. Finding out what's working for others can cut your own time to success dramatically. For example, in business what works in one niche might be used in an entirely different selling arena. Or someone who has the same personal challenge as you do may have found a way to turn that problem into a real asset.

Improving your own skills can work wonders, too. Some folks think that the moment they graduate school they never need to crack a book again. Those people are stagnant, stuck in whatever year they graduated, and they quickly become obsolete.

But the person who is always interested and curious about what's new, what's working for others and keeps up with changes and innovations will be well ahead of these folks who think reading is a plague set upon them by disgruntled teachers.

Stay curious, keep learning and take notes. Have you ever read a book, and six months later you have no idea what you read? Here's a great little trick for always remembering the very best of what you read: Whether it's an article or a book, write down the 3 most important ideas or lessons you've read. This is the information you can use in your own life and business. Write it down and then reread it every morning for several days, and the information can be yours for life.

Also, if possible, implement at least one of those ideas as soon as possible to start reaping the benefits of your reading.

And there have it... my take on Think and Grow Rich by Napoleon Hill. While the book itself is dated, the concepts still work as well today as they did all those years ago. And while most of us are familiar with these steps, it's also true that nearly all of us can improve on at least one or more. We've only got one shot – let's make it a good one!



# EPILOGUE

## The Wind And The Sun

This is an old fable, but I've always loved it.

The Wind boasted of great strength. The Sun argued that there was great power in gentleness. "We shall have a contest" said the Sun.

Far below, a man travelled a winding road. He was wearing a warm winter coat.

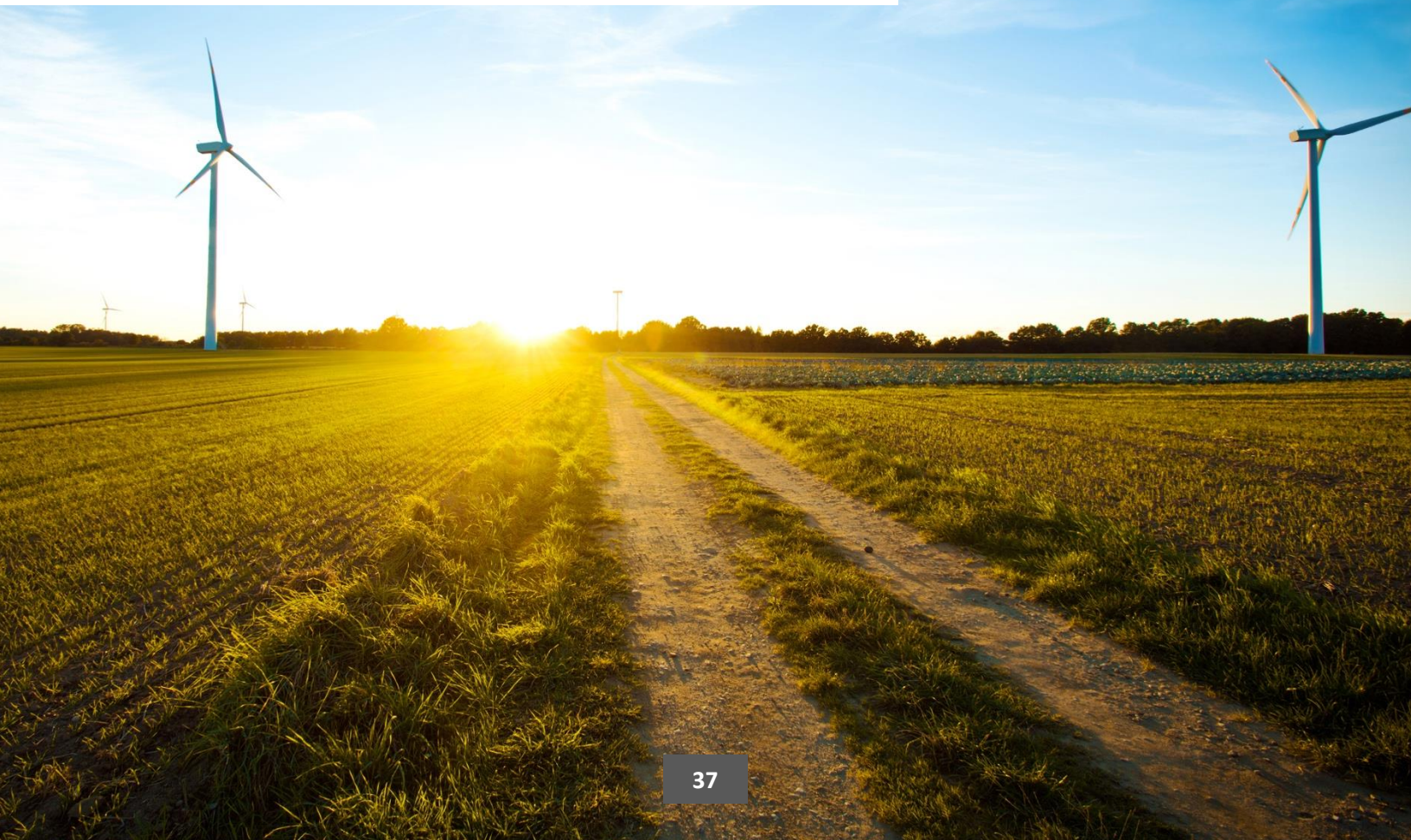
"As a test of strength" said the Sun, "Let's see which of us can get the man to remove his coat."

"It will be quite simple for me to force him to remove his coat" bragged the Wind.

The Wind blew so hard, the birds clung to the trees. The world was filled with dust and leaves. But the harder the wind blew down the road, the tighter the shivering man clung to his coat.

Then, the Sun came out from behind a cloud. Sun warmed the air and the frosty ground. The man on the road unbuttoned his coat. The sun grew slowly brighter and brighter. Soon the man felt so hot, he took off his coat and sat down in a shady spot.

"How did you do that?" said the Wind.



“It was easy” said the Sun, “I lit the day. Through gentleness I got my way.”

When you make the transition from old business to internet business it's very easy to think that the same techniques that used to work in the classic business model will work in the internet model but that isn't completely true, and one thing that doesn't is the “hard sell”. When you're standing in shop or on the phone you've got an interaction going with another physical being, when you're buying on the web that avenue does not exist and more often than not if you're too pushy in your site and marketing, prospective clients will just click back to Google and pick the next one in the list. It's easy to think that you have to be pushy on the internet, that you have to get that sale in the first five seconds of someone landing on your site, when in actuality your prospective client is doing more research than they would in the shop or on the phone. They have the power of the internet on their side and more time to see your hard sell so instead of being the Wind and blowing as hard as you can to get that coat, simply smile and grow brighter, give them all the information that you can about your products make it easy for them to see how it will benefit them. They will remember that helpful site over the pushy ‘Wind’ one and they will come back and buy from you in preference,

Persuasion through kindness is better than force...

## See you next month!



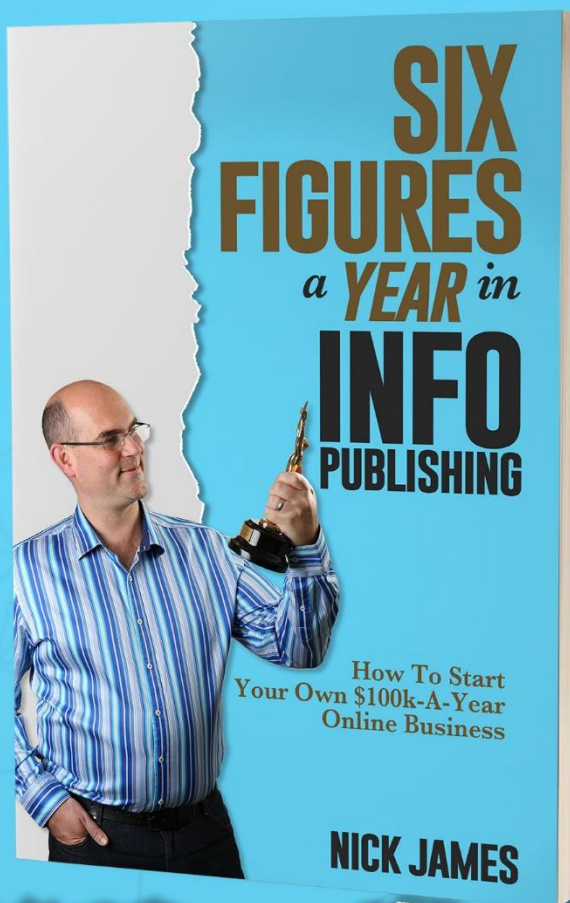


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