

HOME BUSINESS NEWSLETTER

Issue 132

8

10.5 Ways To Fail BIG

Which of These are
YOU Doing?

17

15 Success Nuggets From People Who Have Struck It Rich

23

A Multi-Purpose Lead Magnet For Nearly Any Niche

27

Are You Making These 2 Marketing Mistakes?

13

Exclusive Interview Wayne Crowe



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Monkeys & Dolphins

A Sailor- off on a long voyage- took a monkey with him to amuse him while on shipboard. As he sailed off the coast of Greece, a violent tempest arose, in which the ship was wrecked, and he, his Monkey and all the crew were obliged to swim for their lives.

A Dolphin saw the Monkey contending with the waves, and supposing him to be a man (whom he is always said to befriend), came and placed himself under him, to bring him safely to the shore.

When the Dolphin arrived with his burden in sight of land not far from Athens, he demanded to know if the Monkey was an Athenian. He answered that he was, and that he was descended from one of the noblest families in that city.

The Dolphin then inquired if he knew the Piræus (the famous harbor of Athens).

The Monkey, supposing that he meant a man and being obliged to support his previous lie, answered that he knew him very well, and that he was an intimate friend, who would, no doubt, be very glad to see him.

The Dolphin, indignant at these falsehoods, dipped the Monkey under the water, and drowned him. Little harsh as a fable but what can we take from this anecdote, what is the moral of this story?

If you think about it, there are many fables and fairy tales that follow a similar theme, (Pinocchio, The Boy Who Cried Wolf, etc.) What useful lesson can this impart to us, how can we apply this to our business, to our marketing strategy?

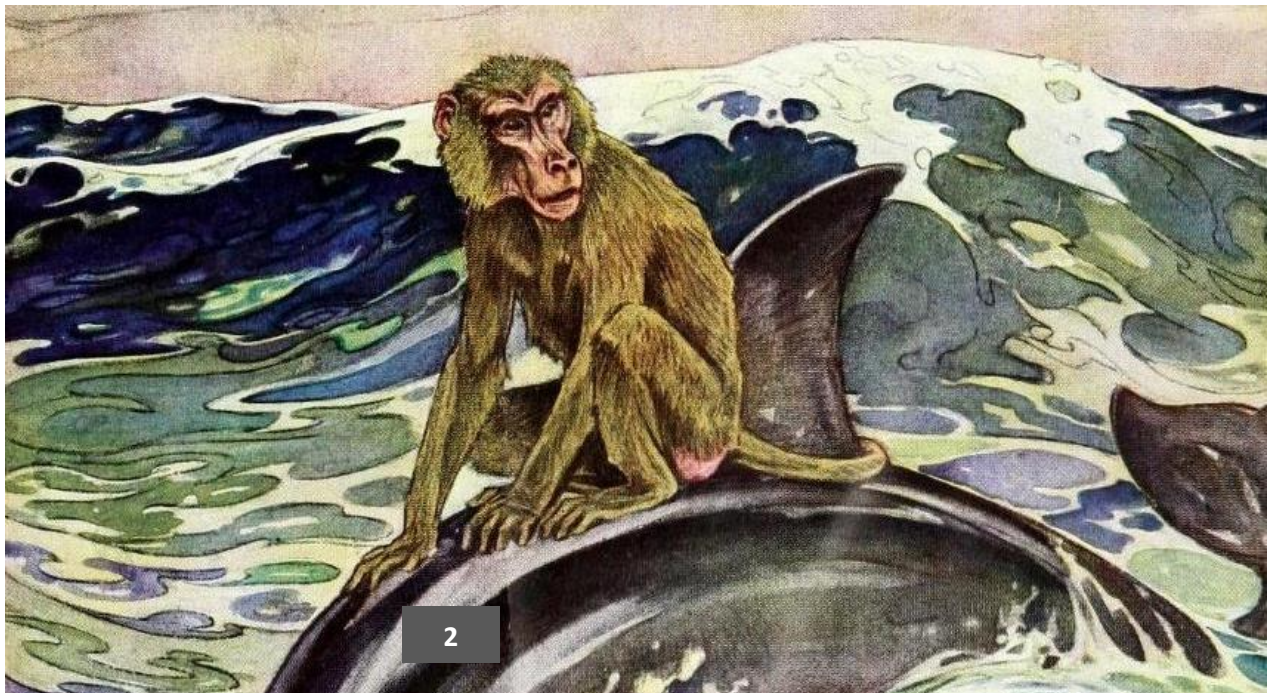
I'm sure you've all seen those glitzy ads that pop up annoyingly when you're trying to watch that video, trying to sell you some rubbish that you aren't even interested in, I'm sure if "your bag" is marketing that you have even thought of maybe using that technique once or twice to get your products or services some extra press. But like those old Lynx body spray adverts that used to play on television in Europe that depicted the nerd spraying himself and then suddenly from every direction, gorgeous women (that smelt the fragrance) began running towards him- it doesn't actually work, it's total hockum!

Well this is the moral of this tale: "He who once begins to tell falsehoods is obliged to tell others to make them appear true, and, sooner or later, they will get him into trouble."

In your services and in your marketing: stick to the truth, to the facts, sure for some things they may not be as sexy or alluring as some wild claims that could be made to get you that sale with less effort, but what it won't get you is a satisfied customer that will come back, again and again and recommend you to their customers and partners.

It won't get you the reputation of an honest company that wants to help their customers and provide good honest products and services, that's what the truth is for, leave the falsehoods to the monkey!!!

INTRODUCTION



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

Resources and news

Buzzfeed Says People Are Spending Less Time On Facebook

BuzzFeed points to a continuing theme in tech: Consumers are moving away from Meta's Facebook.
"At this point in the quarter, we continue to see audiences spending less time on Facebook,"

BuzzFeed CFO Felicia DellaFortuna said in her remarks.

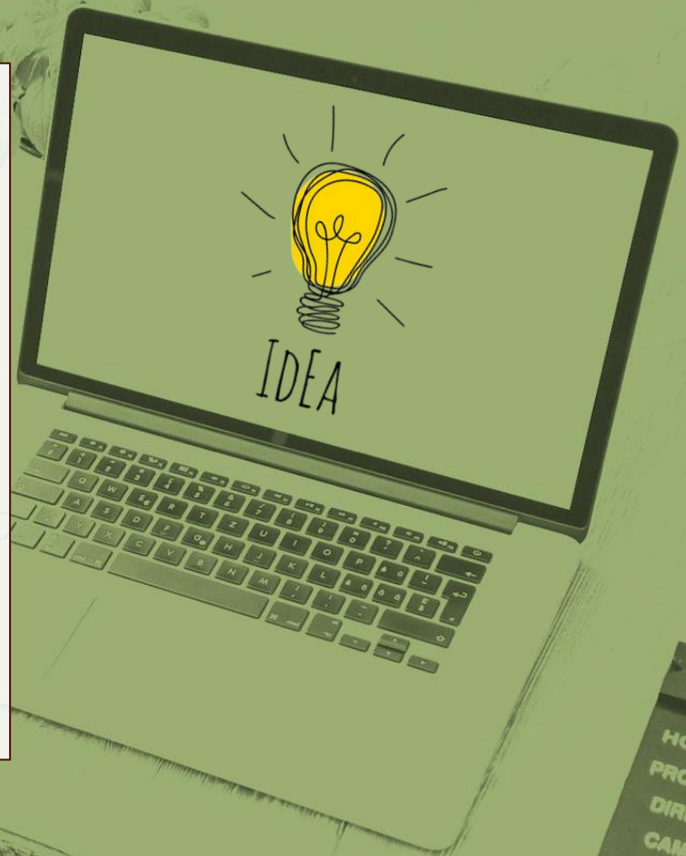
It comes after Meta reported Facebook daily active users were down slightly this past quarter at 1.93 billion, marking its first ever quarterly decline. The decline of about 500,000 could mean that Facebook has saturated its product globally and the ability to add loads of users has peaked.

<https://www.cnn.com/2022/03/22/buzzfeed-says-people-are-spending-less-time-on-facebook.html>

It's Official. We've All Been Saying "GIF" Wrong

Stephen Wilhite, the inventor of the GIF, passed away from COVID at the age of 74. It was left out of his obituary but made abundantly clear in the majority of the write-ups pertaining to his passing that we've all been saying GIF wrong.

<https://www.salon.com/2022/03/23/its-official-weve-all-been-saying-gif/>



Why Are People Calling Bitcoin A Religion?

Some Bitcoin evangelists see the currency as an answer to problems that plague society.

When you read enough about Bitcoin you'll inevitably come across people who refer to the cryptocurrency as a religion.

Bloomberg's Lorcan Roche Kelly called Bitcoin "the first true religion of the 21st century." Bitcoin promoter Hass McCook has taken to calling himself "The Friar" and wrote a series of Medium pieces comparing Bitcoin to a religion. And there is a Church of Bitcoin, founded in 2017, that explicitly calls legendary Bitcoin creator Satoshi Nakamoto its "prophet."

One thing is for sure - if you can arouse this kind of passion in your followers (think Apple) then you've got a hugely successful product on your hands.

https://www.salon.com/2022/02/12/why-are-people-calling-bitcoin-a-religion_partner/



Are Sprinkle Glasses The Key To Great Ideas?

I just read a full-blown article on sprinkles – those tiny bits of semi-edible cupcake confetti that add color and sweetness to anything.

As I'm reading the article (link below) I cannot believe there is an entire post written on this. Nor can I believe I'm reading it, and yet I am.

Why?

Because I was led to believe there's been some crazy newfound innovations in the sprinkle industry.

Which made me think this: If something as ordinary and everyday as sprinkles can be remade, reengineered or somehow vastly improved, then isn't that also true for pretty much anything man made?

Imagine sprinkles made with organic ingredients. Sprinkles that actually lend additional flavor to the baked goods. Sprinkles that are personalized with a person's name or company logo. Sprinkles that add nutrition to cookies and cupcakes. Sprinkles that contain caffeine. Sprinkles that glow in the dark.

My imagination was on fire with the many sprinkle possibilities.

Now here's my challenge for you: Take one of your favorite products, either your own product or someone else's, and write down 20 ways it could be changed, improved, adapted, redone or completely reengineered. Think about how it works, how it's used, the delivery system, the content and so forth. Just start writing down ideas without judgment and see what happens.

Do this once a day for 10 days and I predict your creative muscle will get measurably stronger, you'll start to see product ideas everywhere, and at least one of those ideas will be worth a million dollars to you if you follow up on it.

Try it for yourself because you've got nothing to lose and a profitable new product to gain.

And if you need some inspiration, here's that sprinkle article I promised:

<https://tastecooking.com/weve-underestimated-sprinkles/>



Product Creators and Affiliates: This is The Blogpost You Need to Write, Right Now

I'm scrolling around Food52.com when I happen upon this gem:

"12 Under-The-Radar Trader Joe's Products You Need To Try Immediately"

Trader Joe's is a U.S. grocery store chain that is known for its own product line of interesting, tasty and not necessarily healthy products such as appetizers, desserts, pastas and a whole lot more. But that's not important here.

What is important is that this 'article' isn't really an article at all, but a free Trader Joe's advertisement.

The article starts by espousing how shopping at Trader Joe's is a never-ending hunt to find your new favorite product, how there are hundreds to choose from and how there are real gems people are overlooking.

If this isn't an advertisement I'll eat my shorts, but it reads like an article.

Why not use this post as a template to write your own articles?

"5 Under-the-Radar Traffic Generating Products You Need to Try Immediately"

"7 Under-the-Radar IM Products Under \$20 You Need to Try Immediately"

"10 Under-the-Radar Social Media Apps You Need to Try Immediately"

Get the picture?

Each link leads either directly to a sales page or better yet, to a short page that introduces the product, preselling it to the reader.

The Food52 article appears on multiple websites. Can you get other sites to pick up your own version of this article? Maybe. If you make a good case that your recommendations deliver awesome benefits, it's entirely possible.

And even if your article only appears on your site, it's also possible to gain links and free search engine traffic, too...

...along with some product sales.

You might even make this a weekly roundup of the best products in the niches you service. Get enough traffic and you'll be able to negotiate discounts on affiliate products, too.

Heck, this could become an entire business all on its own.

First step? Write your first "X Under-the-Radar XYX Products You Need to Try Immediately" and get it on your own website.

Here's the Food52 article for reference.

<https://food52.com/blog/27154-under-the-radar-trader-joes-products>

Instagram's Chronological Feed Is Back – Here's How To Enable It

The latest update for Instagram finally brings back the beloved chronological feed as well as a new favorites feed. Instagram's chronological feed has been missing for several years now. The company removed it in 2016. However, it began testing a new version of the feed in January.

Now that it's back officially, Instagram users can more easily find the posts from accounts they really care about. It's especially good news for users who might have been driven away by Instagram's continued push of "suggested posts" and even Reels in recent months.

<https://news.yahoo.com/instagram-chronological-feed-back-enable-151106393.html>



3D Ads Come To Facebook, Instagram In Step Toward The Metaverse

Meta Platforms Inc will make it easier for brands to run three-dimensional ads on Facebook and Instagram through a new partnership with an ecommerce technology firm.

The integration with VNTANA will allow brands to upload the 3D models of their products to the social media platforms and easily convert them into ads.

The move is a stepping stone into advertising in the metaverse, the futuristic idea of a collection of virtual worlds that can be accessed through different devices such as headsets.

<https://www.msn.com/en-us/news/technology/3d-ads-come-to-facebook-instagram-in-step-toward-the-metaverse/ar-AAVrVsq>



10.5 Ways To Fail BIG

Which of These are YOU Doing?



Imagine I give you instructions and a map to a goldmine.

This map and instructions tell you EXACTLY where the mine is hidden, what to bring to the mine, what to do when you get there and everything you need to know to become rich.

But the problem is, you can't find your own front door. You just keep bumping into walls and bumping into more walls until your head hurts and all you want to do is watch television and forget about the goldmine.

That's what's happening to many people today. They buy a program on how to build a business online. They read it over and they know they can do it. But instead, they just keep bumping their head on the walls and wondering why they never reach success.

The reasons they're failing aren't complicated, and in fact they're about as simple as can be.

My question to you is, which of these are YOU guilty of? And what will you do to stop these habits and go find your own goldmine?

Because if you want to hit the bigtime and have great successes, you're first going to have to learn how to get out of your own way.

Reasons people fail:

1: They have no clear purpose – If you don't know what you want, you'll never get it. Decide what you want, write it down in detail and reread it daily.

2: They don't plan – once you've got your purpose, you can create a proper plan for achieving that goal. The plan doesn't need to be perfect or include every small step along the way. But it should be enough to do two things: Get you to your goal and also get you started on the first step.

3: They look for reward without work – Some people want the outcome but they don't want to work for the skill. New skills are acquired over time by learning from others as well as trial and error and businesses take a lot of effort and time.

For example, people who want a million dollar online business starting immediately are going to be sorely disappointed when they realize that online marketing is a skill that takes time to master.

There are no push button get rich methods to fall back on, but if you're willing to put in the work to learn new skills, you can almost certainly build a lucrative business over time.

4: They're rigid and won't pivot – Imagine chasing a vein of gold through the mountain. You spend six months trying to find it. Then one day when you're out for a walk you see something sparkling.



An hour of digging and you've already found more gold than you have in the previous six months. Do you stick with the old mine or pivot to the new one?

You've got a new business idea and you're working hard to achieve it. The problem is there's no demand for what you want to create. You could stick with it and try to educate people on why they should want what you have. Or you can pivot and offer them what they want.

It's not easy to pivot when you've already spent a great deal of time and money on the project, but sometimes it's exactly what you need to do.

5: They're not mentally prepared for failure – failure is part of success. Just as you can't invent a lightbulb without first finding a lot of ways it won't work, business and life can bring missteps before success. You try something and it doesn't work. Maybe you feel stupid. Maybe you even look stupid if you did this in front of other people.

If you're mentally prepared for setbacks, then you know this is simply part of the process and you keep going. But if you crawl into your shell at the first sign of trouble, then you're never going to be successful.

6: They care what others think and say – it's easier to swim with the flow, to do what others expect of you and to never rock the boat. To heck with that because it's dull, monotonous and will get you nowhere interesting.

If you want to succeed, you're going to have to swim against the current, do things that get you criticized by others and not give a darn.

7: They lack perseverance – I suspect that more people fail because of this one flaw than any other. Think about it... if you never give up, then it's almost inevitable that you will succeed. To put it another way, many people stop just inches short of gold and go home.

8: They lack confidence – it doesn't matter how much you know or how much talent you have. If you don't believe in yourself, you're probably not going to be successful. Believe in your goals and your ability to reach them and know that you will figure things out as you progress.

9: They don't network – if you don't invest time in building strong relationships with those who can help you, then you will miss the majority of opportunities that could have come your way.

10: They're easily distracted – if you can't focus on what you want to accomplish, then you'll never OH LOOK A SQUIRREL!

10.5: They rationalize - Winners analyze what went wrong. Losers rationalize and offer excuses for why they don't succeed.

Do your best to learn everything about what happened and why it happened, and then use that knowledge in your next attempt.

Now here's the real problem: I'm guessing you already knew most of what you just read, and yet it's possible you are still guilty of one or more of these obstacles to success.

What should you do?

It's up to you, of course, but what you might do is choose the one you think you most need to work on, and then devise a simple plan to change things.

For example, if you're not networking (number 9) then you might make contacting one new person each day your next goal.

Because little changes performed daily can have a tremendous impact on your life and your success over time.



The Skittles Guide To Free Publicity

To make this work you need a beloved product or service, free or paid. It doesn't need to be a household name, but it must have an ardent, loyal following in your particular niche.

Here's what Skittles Candy did to garner millions of dollars in free publicity:

Skittles launched in 1979 with a candy that comes in little pieces of several flavors. You might know them for their, "Taste the Rainbow" slogan.

In 2013, Skittle 'broke' their product by replacing the lime flavor with green apple.

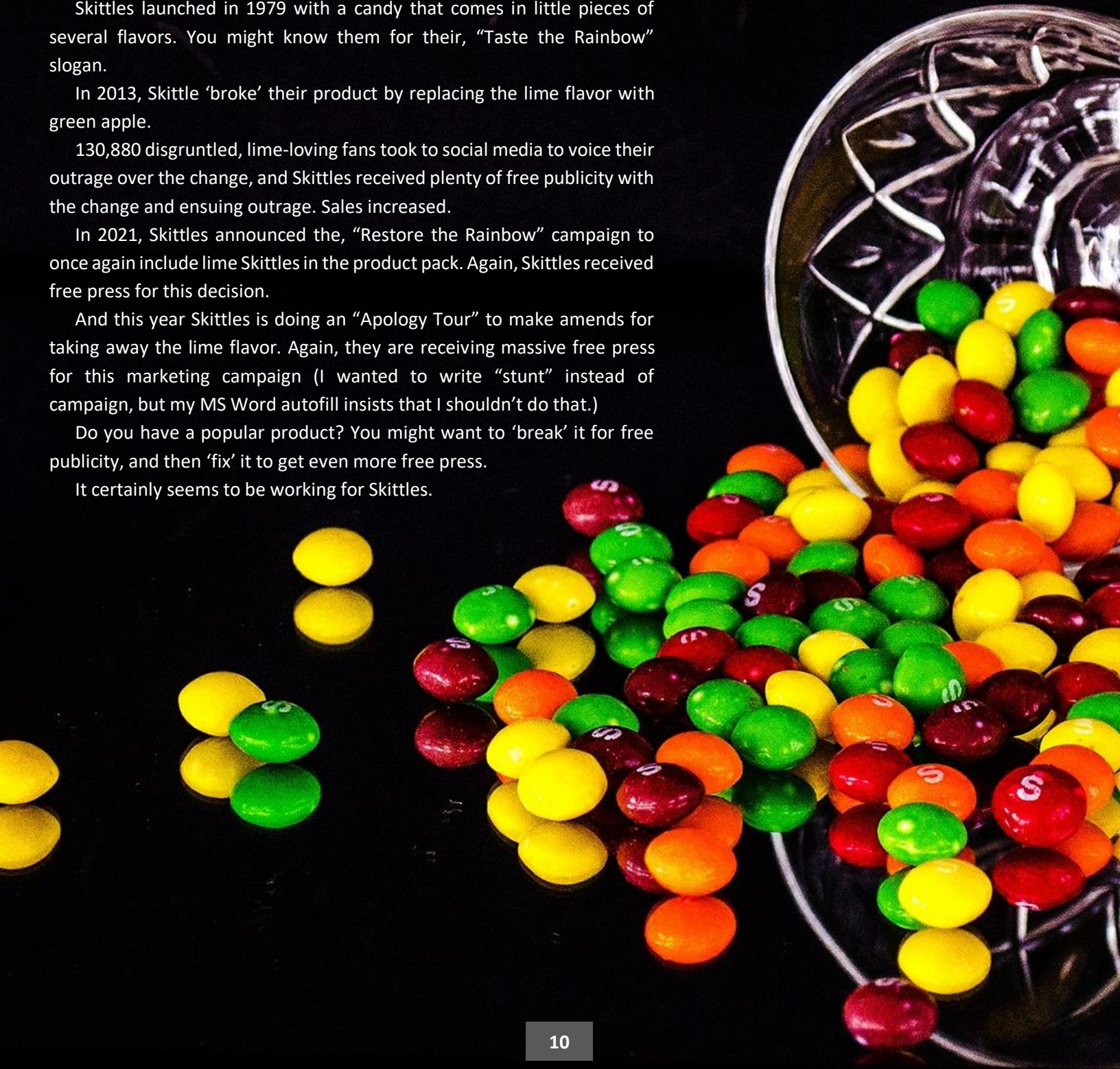
130,880 disgruntled, lime-loving fans took to social media to voice their outrage over the change, and Skittles received plenty of free publicity with the change and ensuing outrage. Sales increased.

In 2021, Skittles announced the, "Restore the Rainbow" campaign to once again include lime Skittles in the product pack. Again, Skittles received free press for this decision.

And this year Skittles is doing an "Apology Tour" to make amends for taking away the lime flavor. Again, they are receiving massive free press for this marketing campaign (I wanted to write "stunt" instead of campaign, but my MS Word autofill insists that I shouldn't do that.)

Do you have a popular product? You might want to 'break' it for free publicity, and then 'fix' it to get even more free press.

It certainly seems to be working for Skittles.



Dan Kennedy Method to Earning \$1000 Per Email

According to Dan Kennedy, the easiest way to increase your income is to offer premium versions of all of your products.

And from my experience, he is dead on right.

Do you have an ebook? Turn it into a video course and charge 10 times the price. Do you have a video course? Add personal coaching and triple the price.

If you already have products and a responsive email list of your own, I can just about guarantee you can make \$1000 or more by sending an email in the next 24 hours.

Just choose one of your products, add personal coaching to it, and send out an email with that offer.

Even if you just do this once a month and earn just \$1000 an email, that's an extra \$12,000 a year.

You might call your new product the "Premium Version" of your original product. Add something like personal one on one coaching for maximum value.

What if you don't have any products of your own but you do have a list? No problem. You can either...

1: Offer personal one on one coaching to everyone who buys a certain affiliate product through you. Just make sure you know the product well. You might meet for coaching after they finish each module of the course, for example.

2: Offer personal one on one coaching in your specialty. What is it that you know best? What can you teach?

Hint: You can always brush up on your topic by taking courses in it yourself and then applying what you learn. It's not unheard of for someone to do a deep dive into a quality course, apply each lesson, and be ready to teach the material as your own in a few weeks. Just make sure you don't plagiarize any of the copy and you can show your own results.

Advanced Tip: Limit how many personal coaching slots you offer. If you will only do 3 per month, for example, then the value is much greater because of the perceived scarcity.

By limiting how many you offer it becomes easier to charge, say, \$1000 per person and coach 3 people rather than charging \$500 and coaching as many as will sign up. You wind up doing less work for more money when you place a limit on coaching slots.

And make your highest priced and most valuable offers available to buyers only as a perk for being in your inner circle of customers.



Here's a Marketing Story To Make Your Hair Stand on End

The devil is in the details, right?

Years ago a student of mine spent months creating the perfect product.

He researched 100 different sources to get all the best techniques for what he was teaching.

He researched every competing product to see what was selling and how it was sold.

He worked on that product until it was as perfect as anything can be.

And all of this took him about 6 months. I kept telling him to just get the product together and not worry about perfection. I told him that if he made sales, he could go back and improve the product and charge even more.

In fact he could re-release a better version each year for more money, but the key was to launch this thing instead of trying to perfect it from the start.

And he wouldn't listen. He just kept making it better.

I was confident it would sell. He was SUPER confident it would sell. It was the right product at the right time.

Over the course of 6 months while he was creating the product, he also built a list of people who were eager to buy the product once it was finally finished.

All the pieces were in place.

And then on launch day, disaster struck.

The devil is in the details, right?

When this overly confident, super-excited guy sent out the email telling his list the offer was live, he made one mistake.

Instead of giving the link to the sales letter, he gave the link to the product download page.

6 months of work to give the product away for FREE.

It took him a full half hour to realize his mistake, and in that time there were hundreds of downloads.

He lost a lot of potential sales that day. Any other new marketer might have crawled into bed, pulled the pillow over his head and vowed to never try online marketing again.

But not this guy. Today he is a seven-figure earner and able to laugh about the stupid mistake he made that day.

Moral of the story: Always check your links, and when disaster strikes, keep pushing ahead anyway.



Wayne Crowe

interview



Editor:

This time we're talking with a U.K. based online marketing expert, Wayne Crowe. Now he started his business around about 18 years ago from his bedroom, with just a £25 investment, and has now carried that through to making more than £150,000 per month. He's also the mastermind behind courses such as Traffic Domination, 30 Day Email Journey Hacks, and so much more.

Wayne Crowe, it's a pleasure to meet you.

Wayne Crowe:

It's awesome to be on here, mate.

Editor:

Oh, well listen, welcome along. 18 years, you must be doing something right. How did it all start for you?

Wayne Crowe:

Oh wow. It started basically from I'm still in the same house as when I started. I started in what is now my daughter's room. And like a lot of people, you start this thing online and you wonder what it's all about. That's how I started, literally from a bedroom I can see out my office window. That's exactly how it started all those years ago.

Editor:

Fantastic. Whereabouts are you based?

Wayne Crowe:

In Norwich, Norfolk.

Editor:

Okay. And you're still in the same house. I mean, have you not been tempted with the revenue that's been generated over the years to buy the big mansion with the swimming pool at the back?

Wayne Crowe:

I don't know about that. I want to move abroad, but it's the wife. It's the wife. I want to move to Spain, that's where I've got my heart set on. But yeah, the wife, our families all nearby so it's that kind of situation. Plus I don't really want a big house, if I'm honest. I do like where we live, and if or when we move, it will be overseas, somewhere warmer.

Exactly the same here, mate. Exactly the same.



Editor:

Yeah. So Spain is definitely high on the agenda. And of course, I always say when you buy a big house it just means more cleaning to do as well.

Wayne Crowe:

That's exactly what I think. Exactly what I think. I'm not a Hoover and dustbin type of person, so the bigger the house, the bigger the work you have to do.

Editor:

Yeah. Yeah, absolutely. So, Wayne, we talked about the fact that you've gone from a £25 investment. What was life like for you back then?

Wayne Crowe:

It was tough. I worked in a factory. I was working three shifts per month. So one week I'd be doing a wake up at 5:00 AM, work until 2:00 PM. Then the next week I'd do 2:00 PM to 10:00 PM. The next week, 10:00 PM to 6:00 AM. I'd done that for seven years and it absolutely destroyed me in the end. But one thing I absolutely hated was working for someone else, a boss who was just put there. You've got a lot of the time, no respect for him. They don't seem to work that hard, but somehow they're managed to be your boss, telling you what to do. And that used to drive me absolutely nuts.

Editor:

So what tempted you to look at the internet as an escape?

Wayne Crowe:

I don't know. I've always been, especially when I was younger, I was a gamer. I was always into strategy games. So it's that kind of thought pattern and you think oh, I wonder if I can earn money at my computer? Like a lot of people when you start, there must be something I can do to earn £20 an hour, \$20 an hour, where I can just sit on my computer and do it. And that's how I started, much like a lot of people, I think. I just went to Google and put in how to make money online, and that's pretty much how I started.

Editor:

Fantastic. I mean, from that obviously your business has grown, but what was your earliest success? What was the thing that compelled you to continue doing this?



Wayne Crowe:

My earliest success. I'll remember this for pretty much the rest of my life. My earliest success, I used to sell stuff online. Okay. So I used E-commerce and we absolutely dominated Google for one search, then you managed to get it to number one for everything. And I remember taking all these to the post office, filled the car up, this one product, take it to the post office. And I remember going to the bank afterwards and I withdrew £500 which is about what, \$700, something like that. And I thought, wow, I've got £500 in my bank. And now, thinking back, you think, wow. To think £500 is a lot of money, well it is when you've got new money, because literally I was always in the overdraft. And that was the first time I thought, you know what? This stuff really works. Really, really works, just from that 500 quid.

Editor:

And how did it snowball for you from there, and how quickly did it snowball?

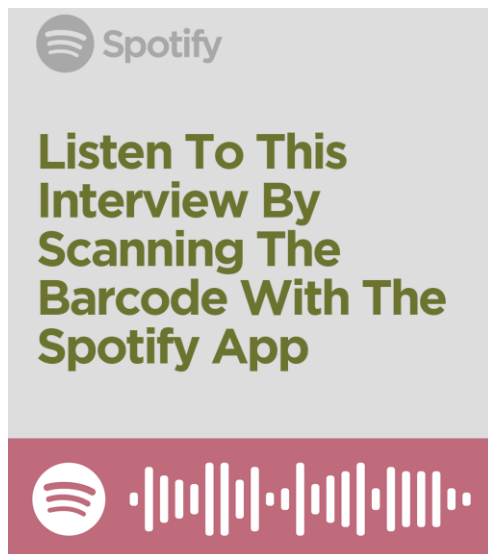
Wayne Crowe:

I think I was a bit of a slow burner to be honest. Because I mean, from then we were seeing good success, but then the supplier of that product dried up so we had to look for the next product. We found the best seller on Amazon. We imported it from China and literally we couldn't import it quick enough. It was a number one best seller on Amazon. It was a grey product so Amazon themselves weren't allowed to sell it, but it was allowed to be sold on Amazon. We sold tonnes of it. And that led me into doing more and more E-commerce.

And then I actually met a guy in a taxi. I went to taxi. So from the factory, I was like, well, I need to take this internet thing seriously so I left the factory, went and become a taxi driver so I could knock the days on the head one day at a time. And I met a guy in the taxi who I just started speaking to and he just shut down his E-commerce business, so we formed a partnership. And from there we literally, or I literally, took that business from zero to 27 staff in about two years, all from zero money, just through pretty much hard work. And that was fantastic.

From there I just went on and bought other business. I started to realise how creative I was with money, funnily enough, and numbers. I started to realise how creative I was and I actually bought businesses that were doing well with zero money.

I bought another business and another business. But then, at one point I think I probably had 70 staff, which is insane number of people, but I'd done this internet marketing thing not to have 70 staff, I'd done it to do what I want when I wanted to do it. So I actually stopped all of those businesses, stepped back and thought what do I really want? You get to that stage, don't you, I think where it's no longer about how much you turn over or how many staff you got, you think what kind of life do I want? And that's what led really to where I am now, is I've stopped everything. I want to use all my skills, all of my knowledge I've built up to transform the life in the way I want. I made the plan and luckily it worked out.



Note from the editor:

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



15 Success Nuggets From People Who Have Struck It Rich

First, maybe we should ask what success looks like for you:

Is it a mansion and a dozen expensive cars?

Enough money to fund your local charity for the next 20 years?

The ability to retire in 10 years with complete security?

Or maybe, like the movie "It's a Wonderful Life," success for you is having many, many friends who love you.

Success isn't about pleasing others. If it was, everyone would become a doctor or lawyer just like their parents wanted.

Success is what you consider to be success, whatever that might be.

Now let's take a look at what super successful people can teach you...

Decide to be/do/have more. Decide here and now that you are going to have more success than average in everything you care about. Make this decision, and then make the commitment to see it through.

"Nothing is impossible. The word itself says, 'I'm possible.'" – Audrey Hepburn

Create a dream that is so big, it will keep you excited. Imagine a dream so electrifying that it gets you out of bed like a 5-year-old on Christmas morning. Think big and go big.

"The problem human beings face is not that we aim too high and fail, but that we aim too low and succeed." - Michelangelo

Make a plan to achieve your goal. I don't mean make a few mental notes. I mean sit down and write out your plan in black and white on paper. Make goals for today, this week, this month and this year. Then re-read or re-write these goals and your plan daily. And I mean DAILY. The very first few minutes after waking is the best time to do this, as well as just before you fall asleep at night.

"A goal without a plan is just a wish." – Antoine de Saint-Exupery

Don't sit on your dream... starting moving. Dreaming is great but without action it's just that – a dream. Take courage and get moving.

"Everything you want is on the other side of fear." - Jack Canfield



Learn first and do second. You could reinvent the wheel or the business you want to build, or you could learn how it's already being done and save yourself a whole lot of time and aggravation. Decide you're going to learn as much as you can and never stop.

"The fixed mindset makes you concerned with how you'll be judged; the growth mindset makes you concerned with improving."
– Carol S Dweck

Ask for help along the way. There are people who have already accomplished what you hope to do. Ask them for help.

"The only mistake you can make is not asking for help." – Sandeep Jauhar

Be at least 1% better than mediocre. We live in a mediocre world. Everyone wants the easy way, the fast way, the method with the least amount of effort. They want to do just enough to get by. This is good news for you, because it means that if you are just 1% better than mediocre, then you have a distinct advantage in whatever you choose to do.

"It never gets easier, you just get better." – Jordan Hoechlin

Work outside your comfort zone. Scary, right? "I've never done this!" "What if they don't like me or my product?" "What if I totally screw this up?" Make friends with fear, plan on making mistakes and enemies and... Just. Do. It.

"Coming out of your comfort zone is tough in the beginning, chaotic in the middle, and awesome in the end... because in the end, it shows you a whole new world." – Manoj Arora

Don't give up. You're going to have setbacks and lousy days and times when nothing appears to be going right. It is at those times that you are closer than ever to success if you'll just keep going.

"Being challenged in life is inevitable, being defeated is optional." – Roger Crawford

Focus on ONE goal at a time. Imagine you are a cyborg programmed to get this goal accomplished to the exclusion of everything else. Real life will get in the way sometimes, but if you can imagine this type of laser focus, you can get back to the work at hand that much easier.

"What you stay focused on will grow." – Roy T. Bennett

Leave yourself a note. When a writer pauses writing in the middle of a project, they purposely don't finish their last sentence. This way when they come back to it, they can immediately start writing without hesitation. You can do something similar by leaving yourself a note that tells you the very next thing you need to accomplish, thereby getting you moving rather than dawdling, gaining momentum from the first moment.

"The hardest thing about getting started, is getting started." – Guy Kawasaki



Mindset is (almost) everything. If you think you'll lose, then you will lose. If you think you are outclassed, you are. If you think you can't do this, then you can't. You've got to believe in your infinite potential because your only limitations are those you set upon yourself.

"The single most important factor influencing a person's success – whether personal or professional – is mindset." – Karima Mariama-Arthur

Leap over levels. You just figured out how long it will take to reach your goal. But paradoxically, there are sometimes shortcuts that make sense for you to take. For example, if you wanted to rise through the ranks of someone else's business to become the manager, it could take you years to do it. But if you started the business yourself, you can be the manager and boss from Day 1. That said, you better know how to manage your business, or else hire someone who does.

"It's kind of fun to do the impossible." – Walt Disney

See it already completed. Whatever your goal is, see it already completed in your mind's eye. Visualize how it will look, feel and sound. Live the moment of realizing your goal time and time again. Neville Goddard is a great teacher on this method, and it works.

"The mind is everything. What you think, you become." - Buddha

And never, ever, ever give up.

"Great works are performed, not by strength, but by perseverance." – Samuel Johnson



CASE STUDY:

6-Figure Instagram Business Using Nothing But Quotes

Or... how to go from bankrupt to mid-six figures posting stuff other people said and wrote.

If you had told me that it was possible to earn six figures by doing nothing more than posting other people's quotes online, I probably would have told you it was a pipe dream.

But what do I know?

Believe it or not, the Instagram account @StoicReflections has grown to 850,000 followers and six figures of income in under three years.

The creator chooses famous motivational quotes and posts them every day, including strategic hashtags to get more traffic to them.

And once he started to build a significant audience, he created two simple products that have generated hundreds of thousands of dollars in revenue.

When Alexander, the man behind the popular Instagram account @StoicReflections, went bankrupt only a few years ago, he took up philosophical meditations to see him through the tough time.

Then he began posting those mantras online and grew enough of a following that he now makes a full-time living from Instagram.

There's an important lesson here: When things seem especially bad, ask yourself, "What's good about this?"

And maybe also ask yourself, "How can I use this experience to help others and even build a business?"

Alexander doesn't use his last name on @StoicReflections because he wants to keep his identity separate from his account.

Since he's not the face of his page, he's not a typical Instagram influencer. And yet he has seen growth in line with other successful personalities on the platform.

@StoicReflections has gained over 850,000 followers in less than three years simply by sharing tenets of Stoicism, an ancient Greek philosophy that preaches an indifference to pleasure and pain.

"To bear misfortunes
with a tranquil mind robs
hardship of its strength
and weight."

SENECA

dailystoic.com

Alexander shares quotes he feels resonate with the stoic philosophy with his fans, most of which are business-minded people.

But Alexander does not post ads or sponsored deals since he feels it would dilute the virtue of his Instagram account.

“There’s a lot of brand equity you’ll just lose by just taking ads,” he said.

Then last year, Alexander created two simple products that have generated hundreds of thousands of dollars in revenue, allowing him to earn a full-time living from his motivational Instagram account.

Before @StoicReflections, 28-year-old Alexander ran a business selling inexpensive products from China that he said turned a nice profit.

Alexander was successful enough that he was able to travel a great deal and live in expensive luxury apartments. But then the bottom fell out of his business, and he ended up going from the 34th floor of a luxury apartment to a five-bedroom roommate situation.

It seems that as fast as he was pocketing money from his e-commerce business, he was also spending it. His debts were in the five-figure range when his business dried up and he found himself with no income and in debt.

To cope with his situation, Alexander began studying Stoicism in 2019 to help him get through this tough time in his life.

“It teaches you resilience and the dichotomy of control: What you can control and what you can’t control,” he said.

Alexander initially created @StoicReflections to keep himself accountable. He posted quotes every day, like “Intelligence without ambition is a bird without wings,” so he could try to live up to them.

@StoicReflections started as a hobby and not a business, but he quickly discovered ways to cultivate an audience in the self-help and motivational corners of Instagram.

To build his first 100,000 followers, he used hashtag discovery.

Alexander favored shorter quotes that were easily legible even on a square grid. And he inverted the traditional black text on white background to make his posts stand out with white text on a black background.

There were accounts on Instagram that were similar to his, so Alexander looked for more ways to differentiate himself. He noticed that popular hashtags, like #wisdom and #philosophy, would have over a million posts. The competition for those was simply too high, so he would strategically used hashtags with fewer aggregates of 10,000 or less to boost his posts to the top.

**THE HAPPINESS
OF YOUR LIFE
DEPENDS UPON
THE QUALITY
OF YOUR THOUGHTS**

— **MARCUS AURELIUS,
MEDITATIONS**

This hashtag discovery method allowed his account to grow 100,000 followers in the first year alone. His method was to post a quote every day, hashtag every post and gain about 100 new followers a day.

When a famous person shared his posts, he would sometimes get thousands of new followers instantly. And by his second year, his page had well over 400,000 followers.

That's when he began to get requests from brands to post sponsored content but refused them on the grounds it would take away from what he was doing.

Then last year Alexander created two new products of his own.

One was digital cellphone wallpaper of famous philosophical and motivational quotes. A pack of 55 quotes downloadable wallpaper sells for \$9. Next, he created a calendar rooted in ancient Stoic beliefs that "help you harness the concept by visualizing your life week by week," according to its description. You can buy a digital copy for \$19, a printed copy for \$39, and a framed version for \$79.

These 2 simple products have allowed him to make a full time income with his part time Instagram hobby.

While he doesn't want to publicly disclose the exact revenue number, Alexander has made in the mid-six-figure range from sales of his wallpaper and calendars. He's able to run his Instagram account with very little overhead costs because his products are mostly digital.

He said he also now only spends about 30 minutes a day preparing posts and interacting with commenters.

Alexander added he's not sure if @StoicReflections is a long-term career for him, but he is considering introducing new products for the account, such as an app.

From simple hobby to mid-six figures – it really does make you think of the possibilities, doesn't it?

Be Tolerant With
Others & Strict
With Yourself.

-Marcus Aurelius



A Multi-Purpose Lead Magnet For Nearly Any Niche

I know that sometimes creating a lead magnet is a huge stumbling block for marketers who want to list build, so I'm going to give you your very own lead magnet here in the form of Micro Habits for Online Marketers.

You can, of course, adapt this cheat sheet to any niche you choose simply by tailoring the language a little bit.

As you know, a lead magnet is what you give away in exchange for a person's email address to get them on your list. Your lead magnet should be something they want enough to take the time to input their email into the form.

To use this cheat sheet I'm giving you, just do the following:

1: Title your cheat sheet. Here's a formula you can use or create your own title.

[Niche Name]: [Number] Micro Habits to Change Your Life

Examples:

Gardeners: 44 Micro Habits to Change Your Life

Online Marketers: 75 Micro Habits to Change Your Life

Dentists: 35 Micro Habits to Change Your Life

2: Write out 5 to 10 broad categories for your micro habits. You can use the categories provided in this example or create your own.

3: After each category, provide 5 to 10 micro habits of 1 – 2 sentences each.

That's it!

Here's our example. Feel free to adapt this to your own use by changing the language, removing or inserting your own micro habits, changing formatting and so forth.

Online Marketers: 77 Micro Habits to Change Your Life

Discover What Kind of Life You Want

- 1 Choose your goals and what you want to achieve in life.
- 2 Make your plan, figuring out how you will achieve those goals.
- 3 Take action on your goals every single day.
- 4 Track your progress daily because what you keep track of grows. Write down what you're doing, what's working, what you need to change and what you will accomplish tomorrow.



Clear the Mental Obstacles in Your Path

5 Become friends with fear and don't let it stop you from starting and achieving your goals.

6 Build your confidence by successfully accomplishing many small steps towards your goal.

7 Become aware of any excuses you tell yourself. When you realize you're making excuses, write them down and then burn the paper because that is not who you are.

8 Take some small action right away before you overthink things or get distracted each morning. Just taking that first step builds momentum and makes it easier to keep going from there.

9 Don't compare yourself to others and instead be happy for others while you travel your own path and live your own life.

Start Saying "Yes" More Often

10 Say yes more often. If it's fear that's causing you to say no, then say yes instead. Practice saying yes for an entire week to see what happens.

11 Push out of your comfort zone and take on new challenges.

12 Do something or try something new every day.

13 Keep a log of your successes to look at when you doubt yourself.

14 Don't take rejection and criticism personally. Instead, take it in stride and calmly listen to what other people have to say when you're being tested or challenged in some way.

15 Don't say no until you've given yourself time to think through what it is that you're saying no to.

Train Your Brain

16 Think positively. When you catch yourself thinking negatively, turn it around and find the positive.

17 Use visualization techniques to imagine yourself having already achieved your goals. Especially do this as you are falling asleep.

18 Solve your problems by asking the right questions and then taking time to think before acting or speaking.

19 Challenge yourself to learn something new every day.

20 Every time you read something valuable, write down the three best things you learned from it, and if possible implement one of those things into your life right away.

21 Take time for yourself to relax and recharge by doing something completely different from your work.

Start Eating Better

22 Start eating better by planning your meals in advance and giving yourself appropriate sized portions.

23 Limit or eliminate high-calorie snacks like sugary candy bars, pastries, and potato chips from your diet. After a month you won't even miss them anymore.

24 Shop on a full stomach and only purchase healthy food.

25 Stay hydrated by drinking plenty of water and avoiding any drink with sugar in it.



26 Avoid eating late at night.

27 Try to eat mostly whole, unprocessed foods.

28 Try intermittent fasting by not eating for a 14 to 16 hour period every 24 hours.

Get Moving

29 Get moving every day by taking walks or riding your bike to work.

30 Start with small goals that are easy for you to achieve, so you'll have an easier time reaching the ones that follow.

31 Take a 10 minute walk each morning when you first get out of bed.

32 Stay motivated with workout videos, music playlists, or podcasts that keep you energized and excited to move more.

33 Don't sweat the small stuff; just do your best and don't worry about it if you can't do every rep or set of every exercise perfectly.

34 Set a timer to get out of your chair every hour and take a 5-minute walk.

35 Take a break when you need it, and don't feel guilty about it.

36 Celebrate your accomplishments along the way, no matter how small they may seem.

Get Organized

37 Declutter your space to get organized.

38 Stay on top of things by being tidy and cleaning up after yourself throughout the day.

39 Keep a schedule for yourself that lists things you need or want to do each day of the week and mark them off when they're done.

40 Get a planner, a calendar, or an app to keep track of your appointments, deadlines, and events.

41 Make a list of things you need to buy at the grocery store, so you don't have to spend time thinking about it later.

42 Sort your clothes by color, type, or season to make getting dressed in the morning easier.

43 Create a "to-do" list at the end of each day that lists everything you accomplished.

44 Get rid of clutter to make your home more comfortable and functional.

45 Form good habits by following a routine that's easy for you to stick to.

46 Organize your thoughts and ideas by writing them down in a journal or notebook.

47 Make it a habit to do one thing each day that helps you get closer to your goals.

48 Remove distractions from your environment so you can focus on the task at hand.

49 Use labels and folders to keep your paperwork sorted and organized.



50 Make your bed at the start of each day. You'll be surprised the difference it makes.

51 Set aside time each day to deal with tasks that you've been procrastinating on.

Start Saving Money

52 Stop wasting money on things you don't need.

53 Create a budget so you can see exactly where your money is going each month.

54 Use cash instead of credit cards to limit your spending, especially if it's not in the budget.

55 Give yourself an allowance for entertainment expenses each week or month to not overspend.

56 Make a goal to save a certain amount of money each month or year.

57 Sell things you don't use or need anymore to make some extra cash.

58 Invest your money in a way that will help it grow over time.

59 Compare prices before you buy anything to ensure you're getting a fair deal.

Build Stronger Relationships and Social Skills

60 Make an effort to socialize with people you don't know well.

61 Smile at people, even if you don't know them.

62 Talk to strangers sometimes; it can be a great way to get to know new people and make new friends.

63 Offer to help someone out if they look like they're struggling.

64 Take the time to listen to others and pay attention to what they're saying.

65 Try to be more understanding and less judgmental.

66 Spend time with people who make you feel good about yourself.

67 Let go of relationships that are toxic or draining.

68 Apologize if you've hurt someone's feelings or made a mistake.

69 Ask for what you want and need in your relationships without being demanding, entitled, or burdened.

70 Be conscious of what you say to other people so that they don't feel put down or demeaned by you.

71 Make time to spend with the people you love.

72 Try to plan at least one fun outing each month with your friends or family.

73 Introduce yourself to the people around you instead of waiting for them to come to you.

Take Care of Your Tech

74 Back up your computer files regularly, so you don't lose important information if something happens to your device.

75 Delete programs and apps you don't use anymore to free up your phone or computer space.

76 Keep your operating system and software up-to-date to protect yourself from security threats.

77 Turn off notifications, so you don't get distracted by every buzz or ding that comes your way.



Are You Making These 2 Marketing Mistakes?

When new marketers are wondering why they're having trouble selling their offers, it's usually because of one or both of these mistakes.

Conversely, highly paid online marketers never make these mistakes, which is why they are so successful.

Mistake #1: Focusing on selling the product.

You might think this one sounds pretty stupid. Why wouldn't you focus on selling products? How are you going to make any money if you don't sell products?

Guys, let me ask you this: When you want to build a long-term relationship with a lady, what's the first thing you do? It's not asking her to sleep with you or proposing you move in together. Rather, the first step is to ask her out on a date. If that first date goes well, you try for a second date and so forth.

Marketing is like that. Sure, you can try to sell your product cold. "Psst, hey buddy, wanna buy my product?" You'll even occasionally get a yes to that question, but it won't be enough yes's to build a business.

Even if you can offer the most wonderful products in the world, you've got to first build a relationship with your prospects before you can expect most of them to become customers.

That is why you want to place your energy and focus on selling your visitors to join your email list rather than purchasing the product.

Concentrate on increasing the conversion rate of your opt-in pages. Split test the headlines, the free offers, the calls to action and so forth.

Once they join your list, you can work on selling them on not just one product, but many different products over time.

Now here's the second place where new marketers slip up:

Mistake #2: Not continually following up from day 1.

Here's what happens to the average new list builder: They start building their list (yah!) but there's only a few subscribers right now so they wait to follow up.

Weeks go by and the marketer finally has a hundred or a thousand subscribers and now they decide the time is right to start creating and sending emails.

But here's the problem with that: Most everyone on their list already forgot who they are. No relationship is built. No products are sold. Is it any wonder the new marketer gives up and goes back to his 9 to 5 job?

Here's what you've got to do instead, no matter how silly this might seem: Start following up with your first subscriber from Day 1.

Create a series of pre-written emails that go out automatically to your list and create these emails before you even get the first subscriber.

This gives you the freedom to focus on list building without having to worry about creating those automated emails because it's already done. Everybody gets an email the day they sign up and every day after that like clockwork. They quickly become accustomed to hearing from you and in fact expect to hear from you. And when you send an email to the entire list with your latest offer, they remember you and they're more receptive to what you have to say.

How to Build a 4-Figure Sales Funnel in 24 Hours

This one is drop dead simple, but that's no reason to dismiss it.

You can build yourself a sales funnel in 24 hours that yields 4 figures...

...PER SALE.

Yup. Not kidding.

Here's what you do...

Go to Clickbank.

If you don't already have a Clickbank account, then create one.

For this example, I'm going to figure you're in the online marketing niche, but this works in other niches, too.

Go to the e-business and e-marketing section of Clickbank.

Sort the results by the term, "Avg\$/Conversion".

This is going to give you the average commission an affiliate earns for each conversion to the vendor's offer, including the earnings from all sales (initial sales, upsells and rebills).

Look at the numbers and you'll see offers that can earn you four figures per sale.

(Disclaimer: This is the average per sale and your results may differ).

Why are these offers making this kind of money for the affiliates?

Because they've been tested, tweaked and optimized to convert. In other words, 90% of the work is already done for you.

Choose 3 to 5 of these high paying offers that you might like to promote. You are going to use one of these as your backend offer in your sales funnel.

You get extra points if it's a product you already know and feel good about recommending.



Your next step is to choose a front end offer in the same niche but at a much lower price. Ideally your front end offer should logically lead to the back end offer as the next step.

For example, your front end offer could teach how to build a sales funnel, and the back end offer could teach how to drive traffic to that funnel.

Don't agonize too long in making a decision. If it turns out you chose products that aren't converting for you, then you can easily try a different pair of products. In fact, you might set a timer for 60 minutes to locate and choose your two products along with making a list of back up products. This will keep you from procrastinating the decision and get it done asap.

Now then, once you've got the front end and back end products, you're going to create a lead magnet so you can gather email addresses on your squeeze page. Don't agonize on this, either. Choose something that you can create in a few hours or less, such as a video, cheat sheet or very short report. Tailor this lead magnet to attract the exact type of people who would be interested in your two products.

Here's your funnel:

- Squeeze page offering the lead magnet
- Welcome page with front end offer of a low priced product
- Thank you page with a back end offer of a highly profitable product that is the logical upsell to the front end offer

You can do this in less than 24 hours, test it out, and possibly be making a profit in no time.

The key here is that the products you're selling and the sales pages for those products are already proven to convert, so most of the work is done for you.

Choose your own methods of sending traffic to the offers. I prefer using paid methods because there's no limit to the amount of traffic I can send, and the offers make as much or more money than the advertising costs (self-liquidating offer) and I build my list for free.

But using non-paid traffic works, too. Send your lead magnet offer to your list, on social media, guest blogging and any free traffic method you prefer.

Rinse and repeat.

If you're truly ambitious, you could set up one of these funnels per week, or even per day.

You could also sell the funnels to new marketers as a done for you solution to get them started in online marketing.



THE **BIG** SECTION



17 Things I Wished I'd Known Before I Started Podcasting

Podcasting is both the easiest thing in the world to do, and somehow also one of the most difficult. It's easy because you can turn on a recording and talk - most anyone can do that. But it's also hard because if you don't know what you're doing, your audience will consist of you, your dog and that's about it.

The very best time to know what you're doing in terms of creating a successful, highly popular podcast is long before you make your first recording. But for most podcasters, it's a hard slog of trial and error, experimentation and wasted time while they learn the hard way just what works and what does not.

Fortunately for you, I've assembled some of the very best podcasting advice here for you to use in setting up your next podcast.

1: Knowing = Getting

Why do you want to podcast? If you know what you want to get out of podcasting then you'll not only have a reason for learning this new skill, but you'll also know what direction to take it in.

Are you podcasting just because everyone else seems to be doing it? Then don't bother because you'll just end up wasting your time.

Do you want to podcast to become known as an expert in your field, to connect with other movers and shakers and to sell products? Good, because now you have clear reasons for podcasting.

2: Your Email List Comes Before Your Podcast

Too many people get this one backwards. They think that having a podcast is a great way to start building an email list. But if you don't already have an email list when you start podcasting, then who will be listening to those first podcast episodes?

Your very first step to a successful podcast is to start building an email list and a presence on social media first. Once your list is a decent size and responsive, then you can launch a podcast.

You're going to send your subscribers and social media friends to your podcast to get critical mass, boosting you onto the iTunes "New and Noteworthy" and other lists that will then get you more listeners and more subscribers.

Without your email list it's going to be quite difficult to get anyone on your podcast during those first crucial weeks.

3: Have Something To Sell From Day 1

Podcasting takes time and money. You'll be investing your time to create your podcasts, edit the episodes, do the marketing and everything else that needs to be done. Or you'll be hiring someone to do it for you.

Wouldn't it be nice if your podcast started making money right away, so that these expenses are covered and you're earning something for your time?

If you don't have your own product, choose an affiliate product and make it your sponsor.

4: Choose to Be a Celebrity from Day 1

Before you do your first podcast, you need to ask yourself who you want to be when you're on that microphone. Choose to be someone who is bigger than you in real life, someone with a memorable name and a big personality.

Decide what is special about you, and how you are different from everyone else. What are your special powers? What can you do better than anyone else? What perspective can you take that is new and noteworthy?

If the answer is nothing, then it's time to choose who you will become when that microphone is on. This isn't a matter of becoming an entirely different person, but rather of choosing the best bits of yourself and then making them larger than life.

Finally, get yourself known by marketing yourself. You can't be afraid to make connections, to show up in your niche and to participate just like the celebrity you are.

5: Build Credibility

Having a podcast builds credibility because you get to showcase what you know. Do plenty of episodes to become established in your niche.

Interview the bigshots in your niche and even outside of your niche if it somehow relates to the theme of your podcast. Interviewing experts and celebrities places you at par with those people because they become your colleagues.

Be interviewed. When you're interviewed on other people's shows, you'll build even more credibility as well as reaching new audiences.

6: Showcase Your Endorsements

Let the world and your future guests and listeners know who you've had on your show, as well as which podcasters have interviewed you.

Set up a media page on your site where you list each interview you've done on other people's podcasts, along with a link to each.

When you're pitching someone to be on your podcast, name drop the experts who've already been on your show. The very fact that they've been on your podcast is an implied endorsement.

In the beginning before you've been interviewed or done interviews, make a list of testimonials and endorsements from clients, customers and people on your email list.

7: Build Your List

As mentioned before, it's best to have a list before you start podcasting to get your podcast off the ground. Then once your podcast is gaining momentum, you can use it to further build your list.

To list build, you will need 5 things:

- An easy to remember domain name. It should be short and catchy, so that when you give it on your podcast, people can remember it.
- An autoresponder. Use whichever one works best for you - AWeber, GetResponse and so forth.
- A landing page. This is the form you'll place on the URL you give out on podcasts. It should quickly summarize your free offer and ask for their email address.
- A download page. This is where you thank them for joining your list and give them the download, or lead magnet, they signed up for. You can either send them straight from your sign up page to your download page, or if you want to verify email addresses, you'll send them the link after they click the button in the initial email you send out.
- The actual free report, video, cheat sheet, discount or whatever it is that you promised they could have in exchange for signing up.

8: Here's How to Approach Possible Podcast Guests

It can be intimidating to go to your favorite guru and say something like, "Hey, you don't know me, but will you spend an hour being interviewed on my podcast?" Results won't be too good if you try that.

Later, once you're an established podcaster with a good reputation, you can approach them cold by letting them know you've already interviewed many experts, authors and celebrities in their field. But that's later. What can you do in the beginning when you're just getting started?

Here's what you do:

First, buy their product. Whichever product of theirs resonates with you is the one to buy. Hopefully it's a product you can actually put to use in your life.

Next, use the product. Read it, watch it, whatever. Implement the advice in the product.

Finally, write to them and let them know your results. "Hey Joe, just wanted to let you know I bought the Bigger Better Butts Fast product and here's the results I got and thanks so much!" You might ask them a question, too, to make it easy to start a dialog.

You're showing the expert that you've used his stuff and it works. This is powerful for building a relationship because it's natural. There's nothing forced or contrived about your approach and it validates the guru, lowering their defenses and allowing you to relationship build with them.

From here you build a dialog and possibly work with them on something small. You're building a relationship with them for the long term, not just to get a podcast guest.

This relationship has the potential to lead to future work, deals and profits. You could end up interviewing them multiple times as well as being interviewed by them. You might work together on multiple projects. And best of all, you could even become good friends.

This is the attitude to have. Don't think of it as trying to get in the door to get that interview and then you never speak to them again. Your contacts can be far more valuable to you than simply guests on your podcast.

9: How To Get New Subscribers From Every Show With A Guest

This one is interesting because it's so simple, and yet people don't think to do this.

When you invite a guest on your show, let them know they can make an offer to your audience for a lead magnet. If need be, you can create the lead magnet for them. The idea is you will be letting your listeners know they can get a free copy of whatever it is by simply going to a page and inputting their email address.

Now here's the bit that's different - you're going to set this page up yourself as well as manage the list yourself. Remember, every well known person you interview will be bringing some of their own listeners to the podcast, even if they don't mean to.

When you go on social media and say you've just posted an interview with Well Known Expert X, people who like Well Known Expert X will see that and go listen to your podcast, even though they don't know you.

And you want to capture their email addresses, right?

That's why YOU make the offer of the freemium lead magnet and you do the work of setting up the page, maintaining the list and so forth.

You also allow your guest to have this list as well. Your guest will be growing their email list with your followers, and you will be growing your list with your guest's followers. And you both will get new subscribers who formerly didn't know either one of you but are highly interested in the topic.

When you are interviewed on someone else's podcast, you can do the same thing, setting up a page to capture leads and sharing those leads with your interviewer. It can even make a good selling point when you're convincing the interviewer why they should have you on the show.

10: Split Profits With Your Guests

What's behind the squeeze page that you set up? An offer, of course. Better still, a one time offer of a great product at a discounted price.

Here's how it works: Your guest provides the content. You're asking questions, maybe inserting a little bit of your own knowledge, but 90% of the content is from your guest.

You manage the email list like we talked about above. You set up the lead capture page, use your own autoresponder, and share the leads with your guest.

And you make an offer. There are at least three ways to do this,Ä¶

Method 1: Make the paid offer on the thank you page after the prospect inputs their email address for the freebie. This is the traditional method and it's effective. The one drawback is you generally don't get to talk about the paid product too much since you're simply selling listeners on inputting their email address for the free offer.

Here's the variation I like: You still sell them on getting the freebie by putting in their email address, but you also let them know there is a very special offer on the other side. I suggest you play with this one and see what works best.

Method 2: Make the paid product offer on the call, in addition to the letting them know how to get the freebie. In other words, "To get your free cheat sheet, go to cheatsheet.com. And to grab this offer we're making, go to cheatsheet.com/offer." Something like that.

It's a little clunky but it works. You can start making the offer of the freebie right from the start of the interview, letting them know you also have a very special offer for them good for only the next 60 minutes, and you'll be talking more about that later in the call.

Method 3: The third method is to never talk about the free offer on the call. All you talk about is the paid offer. Any traffic to the paid offer that doesn't convert is shown a pop-up as they try to leave. And the pop-up offers the first module or chapter of the product to try out for free. This converts really well, but of course you get fewer people to the page in the first place because they know it's a paid product.

There's also a hybrid model I like: You tell listeners about the paid product, but instead of sending them to the sales page, you let them know you've set up a discount for them. To get the discount they input their email address, and they are then taken to the sales page.

All of these models work to varying degrees, and I suggest you play with them until you figure out what works best in your niche.

Profits from the sales are split between you and the person you are interviewing. It's up to the two of you on what the divide is, but 50/50 is what I recommend because that way no one feels like the other one is taking advantage of them.

However, if your guest is able to bring a large amount of traffic to the podcast, then you might consider giving them a higher percentage to get the deal done.

11: Use A Pilot Episode

This is a trick I learned to get your show on iTunes before you launch your podcast.

Let's say you want to do a big run up to your podcast, announcing when it's going to start and generating buzz. That's all well and good, but iTunes can be unpredictable when it comes to populating your show on their site. Sometimes it happens fairly quickly and other times it can take days.

That's a problem when you want to announce that your show is going to be available on a certain date, but here's how you can work around it: Make a pilot episode.

This pilot is going to be numbered "0" and it's going to be short, maybe just 5 or 10 minutes. In it you will explain who your show is for, the topics you plan on covering and what your listeners can look forward to. Essentially this episode "0" is to sell your listeners on subscribing and listening.

Set your pilot up on iTunes well before launch day so that your iTunes feed is ready to go when you start promoting it.

12: Get Your Show to the Top of iTunes

No guarantees, but this is the method that seems to get the best results on iTunes. You'll need to do 4 things to make this work, and it's worth it because getting your podcast to appear at the TOP of iTunes means lots of traffic and new listeners to your show right from the start.

Here's what you need to do:

First, send your own traffic to iTunes. By sending traffic you get subscribers, and it's the subscribers that will boost you up in iTunes.

Second, encourage downloads. Subscribers with iPhones will automatically get your podcast as a download, which helps you to get ranked higher. People without iPhones can still help your ranking when they download your podcasts to their devices.

Third, post at least 2 shows each week, at least in the beginning. The second show could be bonus material you have lying around that you repurpose, or it can be an entirely new show. The point is to always have a recent show available, since new shows get ranked higher than old shows.

Fourth, ask your audience for ratings and reviews. While this doesn't hold as much weight as it used to thanks to people gaming the system, it is still a factor iTunes uses to rank their shows and decide who will be seen by people searching for podcasts.

During your first 8 weeks of podcasting, it's a good idea to make calls to action to your audience to please subscribe, rate and review. Don't be afraid to repeatedly ask your audience to do this, both on your podcasts and through email. Your first 8 weeks are truly important on iTunes because this is

when you can be featured in the "New and Noteworthy" section, which is a great way to be found by new listeners.

After the initial 8-week period, it's much harder to climb the charts if you haven't already done it, so be ready to hit the ground running when you first start podcasting.

13: Sell Subscribers On Listening To Your Show.

Think about how much work you put into selling a product - that's how much effort you should put into selling people on downloading and listening to your podcast, especially in the beginning.

Before you even launch your podcast, consider sending out one of your later shows to your list. For example, if you have a month's worth of shows created, send them a show from the fourth week. This will get them excited for your show and won't interfere with them listening to the pilot and the first shows.

Send out reminders before a show hits iTunes and again when it goes live.

Send out teasing bullet points that make people want desperately to listen to your show. Use your best sales copy techniques for this.

On launch day and each day thereafter that a new show comes out, tell your subscribers to go to iTunes to get the new show and to subscribe so they can get all the shows as soon as they are released.

And remember to ask for ratings and reviews to help you move up the charts.

14: Choose the right people for interviews

If you're doing interviews, it pays to think like a reporter. What will interest your listeners? That's what you want. What will bore them and make them tune out? That's what you should avoid.

For example, don't interview someone who is already being interviewed on a dozen other podcasts. Nobody wants to hear interview #37 from the same guy talking about the same stuff.

Find new people with interesting things to say for your interviews. If you can find experts who have not appeared on a podcast before, that's so much the better.

Here's an example: You could interview Joe Business Consultant who has been saying the same things for 20 years. Yawn.

Or you could interview Sally Entrepreneur on how she built a million-dollar business from scratch in the first six months of this year.

You know which one your audience wants to hear. True, it can be easier to get the interviews with people who make a habit of doing interviews. But finding the Sally Entrepreneurs will create brand new material that no one else has and every entrepreneur wants to hear.

15: Keep An Idea Log

If you're sort of 'winging' this and picking podcast topics off the fly, then sooner or later you're going to feel like you're running out of ideas.

That's why you must keep an idea log. Every time you get an idea for a podcast topic, every time you read something that could be used on a podcast, every time you hear about someone that might make a good guest, you're going to make a note in your podcast idea log.

This log will save your podcast over and over again because you'll never be at a loss for topic ideas or guests.

Here are just a few places to start getting ideas:

- Questions your customers ask
- Complaints and problems in your niche
- Bestselling book titles
- Authors, bloggers and people you meet on social media
- Local experts in your niche
- Completely unrelated media that gives you a new idea in your own niche
- Comments in forums, in reviews and on social media
- The news in your niche
- Things you saw or heard

Ideas are everywhere and you can access them at any time, even when you least suspect you're about to find gold.

The key is to always be on the lookout for ideas and possible guests, and to write them down the moment you think of or discover them.

16: Lead Magnet Ideas

The lead magnet is what you offer to get people on your podcast to opt into your email list.

You're probably familiar with giving away a report on your subject to get opt-ins. Combining a report with a super catchy headline along with a follow up campaign can be effective to get people to read that report.

A free issue of a paid newsletter works well.

Daily tips can work for some niches, especially if the person making the tips is something of a celebrity or noted authority.

Offering transcripts can work in some niches. There are people who would rather read than listen to a podcast. Better yet, offer them the 'notes' from the show in an abbreviated format. This works especially well if your podcast teaches how to accomplish something.

Cliffhangers are one of my favorite methods of getting people to subscribe. Let's say you've got 60 minutes of outstanding content but your podcast is 30 minutes long. Let them know at the beginning and end of the podcast that you cannot fit everything into the show, and they can subscribe to get the second half. Then end your show on a cliffhanger, such as in the middle of a story. People will subscribe like crazy to hear how the story ends. Let them know, too, what else they will find in that 'missing' second half.

17: Be Consistent

If you tell your listeners you'll be delivering a podcast each Tuesday, then do that. Don't even launch your podcast until you have a bare minimum of a month's worth of shows ready to roll. It's simply too easy to fall behind on making your shows, which is why you always want to plan 3 to 4 months ahead and have at least one month of shows ready roll.

Plan your podcasts. Do your research on your guest and write out your questions. Ask your guest if there is anything in particular they want you to ask. Find the stories in what they have to teach, because people love and remember stories. Be diligent in promoting your podcast via social media and email. And treat your podcast like a business, even if you only work at it a few hours each week.

Bodies Can Be Quarrelsome

One day the various parts of the human body, including the brain, arms, legs, eyes, feet, hands, lungs, etc. got together to discuss the body's belly and what they thought about its contribution to the group efforts on behalf of the body.

The body parts were all unhappy and resentful for various reasons and chose to target their collective anxieties at the belly, in a rather bullying way. The unhappy body parts decided that the belly was not doing enough towards maintaining the body's operations and accused the belly of spending its time lazily consuming food and allowing other members to do all the work.

"We've decided that we will no longer do what we need to do in order to feed you" they said to the belly, "Because you do nothing to help us, and you are lazy and unproductive." And they stopped feeding the belly. The belly soon starved. But then so did the body and all of its parts starve too. The unhappy body parts now realized - too late unfortunately to save themselves and the body - that although the belly seemed to be doing nothing, it had in fact been fulfilling a vital function necessary for the wellbeing of the body and all of its parts.



Moral: Often group efforts include certain members whose contributions may seem inconsequential or less valuable than others, and whose behaviours may seem different and less worthy than other louder more obvious contributors, but it is not generally such a simple matter. Group dynamics are complex, and it is easy to misinterpret and undervalue other members efforts when we do not understand the entire situation, and particularly when we do not understand how

individual members might be crucial to overall teamwork and results. When we target and victimize group members, we weaken the group, and all of its members.

It's easy to think that the most important part of your internet business is the marketing mechanism that gets customers to your website, and the website itself that enables you to sell, but don't forget about all the other bits behind the scenes that make up that success without the products, logistics, people processing the internet orders, your suppliers, your developer(s) that keep your site up. And of course don't forget about yourself and your partners that put this all of this together, they are all vital to success of your business overall, it's easy to forget in an internet-based business that people and physical factors make it a success. What would Facebook be if there were no people on it?

So the simple lesson remember to properly value all the parts of your business and not just the bits that are perceived to return the most value.

See you next month!

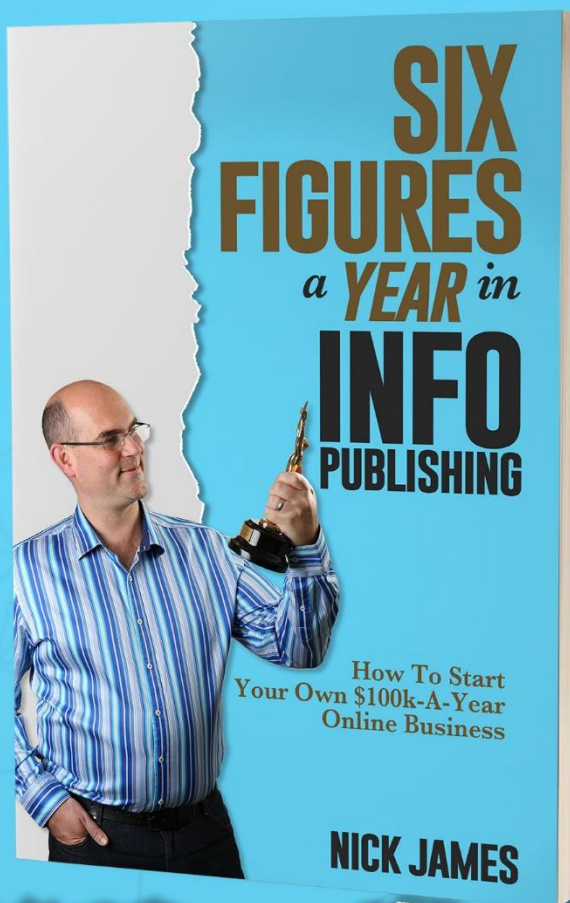


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