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The Hare & The Tortoise

The Hare was always boasting of his speed. "I have never yet been beaten," he would say, "when I'm at full speed. I challenge any one here to race me."

The Tortoise said quietly, "I accept your challenge."

"That's a joke," said the Hare; "I could dance round you all the way."

"Keep your boasting till you've beaten me," answered the Tortoise. "Shall we race?"

So a course was fixed, and a start was made.

The Hare darted almost out of sight at once, but soon stopped to show his contempt for the Tortoise and lay down to have a nap.

The Tortoise plodded on and plodded on, and when the Hare awoke from his nap, he saw the Tortoise just near the winning-post and could not run up in time to save the race. Then said the Tortoise: "Plodding wins the race."

Now you may be wondering what a cocky bunny and a plodding tortoise have to do with businesses internet or otherwise, and the answer is a lot more than you might think!

Let's look at the modern internet businesses and start-ups, they are the cocky little bunnies, rushing around plying their wares, often not sticking with a single idea or product but jumping around to meet the current fad or follow an emerging trend. A lot of these companies bring great rewards very quickly, but also a lot of them get complacent for each company that succeeds there are tens of failures. The thing that causes a lot of these companies to fail is the fads and trends ending and them having nothing left to fall back on. They get complacent in their immediate success and see only the short term gains they fall asleep if you will, lulled by the great rewards.

Now look at the big old corporates, the tortoises they plod along selling their services, running their race, yes they may not be the fastest out of the gate, but those changing fads and trends the bends in the race course are easy for them to negotiate because of their lower speed, so little by little they catch up to the cocky little hot footed bunny. They too get complacent in their race but their slow plodding gait brings continual gains, not a burst of gains like those felt by the rabbit.

Now off the top of your head name five companies, how many of them are the speedy little start-ups and how many are the slow plodding corporates?

So here's the lesson: Slow and steady wins the race...

You want to win? Learn to always move forwards, even if progress is slow, stick to your long term plan, sure you'll pick up some fast rewards along the way, but when those aren't there the steady trickle will keep you in the running while the faster runners are napping.





Resources and news

Facebook, Twitter, YouTube Crack Down on Ads During Ukraine Crisis

Facebook parent Meta and social media giant Twitter reacted to Russia's invasion of Ukraine with pronouncements Friday about ads on their respective platforms.

Meta said Russian state media would no longer be allowed to run ads, and Twitter said that it's halting ads in Ukraine and Russia for now.

On Saturday, Google-owned YouTube reportedly made its own move, prohibiting Russian state-owned media outlet RT and other Russian channels from making money off of ads.

<https://www.cnet.com/news/facebook-twitter-limit-ads-during-russian-invasion-of-ukraine/>

Twitter Campaign and Creative Changes Marketers Need to Know

Since early 2021, Twitter Ads has been rolling out significant changes to the platform's campaign objectives and creative workflow. Here are those changes along with everything you need to know to achieve more with Twitter ads.

<https://www.socialmediaexaminer.com/how-to-achieve-more-with-twitter-ads>



Almost All Consumers Expect To Shop Via Social This Year

Email marketers and ecommerce brands should watch out for a growing phenomenon: That 98% of consumers plan to make at least one purchase through social media this year, and that 68% have already bought via social, according to a study by Sprout Social, a provider of social media management software.

<https://www.mediapost.com/publications/article/371412>

TikTok What's Next Report 2022

TikTok released the TikTok What's Next Report 2022, using its learnings from 2021 to predict how this year will play out. Over 1 billion people turned to TikTok in 2021, and here's what's coming next.

<https://www.adweek.com/social-marketing/tiktok-looks-to-the-year-ahead-with-its-tiktok-whats-next-report-2022>



Upworthy's "Crappy" Editorial Process

I just had to share this with you. While researching how to better arouse a reader's curiosity, I came upon a post that referenced Upworthy's editorial process for headlines.

This is the exact wording of what they tell their writers and it humorously illustrates just how important headlines are:

Upworthy's Editorial Process

1. *You HAVE to crap out 25 headlines for every piece of content.*
2. *You WILL write some really stinky headlines.*
3. *Once you start getting desperate, you start thinking outside the box.*
4. *So you HAVE TO WRITE 25 HEADLINES.*
5. *#24 will suck. Then #25 will be a gift from the headline gods and will make you a legend.*
6. *Accept that not every headline will be perfect.*
7. *Then write 25 headlines.*
8. *With practice, you'll be writing 25 in 15 minutes. Then I will give you permission to lower your limit.*

SO PLEASE WRITE 25 HEADLINES

Incidentally, this list comes complete with a picture of a toilet.

No joke.

Why so much focus on writing 25 headlines?

Because the more headlines you write, the better the odds you'll discover the headline that is almost literally irresistible because of the curiosity it inspires.



The Personal Leverage Trick That Sells More Stuff

Not all upsells are automated.

Some of them are born out of a genuine desire to help your customers.

Let's say you notice that Judy purchased your program on how to write sales letters that convert, along with your program on sending high converting traffic to an offer.

But Judy hasn't purchased your program on creating info products that sell like gangbusters.

So, you drop Judy a personal note and mention how most of your customers who buy those first two programs also buy the third one, too.

You can let her know that while all three programs work well on their own, your customers have found that combining the three provides the greatest success.

Then you give her a link to the sales page and let her know that the product is still currently available.

You close by saying something like, "Judy, please let me know if I can be of further help to you."

And that's all there is to it.

The conversion rate on this is higher than almost anything I've experienced before.

And you're not even selling. Instead, you're simply being helpful and making sure your loyal customers have everything they need to succeed.

If you can automate this, then that's great. But if not, it's still worth it to do it by hand.

There is something about the personal touch that works wonders, too, because the next time you send out an offer to the entire list, you'll find the ones you contacted personally are more likely to open your emails and respond to your offers.

And once your customers are used to getting personal emails from you, your future recommendations will carry more weight, too.

In this automated world of ours, customers place a high value on your personal contact and help.

5 Foundational Pillars for a Successful Entrepreneur Lifestyle

These are the foundational pillars for a successful life as an entrepreneur. Before you make your first sale or seal your first deal, you should give some thought to each of these factors, because they will determine not only the level of success you achieve, but also the quality of your life.

<https://startupnation.com/manage-your-business/startup-culture/5-foundational-pillars-successful-entrepreneur-lifestyle-schlegel/>



Zuckerberg Has Burned \$500 Billion Turning Facebook to Meta

We may be witnessing the early days of the fall of Zuckustus. Facebook's once unbeatable ad-tracking system — the engine that made it a more than \$1 trillion company — has effectively been neutralized by the likes of Apple, which allows users to block the company's trackers. (Google is set to start phasing in similar protections to its users over the next two years.)

Facebook's user base has started to shrink after revelations by whistleblowers and leaks that showed how harmful social media could be to teen users, who are flocking to less toxic competitors like TikTok anyway.

And Zuckerberg — clearly bored with the company he founded 18 years ago — has shifted his vision into an immersive version of the internet, complete with headsets and digital avatars, that he calls the metaverse, an ambition that sets up Facebook's competition not with another Silicon Valley company but with reality itself.

<https://www.msn.com/en-us/news/technology/zuckerberg-has-burned-24500-billion-turning-facebook-to-meta/ar-AAU2za8>



This Magic Eight Ball of Online Marketing



When we were kids some of us had a Magic Eight Ball.

Ask the ball a question, shake it up, flip it over and see the answer.

If the answer was positive, it might say any of these following...

- It is certain
- It is decidedly so
- Without a doubt
- Yes – definitely
- You may rely on it
- As I see it, yes
- Most likely
- Outlook good
- Yes
- Signs point to yes

Sometimes the Magic Eight Ball gave a neutral answer, in which case it might say...

- Reply hazy, try again
- Ask again later
- Better not tell you now
- Cannot predict now
- Concentrate and ask again.

I was always frustrated and annoyed when any of those answers popped up in the window. Worse still was when I was hoping for a positive answer and instead got one of these...

- Don't count on it
- My reply is no
- My sources say no
- Outlook not so good
- Very doubtful

"But that was just a toy and the answers were random. What's that got to do with online marketing?"

Good question. Notice something about these answers... 10 of them are positive, 5 are neutral and 5 are negative.

When you know these numbers, you can word your question in such a way that you increase your odds of getting the answer you want.

In other words, you could fool yourself into thinking the game was giving you the answer you hoped for, when in fact you were rigging it to get the answer you wanted.



And when it comes to your business, we do the same thing. Our memories aren't all that great. We think that a certain promotion brought in tons of money when it didn't. Or we think that something else we're doing is a complete waste of time when it's not.

For example, you're thinking of retiring one of your products because it's not selling anymore. But if you look at your stats, you see it's still making \$1000 a month with very little promotion. Instead of retiring the product maybe it's time to send more traffic to the offer.

Those affiliate links you placed inside your reports aren't doing anything, right? You're thinking, 'why bother to keep adding those links in your new reports or update the links in the reports you have?'

But when you look at the stats, you see that each link is bringing in an average of \$50 a month. Not bad for something that is taking zero work. 2 links in each of 5 reports and you've got a \$500 passive income stream.

The point is that your stats are your Magic Eight Ball of your business. They will tell you exactly what you should be doing more of, where your focus should be, and what you need to change or drop.

Relying on guesswork or even your memory is going to cost you money.

Let's say you've got a coaching program that you open for 3 days each month. When you look at your stats and you see that skipping just one month costs you \$3000 in lost revenue. Now you know to not only make it a priority monthly promotion, but also to increase how often you open it – such as every 4 weeks - so that you had an extra few thousand each year.

Or you fondly remember that first promotion you did that brought in \$5000. But you look at the stats and realize you paid out \$3400 in affiliate fees, Paypal fees and expenses, earning you only \$1600.

Maybe it's time to stop bragging that your first promotion was hit out of the ballpark and let your new students know that you're a mortal marketer who started at the bottom, just like them.

What if you want to dump one of your income streams? For example, maybe you're tired of being an affiliate for product launches and want to focus all your efforts on promoting your own products.

Look at how much affiliate income you have been making each month so you know how much you need to increase sales of your own products in order to break even.

Even if looking at your stats make you cringe, they are still your best prognosticator of earnings to come. And they will tell you where to spend your efforts to increase your income, too.



How To Be Weird, Trivial And Flashy For Profit

‘Pregnant Roller Skates.’

That’s what people called the first Volkswagen Beetles.

While other car manufactures were naming their cars Mustang and Cougar, Volkswagen named theirs after an insect.

Volkswagen ads proclaimed the Beetle to be a ‘lemon’ and asked the question, ‘Do you earn too much to afford one?’

Other car dealers called the Beetles a ‘joke,’ ‘junk’ and worse.

And Volkswagen used these bad comments as huge selling points by being decidedly different.

They went against the grain, using weirdness to build their own tribe of loyal followers.

Imagine if they’d tried to compete head-to-head with the car manufactures of the time: “We’re more luxurious! We’re faster! We’re sleeker! We’re quieter! People will admire your good taste!” The company would have failed within a year if they took this approach.

Instead, they embraced their quirkiness and difference and sales skyrocketed.

Remember Andy Warhol? People called his work, ‘trivial and flashy.’

Andy’s reply? “Thanks. I adore the trivial and flashy.”

The key is to occupy the ground first and take ownership of your faults and weaknesses.

Then any criticism you get will only make your point more powerful.

If you’re in the online marketing niche and you’re posting pictures of mansions, swimming pools, models and Ferraris, then you’re competing with every other marketer who is doing the exact same thing – and there are an awfully lot of those, too.

But if you don’t pretend to be something you’re not and instead take ownership of who you are, then you have no competition.

Be truthful. Be proud. Be you.

And then regardless of what others think or say, when they do criticize you, they will simply be reinforcing your own authentic brand...

...and which point you can smile and say, “Thank you!”



How To Legally Steal Your Business

Okay I know this is going to send a burr up some people's pants but please stay calm and we'll get through this just fine.

In school it is drilled into our heads that WE.MUST.NOT.COPY. Ever.

That's why when people get out of school and want to start a business, they erroneously think they must reinvent everything from scratch.

But the truly successful people don't reinvent so much as copy.

"Good artists borrow, great artists steal."

Do you know who said that?

Picasso.

Years ago I received one of the greatest pieces of advice of my life:

"Figure out what you want to do. Find someone who is already doing it and do what they do."

That's it.

No matter what you want to do, if someone else has already done it, then you can simply find out what they did and do it, too.

If you want to build a car, are you really going to invent a new way for it to move because using wheels would be copying someone else? Of course not.

As long as you're not stealing the actual specific design of the wheel itself, there is no reason not to use wheels, too.

In online marketing, as long as you don't steal any content and trademarks, you're fine.

And if you simply use what you need from different marketers, no one will ever know you've been modeling anyone else.

Every successful marketer out there has stood on the shoulders of those who came before her or him. And anyone who says they don't borrow ideas isn't being honest.

Greats like Dan Kennedy feely admit they modeled parts of their businesses on what has worked for other marketers.

If everyone had to learn everything from scratch without the help of others, nothing would get done.

Decide what you want to do.

Find someone who is already doing it.

And model what they do.

If that means taking their course, do it.

If that means being their customers and watching how their systems work, do it.

Put your own spin on it, use your own voice and make it yours. Don't copy. Just model.

Success leaves clues, and your job is to follow them.



Add This Paragraph To Earn \$397 Extra Per Month

Would you believe that 15 minutes of work can earn you an extra \$397 or \$794 per month?

There is a catch: You must already be selling something to do this.

For example, let's say you have a course on how to drive free traffic to squeeze pages.

On the checkout form you're going to add an upsell box that offers your personal help with the product you are selling.

It's like a coaching upsell but it's specifically related to the product they're about to buy. You already know they are super interested in this topic, so it's the perfect time to allow them to check the box and get your personal help.

One sale a month is an extra \$397 or nearly \$4,800 per year. Not bad. Two sales a month and you double that.

What do you write in the box? It could be something like...

Add My PERSONAL Help as a Consultant to Implement These strategies In Your Business for \$397

ONE TIME OFFER: Add my personal help to your order. Work with me one-on-one to implement THIS training in your business. The fee covers ONE FULL MONTH of email consultation from me and in that time I'll help you to (benefit) (benefit) and (benefit).

Finish up with the details of how it will work, what they will get out of it, and what they need to do (such as tick the box).

This is such a simple thing to do for added income.

You'll get the payment notification and then you contact the client and go through the method together, customizing it to their particular business.

And once the month is up, you can offer to continue coaching them in any area of your expertise for an additional fee.

Add this upsell to each one of your products and you should add four figures to your business relatively easily.

And because it's email coaching, you'll find that you're answering many of the same questions over and over again. Just keep a file of the answers, copy and paste, tweak as necessary, and send. It will look like you spent a great deal of time on the answer but in many cases it only took you a couple of minutes.

I would suggest also jumping on a call with them twice during the month, just to check in and see that they are making progress, but this is up to you.



Terry Dean

interview



Editor:

This time, we're talking with the internet lifestyle mentor, Terry Dean. Now, he's been coaching entrepreneurs on how to earn more, work less, and enjoy life since 1996. So with over a quarter of a century's worth of experience under his belt, I'm excited to dive in. Terry Dean. It's great to meet you.

Terry Dean:

It's great to be here.

Editor:

Well, 26 years, it's quite a long time. So you must be doing something right. How did it all start for you?

Terry Dean:

Well, it started off, as you mentioned back in 1996. And I was a pizza delivery driver for Little Caesars. And that was my last of many dead end jobs, such as I signed people up for credit cards in front of Sears. I tried selling satellite dishes door-to-door. I sold a grand total of zero over two weeks, they let me go pretty quickly. And then the last job was delivering pizzas. That was the last job I had, and the last job I ever will have.

And at that point in time, '96 was really early on. The internet was just getting started. And I heard a few stories of people who started online with basically what you'd consider kitchen table type businesses. They go to online and they were selling, way back then it was VHS videos, self-help type videos, things like that. And I basically said, "You know what? This is something I could do."

I was never able to sell one-on-one, sell directly. I was probably the worst salesperson you'd ever seen. But I said, "With the internet, this is something that I can hide behind a screen, and I can write to people. I can communicate people. I can rethink my thoughts on paper with all the editing process and everything else. And this is something that I could do."

So I start off by going to Best Buy. And this was one of our last credit cards that still had money on it. It was a Best Buy credit card, because we had a lot of other debts at the time from failed business opportunities. We had a basement full of junk that I had bought trying to go into network marketing, trying to do direct mail, things like that. And I had always failed going into it. So I was a failure going somewhere to happen.



But I started online. I bought my first PC at Best Buy. It was a Pentium-75, which is now a paperweight at best. And I went on CompuServe. Many of the younger people don't even know what it is, CompuServe. But I started there. And this is funny because this was before social media, before anything like this. But I started inside the message boards on CompuServe, because they had a whole bunch of different message boards about different topics. And I went into some of the ones that were about direct mail. That were about online. That were about things like email. And I started participating in these boards and sharing content and looking for questions that people were asking. And I started answering those questions at the same time. I started studying from what I consider some of my mentors, although I didn't deal with them directly at the time. I started studying products by Gary Halbert and Jay Abraham. And eventually, I grew a little bit more in the business. I hired John Carlton to coach me on the copywriting side.

And I was learning and then answering questions. And I started building an email list back then. And that was probably the smartest thing I ever did, was starting that email list. And the way it worked is I would just communicate with people, answer questions. I would give a link to, "Hey, you can go download this freebie by joining my email list." My email list started growing. I started earning an income. It was several months in and within that first year, I pretty much had a full-time income. It wasn't a great full-time income. Because remember, I was a pizza delivery driver. It was a full-time income replacing that, not a medical doctor type income, but I got there.

And as I said, the smartest thing I did was building that email list because about six months in, I realised that my income was directly proportional to the size of my email list. If my email list grew, so did my income. And I communicated with people back then, I was afraid if I communicated too often, they would tune me out. So I only sent like one email a week. That I've learned since then, you can send multiple emails per day if you have something good to say to your audience. But back then, I limited myself to one email a week. And that's where my business really started from, was just communicating with people.



And I bought reprint rights, basically licences to several, again, VHS videos, back then there were self-help videos, videos of people like Mark Victor Hansen and people like that, that I'm sure some will know. There's others as well. And I started selling those VHS videos and we're again, going way back in '96. I had this big duplicator set up of VHS videos and I would duplicate all the videos, and we would mail them out to our customers. And that was really where my business began. It began with, we'll say social media of that day, of building a list and answering questions, and then getting them on my email list. So basically going out, getting traffic, giving content. I was one of the first content marketers online, probably, you would say at least on the small scale side of it. And building an email list and then selling products. So that was pretty much my early beginnings, which isn't a whole lot different than what people do today, even though that's Stone Age of the internet.

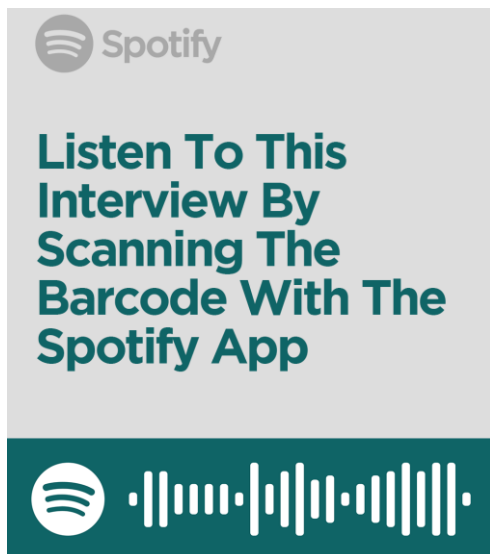
Editor:

Stone Age, indeed. The funny thing is, it's an introvert's dream, I guess, this kind of business. Because as you say, you can hide behind your computer screen. The interesting part there, Terry, that you talked about is the fact that you were duplicating VHS video cassettes. Now, that is quite a challenge to do because of course people say, "Oh, it's so much easier on the internet." Back in 1996, there was fewer people around to have competitive businesses. But I guess, physically, it was actually quite a demanding thing for you to do.

Terry Dean:

There was a lot of things that were difficult back then. Now, there was less competition back then, but it was much more difficult to reach your customers. For me, there was only one place at that time for me to go, was CompuServe. There was a few other small places that you could go, but there wasn't a whole lot of place you could get in front of customers. And at the same time, everything was so manual. We had to duplicate our VHS videos, which again, I had a stack. I think we had like a five stack, which meant you put VHS video and you copied onto five, which took an hour. It took however long the video was, is how long it took to duplicate those. We had to physically mail them out to customers.

When I first processed credit cards, we actually had to take orders from a... We put up a secure system to take orders, but our orders were not automatically processed online. We had to take those orders and then process them manually, separately after they came in. So I sound a little bit like old grandpa saying, "We had to walk up hill both ways to school, five miles both ways to school." But it was like that, everything was so manual. It felt like everything was so difficult. And I had to figure out everything along the way...



Note from the editor:

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



Let Your Customers Write Your Emails

It can be tough figuring out what to put in your emails. Another day, another email.

If you send one email a day, in a year that means you need 365 new ideas of what to write.

Of course, some of them will be offers, but what about the rest?

Here's a goldmine of possibilities ripe for your email writing exploitation:

The messages you get from your customers.

It doesn't matter if they're emailing you, writing a comment on your blog or commenting on social media.

If they're asking you a question or commenting on something you've said or done, it could make for an excellent email to your list.

Let's say that you get a complaint from a customer: "Joe, your XYZ product is too darn long. 27 videos? 12 PDFs? Who has time for all this?"

This is perfect! Copy and paste their comment right into your email and then answer with something like this...

Hi everyone, here's an email I got from Joe and my reply to him. See what you think:

Yes Joe, it's long. Have you been to college? It takes 4 years of grueling classes to get a degree that may or may not get you a job working for someone else.

My course teaches you how to drive unlimited, super targeted and highly profitable traffic to any offer you choose, anytime, anywhere. This is a skill that will serve you for life, showing you exactly how to make "money on demand" as you see fit.

That's why the course is comprehensive, because I show you everything you need to know.

Most people devour the course in 3 or 4 days, but even if it takes you an entire day to watch each 30 minute video, you'll still have the skills and knowledge you need in just 30 days to make money online.

Or you could go back to school and get a second degree in 2 to 5 years that may or may not get you a job.

Your choice.

Okay, perhaps that last part was a little snippy and not for everyone, but you get the idea.



Here's an actual email I received from an actual customer,
"Never send us another offer that is higher than \$27 again."

Seriously, you can't make this stuff up!

My response was that maybe I think more of them and their aspirations than they do, that maybe I want their success more than they do and so forth. I got a lot of positive feedback on that one, too.

Then I had a complaint that I was promoting a course that taught the basics. In fact, this person basically tore me a new one, if you know what I mean. I fired her from my list and then used her email to emphasize how important the basics are in any field, whether it's basketball, exploring space or online marketing. And I got a huge response to that one.

I also use emails that praise me and my products, but frankly those aren't half as fun. Still, they do generate plenty of sales so I continue to use them.

If you run out of comments from your list members, customers, social media followers and so forth, here are a few more ideas for email fodder:

1: Amazon product reviews – with a little digging you can find some doozies. Just find products in your niche and start reading the comments.

2: Reddit – spend some time browsing Reddit and you'll get all kinds of ideas. Better yet, post a question related to your niche and see what kinds of answers you get.

3: Quora – this is a little bit like Reddit only with fewer, longer answers. Look for questions people pose in your niche and then instead of answering them on Quora, answer them directly to your subscribers. As a bonus, you can copy the answer you sent to your subscribers and place it on Quora, too.

4: The News as it relates to something in your niche – this is called newsjacking and can be really effective. Watch the news for items related to your niche, then write about your thoughts and opinions on what's happening.

5: Your pets, your kids, your grandparents – who made you laugh today? There might be an email in the silly thing your kid said, the comic antics of your pets or even the wisdom or internet naivete of your grandparents.



The IM Guru's Secret to Making Sales and Losing Customers

"Oh yah, everybody loves to pick on the guru's, right?"

Maybe. But then again perhaps there's a reason why.

I'm not talking about the heavy hitters who are quietly going about their business of making a super comfy living online.

Rather, I'm talking about those "Gurus" who launch a brand new product every 6 weeks because they have one interest and one interest only – MAKING SALES.

These folks – a small minority of online marketers - are doing what they're doing purely to SELL, SELL, SELL! The only difference that matters to them is the size of their bank account. Despite what they may say, it appears to anyone paying attention that they believe customers are for fleecing and nothing more.

Yuck.

Yes, we are in the selling business. But first and foremost we should be in the helping business.

Think about all the great film directors throughout movie history such as Alfred Hitchcock and Steven Spielberg. Are these directors in it for the money? Or because they loved thrilling audiences?

What about the best authors like R.K. Rowling? Are they in it simply to sell books? Or to inform (non-fiction) and entertain (fiction) their readers?

As online marketers, regardless of our niche, maybe we need to focus first on the customer and second on profits.

Think of the last time you were at the car dealership. Initially everything was sunshine and roses as you chatted with your new best friend the car salesperson. They showed you some cars, you joked about this and that, you had a fun time and then BLAM!

You're in the back room talking about numbers and you suddenly realize this person isn't your friend; they're your adversary. Your goal is to pay as little as possible and get the car and add-ons you want.

Their goal is to shift a car that's been on the lot too long, to add a ton of accessories you don't want and to charge you as much as possible.

What do you do?

Hopefully what any sensible person would do – you walk out the door before you end up signing something you're going to regret.

When it comes to marketing, be a Steven Spielberg.

Stick to your principles and create a body of work that speaks for you and thrills your customers.

If a product or service isn't right for someone, don't sell it to them. If they are brand new to the business, ask them to read your free stuff before they spend big money on your best courses.

In other words, treat them like you want to be treated and they will stick around for years. They'll trust you. And in the long run they will buy more from you than if you come across as a pushy car salesperson.

(Apologies to the nice car sales people out there. I know you're out there somewhere, and I know that your colleagues are giving you a bad name you don't deserve.)



Case Study: How to Make People Pay You For The Privilege of Promoting You

You need a new roof on your house. What do you do? You ask your friend who she hired put the roof on her house last year.

This is a shortcut nearly all of us take in life, using the recommendation of other people instead of doing our own due diligence and research.

After all, your friend probably didn't do any research, didn't get several different bids, didn't check on all the references of each company and so forth. Your friend probably did exactly what you're doing by asking someone who they recommended.

Word of mouth is powerful. When someone comes to me asking for help or coaching, the first thing I ask is how they initially heard about me.

Almost always it's from another marketer. "I heard Marketer X mention you on a call." "I read your ABC report because Marketer Y was selling it." "Marketer Z recommended your products and here I am."

These folks find me the same way I find someone to put a new roof on my house.

Now here's the trick and it's a beauty:

This guy I know – we'll call him Ralph - is quasi famous in the marketing realm these days. But back when he wasn't as well known, he decided to white label much of his content. We're talking about maybe 50 reports, some videos, a couple of ebooks, several courses and so forth. It was a ton of stuff.

He held back his best and more recent products and content for his own use, but everything else was up for grabs with white label licenses.

This means other marketers paid him for the right to sell his stuff, but there was a catch: Marketers who bought the white label rights could not change his stuff in any way. They had to leave Ralph's name and URL on everything they sold.



Ralph's marketing friends told him he was nuts because white labeling would devalue the products and his good name. They said he was giving away his business. They said it would be the end of him.

Not true, because here's what happened:

First, Ralph made a lot of money selling the white label rights to other marketers. He was able to show how well they converted by sharing his stats, and the rights sold like hotcakes to marketers who knew a good deal when they saw one.

Second, these other marketers made a lot of money selling Ralph's products. Remember, they got to keep all of the profits they made, so they promoted them like crazy.

Third, thousands of people who had never heard of Ralph before purchased his products, read and consumed his stuff and then went straight to the source to get more.

Ralph's list of buyers swelled to epic proportions. Think about this... these were people who had already read Ralph's reports or watched his videos. They liked what they saw so much, they clicked over to Ralph's website to get more of his content. They signed up to Ralph's list and many of them immediately started buying Ralph's premium content because they already knew, liked and trusted Ralph.

Whoa.

If you don't see the power in this, reread that last paragraph again.

Some of these people went on to spend thousands of dollars to get coaching from Ralph, too.

Ralph didn't need to hard sell to all of these new subscribers because they already knew him and loved his content and products. There was no resistance to overcome.

A marketer they already trusted recommended they buy Ralph's report, video, course or book. They liked it and became Ralph's customer, too.

It's incredibly simple. I wish I could tell you there was more to it, but there wasn't. Ralph placed a compelling offer in each piece of white label content, right after the title page. "Come to Ralph.com/wow and get a free copy of Blow Me Away Marketing." That's it. Names have been changed, of course.

Could you do this yourself? Yes, if you already have products you can white label. But what if you don't have a lot of content for which you can sell the rights?

My suggestion would be to get busy. Spend a year creating lots of great content, including dynamite reports that solve a single problem. Sell them, build your list, and keep track of your stats.

Then in the second year, offer your list the white label rights. Tell them the stats of how well these products sell. Be sure to include your name, landing page and call to action in every piece of content.

And watch your new customers join your ranks by the flock.

Really, it sounds like a blast to me, and something I'll be working on myself.



Newbie Case Study: \$1,000/mo in 30 Days

Here's how you can begin earning a consistent \$1,000 a month or more while building your list and do it starting in less than 30 days.

I've seen this done before and it's been tried and tested by many over the years because it's simple and easy to do. It's sort of a classic, and it performs as well now as it did 5 or 10 years ago. Here's how it works, and I'll use Gina for our case study.

Gina was brand new to marketing 2 months ago and wondering what to do. On a bit of advice, she spent a week in a deep dive creating a free report, an upsell product and a squeeze page.

Notice she owns her own upsell. Doing this with an affiliate product as your upsell won't work, and you'll see why in a moment.

This is a self-liquidating funnel, meaning the upsell pays for the traffic she drives to the offer. She's building a list of people who get her free offer as well as a list of buyers who took the upsell. In her case her upsell is just \$9, but it's converting well enough to easily pay for her traffic which comes from ads.

To create her free offer and her upsell, she started with some premium PLR and then changed it to her own voice so that it's unique to her and something she's happy to offer her visitors.

Okay, so far that's a traditional funnel, but here's the twist: Ginna created a second sales page with a video that tells her visitors how well her funnel is performing. She mentions the front-end freebie opt-ins, the number of sales on her upsell offer, sales that are coming in from emailing her growing list and so forth.

She really sells the benefits of how well her funnel is working. Of course, the first week she did this her video was a little different, in that she talked about the potential benefits because she didn't have numbers yet. But by week 3 she had her permanent video up with stats.

She shows this video sales page to everyone who opts into her funnel, and then she offers them full white label rights to the entire thing for \$99. The white label rights have the condition that it cannot be resold but only used.

At \$99, 11 sales a month equals a \$1,000 income. Her first month she did in fact make 11 sales, but this second month after a little bit of tweaking and increasing her traffic she is on track to triple that amount.

Remember that these customers who are buying the rights have already been through the funnel themselves, so they have already seen how effective it is. Gina lets them know that buying the white label rights is a great way for a newbie like themselves to get started building their own list.

If you try this yourself then keep mind you can charge whatever you like or whatever the market will bear. I might recommend increasing the price or even offering a payment plan, such as \$97 for three months.

You might be wondering about saturation and that's a good point. But the fact is, 95% of people who buy an offer like this never use it. That's not something I'm happy about, but it is a fact.

And if you do indeed see a bunch of your funnels popping up, you can simply revise your funnel to look different. In fact, you might want to update it every so often anyway, to give it a fresh look and test it to see if you can't continually increase your conversions.

This is a great way to get started in the online marketing niche. You're building a list for no cost and making money besides.

And remember that these folks opt into your funnel before they see the white label offer, so they end up being their own testimonial or social proof that it works, making easy sales of the rights for you.





Case Study - \$7000/mo Giving Free Consultations

Can you give away something for free and then make \$7000 a month without selling anything?

Sounds crazy, I know.

But that's exactly what this guy is doing, and here's how it all started.

Bob (not his real name) wanted to enter online marketing but he knew next to nothing about how to get started.

Like many new marketers, he bought a few products, devoured them, and then bought into a high-end group coaching program. The gist of the program was teaching him exactly how to do a major 6 or 7 figure launch.

Bob learned a ton about launching a product, but he also learned that he had no interest in doing it himself.

Yet he'd paid \$4000 for the course... how was he going to make his money back?

He didn't have a clue, but he did know that he wanted to build a list, and that's what he started doing. And since he knew something about product launches, that's what his list was all about.

Bob was selling products to his list and knew that if he wanted to make a lot of sales promoting a launch, he'd have to offer his own bonus.

What was the most valuable, personal thing Bob could offer? He decided to do a personal one-on-one consultation on launching a product.

Lo and behold Bob made sales and booked the free consultations with his customers.

And his customers said something interesting to Bob... "You know so much about this, how did you learn how to do product launches?"

The first time this happened Bob simply explained that he took an expensive coaching program and it taught him everything he knew.

But the second time one of his customers asked him how he knew so much, Bob got an idea.

He called the coaching center where he took his class. They have their own call center to sell the coaching, and Bob talked to the guy who ran it.

'Could he get a 50% commission for referring students to the coaching?'

Yes, he could!



Bob called back his two customers and told them more about how great this coaching program was and asked if they wanted to know more. They both purchased the coaching and Bob instantly made back his \$4000 and more.

Long story short, Bob now makes a full-time income by giving away free coaching sessions the talking up the program he took.

This particular program sells for \$5000, but when a prospect pleads poverty, they reduce the price. Since it's group coaching, it doesn't really matter whether people pay \$5000 or \$4000 or whatever, since the workload isn't all that different between 10 students and 100 students.

Things to know if you want to do this:

Choose a great coaching program that comes with a ton of benefits and extras and is sold by professional salespeople one to one over the phone. This way you feel good about promoting the coaching but you don't have to do the actual selling if you don't want to.

Take the program yourself. Yes, you need to do this. How are you going to speak intelligently about what the program is like if you don't take it yourself?

Know that these high-end group coaching programs are flexible on price. When you're on the phone with the salesperson, plead poverty until they come down to a price you can afford.

Create free content, reports, videos, etc., based on the aspects of the coaching you've received and use them to build your list.

Promote slightly higher-ticket products such as software and courses, then offer your free consultation as a bonus. Don't try this with a \$7 ebook, for example, because you want to know you're speaking to people who are willing to pay real money for information and coaching.

Make your consultation 30 minutes and be prepared to go a little longer if your customer seems like a good fit for the high-end coaching.

Be as helpful and knowledgeable as you can on the call to show what you've learned in the course, but keep in mind that building rapport is even more important than showing off what you know.

You might arrange for a discount for your customers, so the starting price of a \$5000 program, for example, might be \$4000.

Let your customers know there might be terms or special offers available if money is tight, but that they'll need to talk to the representative to find out what those currently are. You're letting them know the price might be flexible without immediately giving away the farm, so to speak.

Start creating your own products and offer them at reasonable prices to build a buyers list.

Send an email to your buyers list offering them a free consultation for their business.



Gently find out on the call if they have an interest in coaching. Realize that many won't, some will and it's all good. Let's say that you talk to 10 customers for 30 minutes each (5 hours) and 2 are interested in coaching. One of the two buys the coaching and pays \$3000 for it. You earn a 50% commission (\$1500) which works out to \$300 an hour for your free consultations. Not bad.

What do you tell your customers? Mention how valuable the coaching was for you, how it turned your business around, how it's the most profitable investment you've ever made and so forth. (Assuming this is all true, of course.)

And tell them you can get them a BIG discount if they are interested.

Optional: You sell the coaching yourself, take the credit card info and pass it on to the sales office.

Also optional: When your customer is ready and has agreed, get the salesperson on the call with the two of you.

Don't forget to listen to your customer, see what his goals are, give him some good information and advice and so forth. 80% of your call should be focused on you helping the customer with only 20% or less of it devoted to you talking up the coaching.

If they are not interested, don't pester them. Drop it. You'll never get them interested by annoying them.

Have fun. The majority of the calls won't result in an immediate coaching sale. But if you're having fun then the customer is having fun. It's entirely possible they will be ready for the coaching next month or next year, and you want to leave that door open for them to buy the coaching through you. In other words, be the person they want to talk to again.

If you have a customer who keeps wanting your free advice, let them know they need to get the coaching or start paying you for coaching. That's right! If they don't buy the high-end coaching, you could always offer your own coaching services to them. They already feel comfortable with you.

Think of your own personal coaching as a downsell from the coaching program you're promoting. If they won't take the expensive coaching, they might be willing to let you coach them if it costs less.

If you do take on your own coaching students, let them know it's a steppingstone and they may find in a few weeks or months that they are now ready for the high-end coaching.

If you don't want your own coaching to be the 'downsell' to the high-end coaching, have an affiliate program or your own program ready to offer them to take them to the next step. It's all a matter of evaluating their needs and then offering them the best solution for them.

If you feel it might be worth it, schedule a follow up with them in a couple of weeks. It's possible they might be ready then for the next step, whatever that might be.



The #1 Discounting Mistake Marketers Make, Plus How to Retain Members Longer

Remember those studies they did on the word, “Because?”

They had their researchers try to cut into a line of waiting people.

Sometimes the researchers said, “Can I cut in front of you?”

And other times they said, “Can I cut in front of you because I’m in a hurry?”

Notice the reason given is rather lame. You can assume from the first question that they’re in a hurry.

But the point of the study was to see if using the word “because” made a difference, and it did.

Something like twice as many people allowed the researcher to cut in line if they used the word “because.”

This even worked if the researcher said, “Can I get in line ahead of you because I want to?”

That might be a dumb reason, but it still worked.

Sooner or later, you’ll be running a sale or a discount in your online business.

Hopefully it’s sooner because discounts make a lot of sales.

But here’s what you might not realize: If you run a discount without giving a reason why, you are devaluing your product.

“I’m discounting the XYZ product today only!”

Yes but... why??


Is the product now worth less than before?

Let’s say you’re creating a new course. Offer a discount for people who buy the course BEFORE it’s available as a reward for trusting you or because you want their input.

Give your readers a week or two to sign up before the launch at the discounted price and you’ll make lots of money up front.

You’re discounting because they are early birds. Once it launches, it will be at full price, and you will never discount it again.

Well, actually you will. Let’s say your course will launch at \$199 but your pre-launch discount is \$99. Once your course launches, you will never gain sell it at \$99. But you can raise the price when you update the course to \$399, and then later discount it for a period of time back to \$199, as long as you give them a reason.



See how this works? Giving a reason for a discount is hugely powerful because it validates the price for the customer and it doesn't devalue the product.

Reasons to give a discount: It's a holiday, your birthday, you're migrating your website, you're celebrating the birth of your baby, you're buying a new home, it's the one-year anniversary of your product... really any reason can work.

Just be sure to limit the time of the discount - such as the next 48 hours or 5 days - and always give a reason why you're doing it.

When I Refuse to Discount

One thing I don't do is discount something because a customer asks me to. That's just my personal preference.

If you choose, you can negotiate with a customer who asks for a discount. For example, you could offer to remove bonuses for the lower price.

And please know that just because marketer "X" sells a product similar to yours for a lower price is never a reason to discount your product.

Let's not forget there are traffic generation programs that are free, that cost \$17, and that cost \$10,000. Which one do you think provides more value?

That's right... the higher the price, the higher the perceived value. I've always thought it's better to have 100 customers who buy a \$1000 product than it is to have 10,000 customers who buy a \$10 product.

The \$1000 customers have money to spend, have already spent some of it with you, and will be open to the next upsell you send. And in terms of customer service, it's far easier to take care of 100 customers than 10,000 customers, too.

When you're tempted to lower your price because Joe over there is selling something that looks like your product for peanuts, don't do it. The last thing you want is a reputation and being a "Bargain Basement Bob."

Now then, let's talk about a slightly different discount... one that the customer must earn through loyalty...

How a Small Discount Retains Members Far Longer

Residual payments come in month after month, and they could be for software, coaching, memberships and so forth. Let's say that you're offering coaching. You might want to tell them up front that as of month 3 (or 4 or 5) you will be giving them a discount on the monthly fee. The reason you give is because it helps with your scheduling and you're rewarding the customer for that.

In our example, discounting your coaching starting with month 3 gives your student a great incentive to stick around in month 2 and beyond, because starting in month 3 they will pay less. Plus, coaching gets easier for you after a couple of months, too, because the client has gotten into the swing of things and you now understand what your client needs from you.

What if you offer a monthly subscription to your membership site? You might consider discounting member dues starting with month 3 or 4. Again, it gives them a good incentive to stick around. And the reason you can give for the discount is that it's a reward for your best customers.

You might also place members in a coveted 'inner circle' once they reach this milestone, with added benefits. Yes, they are paying less and receiving more, but consider this:

Most members drop off after 2 to 6 months. Imagine if you can keep them around for many months or even years at a discounted rate - it will be well worth it for you to do so.

Remember: Give a reason for every discount you offer, and consider offering discounts to members who stay with you for a predetermined length of time.

This Pricing Trick Doubled Sales

Some years back I did a test run on a new software I was selling. I wanted to price it at \$49, but it didn't sell well at all during the test.

I knew the software was awesome and did exactly what it needed to do. Furthermore, I knew this was something marketers needed at the time to increase their own sales.

But testing showed that I would be better selling it at \$27, which I didn't want to do because in my view such a low price point would cheapen it.

Here's what I did instead:

I offered 3 different versions of the software. Really it was all the same software, but with different rights.

The first version was just \$17 and included rights to use the software on one website only.

Keep in mind the purpose of this software at the time was to build numerous small websites and monetize them quickly.

The second version allowed the buyer to use the software on unlimited sites and cost \$47.

And the third version allowed the buyer to sell the websites containing the software, and cost \$49.

As you can see from the pricing, the \$17 was simply to establish value. Imagine if you wanted to use this on 19 websites. At \$17 per website, it would cost \$170. Or you could simply pay \$47 one time.

The second option was to make the third option a no-brainer. For \$2 more a person could sell the website with the software on it. The \$47 price tag made \$49 look like a steal.

You've probably encountered this type of pricing elsewhere. The lowest price is for a bare bones version. The highest price is for everything and more. The middle price is there to make the highest price look low.

And it works. We launched the software and it sold like crazy.



But a few people oddly enough did opt for the \$17 and \$47 versions, so it's not like those prices were complete decoys.

Whatever it is that you're selling, consider using two or three different pricing tiers to encourage people to buy the version you want them to choose.

For example, maybe you sell some kind of service. You could have a bare-bones \$99 version that doesn't do everything most buyers want. You could have a \$999 version that does far more than most people want and is a lot of work for you. And in this case your sweet spot is the \$399 version that is just right in terms of doing what the customer wants for a minimum investment of your own time to get it done.

Just like Goldilocks, you can steer people to the porridge that is just the right temperature for them and for you.

And you can also greatly increase your sales in the process.



THE BIG SECTION



Crafty Curiosity Creates Copious Clicks

or...

What a Stripper and an Exhibitionist Can Teach You About Marketing

Today I received an email from the Entrepreneur Magazine Store with the subject line... “6 Useful Things You Never Knew You Needed.”

Yup, I clicked on it.

Do you know why?

Curiosity.

If you can build curiosity into your headlines and subject lines, you’ll get more clicks and more reads.

But how do you create curiosity?

That’s what I wanted to know, so started Googling and found myself reading about something Carnegie Mellon psychologist George Loewenstein calls the “Curiosity Gap.”

Essentially the curiosity gap is when you discover that you’re missing some valuable knowledge.

For example, you read a subject line, blog post title, headline or call to action and you realize you don’t know what’s on the other side. This creates a sort of pain, and to relieve the pain you’ve got to click through and discover what you’re missing.

A follow up study from Caltech shows that curiosity increases to a point as knowledge increases, but then drops off.

It’s the lack of information that creates curiosity, and when a sufficient amount of information is received, curiosity decreases.

Let’s Make a Deal

Ages ago there was a television show called, “Let’s Make a Deal.” People would dress up in weird costumes and sit in the audience, hoping the host would notice them and ask them to play the game.

When a contestant played, among other silly things they were asked to choose box a, b or c, or maybe doors 1, 2 or 3. There could be awesome stuff in those boxes or behind those doors, or it could be total junk.

It was this curiosity gap that kept people watching, because they, too, had to know what was hiding behind the doors and whether or not the contestant chose correctly.

And those doors and boxes kept coming, too, so that it created a continuous rollercoaster of needing to know, finding out and then needing to know all over again.

The show was silly, stupid and yet HIGHLY addictive.

Here’s everything you need to create curiosity on demand:

1. To make someone curious, create a gap between what they know and what they want to know.
2. To maintain that curiosity, drip out the information a bit at a time without giving away too much too fast.

Okay, that might be a slight oversimplification, but let’s look at some examples of how you might do this:

You can begin telling a story, pause at a climactic moment and delay the conclusion of the story until later – sometimes MUCH later.

"As I hung in the air, my sweaty hands slipping off the concrete ledge, all I could think of was the sound my body would make when it slammed into the sidewalk 10 stories below.

"But I'm getting ahead of myself. First, let's talk about..."

You might connect two things that don't make sense or provide an unexpected outcome.

"How to double your sales page conversion rate using apple cider vinegar and a camera."

You can withhold information for a period of time.

"I'm going to reveal the exact 3 words that will make any man fall in love with you. But before I do, I need to tell you a story..."

And you might introduce something new that the reader's existing knowledge or previous experiences cannot explain.

"Instead of paying for traffic, get paid up front to drive traffic to your own website and your own offers."

Okay, seriously, I know I just made this last one up, but I need someone right now to figure out how this works because somehow it sounds like it could and I am SUPER curious about it, too. Aren't you?

A Few Tips for Creating Curiosity

Keep a curiosity swipe file. Anytime a headline or first sentence provokes your own curiosity, copy and paste it into the file.

Make your information personally relevant. "The Secret Ingredient to Killer Brownies" is interesting, but "You will make the best brownies of your life with this secret ingredient" is more personal.

Offer the promise of something worthwhile to the reader.

Use visuals to create mystery and curiosity.

Be different – don't use material easily found elsewhere.

Make the information tease interesting, enticing, eye-opening. If you can get them to ask, "What's this??" and click, you've done your job.

Why is Curiosity Important to Your Marketing?

- It increases clicks in your emails.
- It gets people reading and consuming your stuff.
- It increases engagement on social media.
- It increases share on social media.
- It gets people reading and consuming your stuff (Yes, I repeated that one. Can you guess why?)

Oh yes, and one more thing...

Curiosity BUILT Apple.

Steve Jobs was a MASTER at exploiting curiosity. He would hint about a new product, leak a product prototype and then embargo all official information between the demo and the product release.

People would go crazy with their own interpretations and speculations. They would discuss the new product on social media and create so much buzz, Apple had millions of people ready to buy before the product was even released.

Curiosity and the Stripper

If all you remember about creating curiosity is this, it will be enough to vastly improve your marketing skills:

Imagine two strippers. I leave it to you to fill in the blanks here.

Can you see the two strippers in your mind? Okay, have one stripper immediately remove all of his/her clothing. Ta-da! No build up, no curiosity, it's all there for you to see. Realize this person isn't a stripper, they're an exhibitionist. ~yawn~

Now imagine the second stripper taking 20 minutes to remove his or her clothing. 20 minutes of teasing. 20 minutes of anticipation. 20 minutes of wondering which article of clothing is coming off next and what – if anything – is beneath it.

You already know what I'm going to ask... which one of these strippers did you essentially ignore, and which one did you pay attention to for 20 minutes?

In marketing don't be an exhibitionist, be a stripper.

You might write that down and post it where you can see it.

Then again, if you have a spouse, you might want to explain it before they find it. □

Subject Lines That Inspire Curiosity

No where else is it more important to inspire curiosity than in your subject lines. If people aren't curious, they won't open the email, read your message and click your link. It all begins with creating curiosity in those very few words they see in their inbox.

Here are a few subject line formulas to get you started.

Simply replace the words in brackets with your own words.

For example,

- Kindly don't [open this mail]

Could become...

- Kindly don't go to bed tonight, do this instead
- Kindly don't join unless you have what it takes
- Kindly don't run naked through the streets (I'd open that one!)

Here are the subject line formulas:

[80] likes to [4358] likes - SAY WHAT?

[Black Friday shoppers] are the worst [customers]

[Everything you wanted to know about [sex] but were too afraid to ask

2 hours before [launch] and we are still scrambling

3 disgusting facts about [Christmas]

7 most popular [homes]

8 bizarre [money] habits that make millennials [richer]

A [dumb tip] and [knuckle headed spoof]

A faster way to [get more dates]

A surprise [gift] for you!

A surprise [gift] inside

A very ~controversial~ [opinion]

Age old [dating] advice on [ramping up attraction]

Are you eating [poison?]

Are you making this [landing page mistake?]

Can you deal with [these situations?]

Check out my new [pics]

Did you hear [this story?]

Everyone's gonna ask you about [these]

Exciting [announcement] (and special [invitation])

GREAT [news] here's why

Happy birthday, [name of the person] Surprise inside

Hologram [underwear?]

Holy crap... [467,528?!?!]

How [name of the person] became a [digital marketer]

How to [Sleep]. [Sleep] for [Success]. Why [Eight Hours a Night] Isn't Enough"

I was [right] – and that's not good for you

I'm pulling the [plug...]

Important message (about [tomorrow's big announcement])

Is this [you?]

Is this the hottest [career in human resources?]

Just wait till you see these [skirts]

Last chance to see [what's inside Maxine's s

Last day to see [what this email is all about]
 Last Day To See What [This Mystery Email] Is All About
 Life gets crazy. So I [saved this for you]
 Midnight deadline for [the witch's heart]
 New [customers] increased by [99 percent] in just [6 months]
 Not Cool, [Guys]
 Only Open If You Use [Toilet Paper]
 Our most riveting [book] this month
 Please don't make this mistake in your [business]
 POLL: Can you [answer this?]
 Question about [your bathroom]
 Research says that you will [live for 100 years]
 Seriously, Who [DOES] This?
 Shhh... Don't tell [my wife]
 SO excited — had to share! [Oprah] related
 Surprise! When [brushing your teeth] is Bad Advice
 The [\$1,000 hair trend] with a [dirty little secret]
 The curious case of [Mary Typhoid]
 The truth about [moving expenses]
 The Two Possible Futures of [Virtual Reality]
 This is how much [working from home] saves you
 This is what your [neighbor] is doing this weekend
 This REALLY [ticks me off]
 This. Is. [It.]
 We don't normally [do this.]
 We have got a [challenge] for you
 We've been waiting for MONTHS to [announce this ...]
 Weekly alert: [wrongs] that prove you [right]
 What [tasty treat] do they eat [in prison?]
 What a [cat] can teach you?
 What can you [afford?]
 What if [you are wrong?]
 Whoops!
 Why will [this] change your life?
 Why You Should Keep Your [Clothes] in the [Freezer.]
 Yep, [that] just [happened...]
 You NEED to see this [new eye treatment]
 You'll like [this one]
 You'll think I'm [crazy...]
 You're [Invited]
 You've [Changed]
 You've never seen a [suit] this color...
 Your [fingerprints] are all over the place
 Don't Open [This Email]*

*Note about this last one: I know it's a popular one to use because it works. But for whatever reason, I NEVER open an email that says not to open it.

I guess it's because I know what the writer is doing, and I refuse to fall for it. However, if the email writer said something like, "Don't Open Your Sock Drawer," then I would totally open that email to see why not.

Okay, that got you started with curiosity subject lines. Now let's work on headline formulas for inspiring curiosity and getting your content read. Please be sure to test to see what work best for you.

The Best Headline Formulas to Evoke Curiosity

The X Best Ways to Get _____ Without _____

The 10 Best Ways to Get Ripped Without a Gym Membership

The 5 Best Ways to Increase Conversions Without Testing

You're Running Out of _____! Here's How to Fix It

You're Running Out of Time! Here's How to Avoid Missing Out

You're Running Out of Energy! Here's How to Feel Better Fast

We Need to Talk About _____. It's a _____.

We Need to Talk About AI. It's a Game Changer.

We Need to Talk About Your Business. It's about to Double.

X of the _____ You'll Find Today

10 of the Weirdest Marketing Posts You'll Read Today

X of the Most Dangerous Foods You'll Find in Your Cupboard Today

What Never to _____

What Never to Eat on an Airplane

What Never to Say to an Angry Girlfriend

Try _____ And Get _____

Try This Technique and Get Lucky Tonight

Try Pole Dancing for Seniors and Look 30 Again (Ha! I crack myself up)

_____ Vs _____: Which Is _____?

Running Versus Cross-Training: Which Is Better?

Dog Versus Cat: Which Is the Best Pet?

Are You Still Doing _____? You Might Regret It

Are You Still Driving a 10-Year-Old Car? You Might Regret It

Are You Still in an Unhappy Marriage? You Will Regret It

Here's What You Don't Know About _____ That Could _____

Here's What You Don't Know About Electric Cars That Could Bust Your Budget

Here's What You Don't Know About SEO That Could Harm Your Business

I think you've got the idea, so for the rest of these I won't use examples:

How To [Accomplish Something] In [Short Amount of Time]

How To [Receive Benefit] Without [Undesired Expenditure]

How To [Accomplish/Benefit] In [Short Time Period] Without [Expenditure]

The Unbelievably Easy Way To [Accomplish Something]

The Guaranteed Method For Avoiding [Common Mistake]

10 Things [Something Interesting] Says About You

10 Little-Known Ways To [Accomplish Something]

How To [Accomplish Something] Like [Famous Example]

The Scientifically Proven Formula For [Accomplishing Something]

Is [Something Most People Do] Causing [Something Bad]?

What (Group or Celebrity) Can Teach You About (Industry)

9 Out of 10 (Group Members) Can't/Don't (achieve a certain goal). Are You One of Them?

Make Your First (\$) Sale in Just (X) Hours (Watch Below to See How!)

Are You Still Wasting Money on (Relevant Noun) Without Anything to Show for It?

People Regularly Pay Me (\$) for This Information – But You Can Have it FREE:

How to Make (\$) With Your Computer, Step-by-Step.

How to Permanently Stop Your (undesired action), Even if You've Tried Everything!

Is (Subject) a Scam? Find Out If You're Putting Your (asset) at Risk

How Your (trusted institution or professional) is Ripping You Off – And What to Do About It Right Now.

Recently Downsized/Fired (Profession) Reveals the Dirty Little Secrets to (getting result).

3 Little Known Factors That Could Affect You (something important to reader).

7 Lies About (Product or Service): Believe Them At Your Own Risk
(Well Known Expert or Celebrity) Her Shocking Struggle With (Problem)

More Tips for Creating Curiosity in Your Marketing

- Become a storyteller. Stories connect with people, and the best stories arouse curiosity in the listener.
- Remember that people want to connect the dots and when they can't, their curiosity is powerful enough to motivate them to take the next step, whether that's opening an email, going to a link or reading further.
- When building curiosity, use your own words and be authentic. People trust others who seem real and are more likely to read your entire article or watch your entire video because you are authentic.
- Spend time on Upworthy and BuzzFeed to see curiosity marketing in action.
- People remember unfinished tasks better than finished tasks. For example, once you take out the garbage you forget about it. But until you do take it out, it's nagging at you to get it done. Start your content with something that builds curiosity, but don't finish it until later so that your reader remembers it.
- Don't confuse curiosity marketing with clickbait. Curiosity delivers on promises made, while clickbait doesn't. Curiosity is satisfying to the reader or viewer because their curiosity is eventually satisfied, whereas clickbait is bait and switch – a promise of something fascinating is made but never fulfilled. Curiosity marketing uses truth, clickbait uses lies.
- Curiosity leads to more page views and traffic, regardless of whether you use it on landing pages, blog posts, product pages or anywhere else. You simply must use curiosity if you want to be successful in your content marketing.
- Content is more likely to be shared and even go viral if it incorporates curiosity. The use of curiosity in marketing is no longer optional if you want to compete.
- Combine curiosity with one of these six emotions and it will be remembered even after the reader closes the content:
 - o Joy
 - o Anger
 - o Fear
 - o Disgust
 - o Shock
 - o Sadness
- Using curiosity in your marketing will increase brand awareness and credibility.
- While curiosity in ads increases clicks, you've got to be sure you're still precisely targeting your ideal customer and not people in general or you might get lots of traffic and few sales.

The 3 steps to stimulating curiosity are:

1: Violate the expectations of your target audience.

Curiosity is stimulated when common beliefs are challenged.

For example, "Improve Your Conversions with a Good Landing Page" doesn't challenge anything the audience doesn't already know.

Compare that headline with, "This Diabolically Simple Landing Page Tweak Increased Profits by 50% in 15 Minutes." This headline contains information your readers do not expect, and thus provokes curiosity.

2: Entice them with the knowledge gap

Because curiosity is inconsistent from one person to another, you've also got to convince your readers that their knowledge doesn't include what you have to offer. People think they know more than they do.

Thus, if your headline is, “5 Social Media Tips You Should Know,” a portion of your audience won’t feel a need to click the link because they’re confident they already have this knowledge.

But if your headline is, “5 Upside Down Backwards Social Media Tips from a Cranky Social Media Billionaire,” you’ll open up a knowledge gap. Upside Down? Cranky Social Media Billionaire? I’ve got to read this.

3: Know when to conclude

A reader’s or viewer’s curiosity doesn’t last forever. Have you ever been watching a sales video that promised some great secret you were dying to know, but 15 minutes later they still hadn’t told you what it was or given you an ounce of usable information? Odds are you closed out the video.

I know I closed it, and I wasn’t too pleased with the product seller, either.

You can let your reader know the answer they seek is coming, ‘but first you need to cover some other, related ground.’

As long as you keep it interesting and informative with each sentence enticing them to read the next, they’ll stick with you for a time. Just don’t wait forever to close the curiosity gap.

And as you get better at working with curiosity, you’ll learn to open a new curiosity gap the moment you close the previous one. Fiction authors use this tactic all the time to hold readers spellbound through hundreds of pages of storytelling.

The Fox and The Stork

At one time, the Fox and the Stork were on visiting terms and seemed very good friends. So the Fox invited the Stork to dinner, and for a joke put nothing before her but some soup in a very shallow dish.

This, the Fox could easily lap up, but the Stork could only wet the end of her long bill in it and left the meal as hungry as when she began. "I'm sorry" said the Fox, "is the soup not to your liking?" He giggled to himself.

"Do not apologise" said the Stork. "I hope you let me return this kind invitation. Come and dine with me soon."

So a day was appointed when the Fox should visit the Stork but when they were seated at table, all that was for dinner was contained in a very long-necked jug with a narrow mouth, in which the Fox could not insert his snout, so all he could manage to do was to lick the outside of the jar.

The stork of course ate happily and said to the Fox with a grin: "I will not apologise for the dinner, since one bad turn deserves another."

Revenge. Delicious as it is, only usually ends up in swings and roundabouts.

You may be thinking, "How does this apply in any way in business?" but just vary your thinking for a minute, reread the tale if needs be because although simple, there are two other lessons to this story that as entrepreneurs, we can learn.



Let me break it down for you: The sly fox, well, he has no use for long necked jugs, so only had shallow dishes in which to serve soup, and the stork likewise she has no need for shallow dishes needing only long necked jugs. They are fit to purpose and the lessons here are that each party is thinking only of their own requirements and not taking into account the requirements or needs that their guests or customers might have.

The second lesson is that what suits one niche may be completely useless to another and so its best never to use a one-size-fits all policy. If our guests need some tailoring, do it, within reason. Your flexibility will keep you fed.

So ultimately what can we learn from this fable and carry over into our businesses?

Well it's like this: Make sure you know and understand your customers' needs and requirements, and don't believe that your perception of their needs is the correct one.

See you next month!

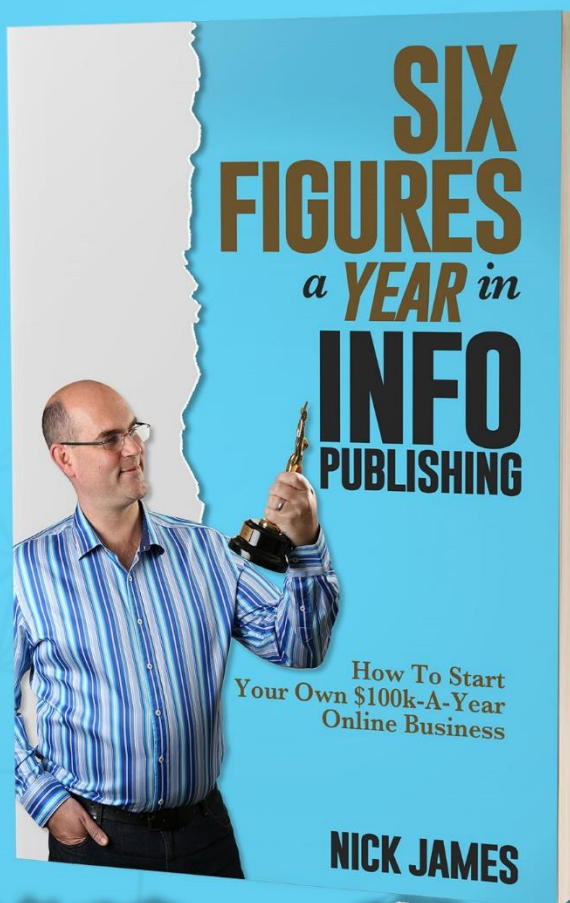


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