

HOME BUSINESS NEWSLETTER

Issue 133

8

**Case Study - The
One Auto Responder
Email That Increases
Your Income by
\$1,000 Per Day**

17

**Case Study -
\$2600 a Month
Sending Motivational
Reminders**

23

**7.5 Influencer
Marketing Tips For
Beginners**

27

**21 Tips
For Writing Effective
SMS Marketing Copy**

13

**Exclusive Interview
Jeremy Gislason**

PROMOTELABS

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Do you see what I see?

A master was instructing his pupils and one day he said to them –

“When you look at me what do see? When you look in a mirror what do you see?”

The pupils were somewhat baffled by this cryptic statement, and after conferring amongst themselves one went to the master and asked - “Master, we don’t understand, what are you trying to teach us?”

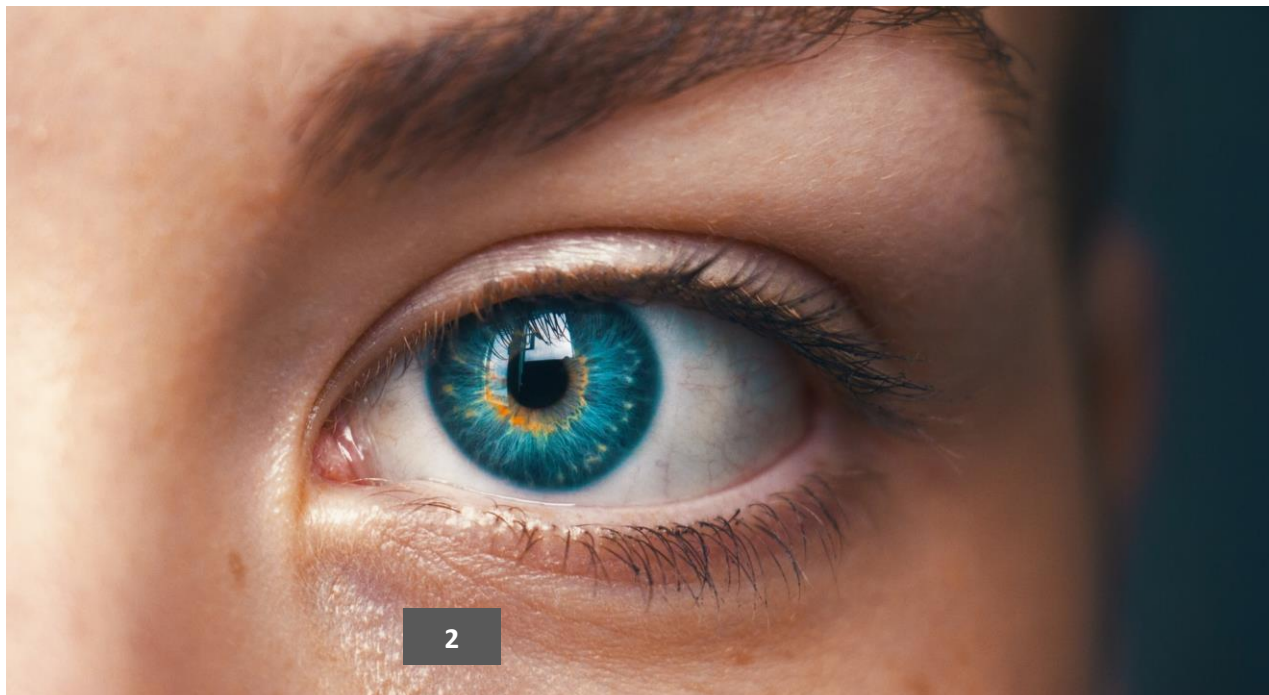
The master replied, “It’s simple, when you look at me and when you look at yourselves in a mirror, you are not seeing and accepting me as I am or even yourself as you truly are, but rather you are seeing me as you expect me to be, and see yourself as you have been told that you are. When you talk to a stranger on the street, have you not already formed in your mind a perception of how that interaction will go, who that person is or will be to you? You see them not as they truly are but as you expect them to be.”

When you started your business, you had expectations of what you wanted it to be and what you wanted to get out of it, and whilst having goals to work to is admirable you don’t want them to govern everything and stop you changing and evolving as you move forward. When you put yourself first in business, not in a selfish, arrogant way but rather when you make sure that you are taken care of, that your needs are being met, that feeling flows out to the customer. But at the same time you need to see those customers not as you expect them to be but as they truly are, and by understanding them and that process better you can adapt yourself and your business to fit their experience, and increase your success.

When your personal and business needs are all being met, then you are in a place of well-being, and that well-being will reflect on how you see others.

We’re told to put others before ourselves, and whilst that is true in many circumstances, you must also ensure that you have a level of self-care, and a true recognition of those around you rather than a perception of them. Authenticity in this line of work is key. Build up your self-worth and integrity, then spill it onto the products, while aligning your true vision with the true needs of the customers.

As we all know, what you push out is reflected upon you even more so. Just like sunlight reflecting off a mirror seems more dazzling than the sunlight itself.





Resources and news

Is Elon Musk's Twitter Deal More Ego Than Business Sense?

Twitter peaked a couple of years ago, which makes me wonder why Musk wanted so desperately to buy it now. Part of his pitch to the big banks financing this deal is that Musk is going to reduce Twitter's content restrictions, a strategy that risks increasing toxicity on the platform while he's going to need more ad revenue to pay down his new mountain of debt.

If nothing else, it could be entertaining to watch what happens next.

<https://www.vanityfair.com/news/2022/04/elon-musk-is-about-to-learn-that-space-travel-is-easier-than-twitter>

<https://www.cnbc.com/2022/04/25/twitter-accepts-elon-musks-buyout-deal.html>

Not Enough Time to Get Stuff Done?

That's Okay, Because Time Might Not Even Exist

This is not your usual marketing story, but if you want to widen your thinking, ride along with these scientists as they explore the possibility there is no time, and thus all the time in the world to build your business.

<https://www.livescience.com/time-might-not-exist>



Google Analytics FAQs: Stay Calm & Keep Tracking

On March 16th, 2022, Google Analytics shocked the marketing industry by announcing that Universal Analytics would stop processing hits in July 2023.

This didn't go over so well.

Some marketers are unhappy with the user interface; others are frustrated that GA4 does not have key features.

Why is this happening?

What do these changes mean?

What do I need to do right now?

<https://www.searchenginejournal.com/google-analytics-4-faqs/446167/>



Success Leaves Major Clues

Okay, hold on tight because this is important.

When you're just starting out, it's tempting to try to reinvent online business.

Just... don't.

Success comes by watching what is working for others and following in their footsteps until you know what you're doing.

Once you know what you're doing, then and only then can you start experimenting with things no one else has ever done before.

I know how tempting it is to do things YOUR WAY, but think about this...

If you are earning \$0.00 online, and someone else is earning \$1,000,000 online, who do you suppose knows what they are doing?

Choose a proven plan. Follow the steps. Reinvent later.

But...

You knew there had to be a but, right?

Be super careful who you emulate. I'll give you an easy example:

You see a self-proclaimed expert online who posts lots of pictures of expensive cars, monster big houses and for some reason, beaches. Lots of beaches and palm trees and skinny women in bikinis riding on yachts. This guy tells you that you can make money by pushing 3 buttons on your computer if and only if you buy his product today.

You see another person who doesn't claim to be an expert, but he's been around for a long time and he's got a loyal following who believe in him. He tells you that if you can take instruction well, if you can follow the plan as laid out, then over the course of a year you can build a highly profitable business.

Without any more information, which one is more likely to be offering you an actual marketing plan that works?



Need a Product Idea? Do This

Over the next week or two, make a list of every time you wish there were a solution for something.

You wish you knew how to...

You wish there was someone who could...

You wish there was a way to...

Then go online and do your research. Are there other people who want that same problem solved? And what solutions already exist? Can you do it better? Differently? Faster or easier?

If so, you might have a great idea for a product.

Or Invent a Holiday

You want to have a sale but you need a reason.

You want to have an event but you can't think of anything newsworthy.

You want to have some fun with your customers but your mind is a blank.

No problem... just invent a new holiday.

You don't even have to make it official.

It could be something simple such as...

"I'm declaring May 13th to be National Purple Pants Day, and everyone who posts a picture of themselves wearing purple anything will get a free copy of my new book, Purple People Eater Does Marketing."

Or you could make it a big event with several days of festivities, sales, events, contests and so forth.

Make your own holiday.

Create your own event.

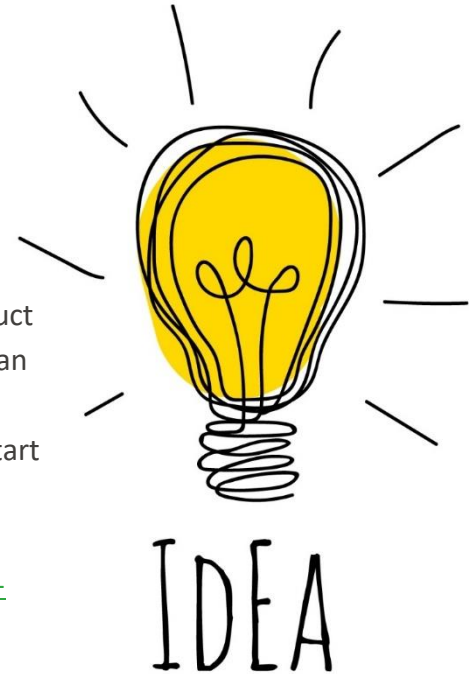
Make a splash on the internet and let your customers have some fun, discounts and prizes, too.

Instagram Is Begging You To Stop Reposting Tiktoks To Reels

And it's going to downrank you when you do

Instagram is making three new creator-focused changes to its platform: product tags are now available to everyone, so you can tag a product in your post; you can assign yourself to a category like "Photographer" or "Rapper" and have that category show up every time you're tagged in a post; and Instagram is going to start more heavily promoting original content on the platform.

<https://www.theverge.com/2022/4/20/23034356/instagram-ranking-reels-original-content-tiktok>



WordPress 6.0 Features Numerous Accessibility Improvements

WordPress recently announced that version 6.0, due out in May 24, 2022, will feature a significant amount of accessibility improvements that will make using WordPress easier for users and bring it closer to WCAG 2.0 AA compliance.

<https://www.searchenginejournal.com/wordpress-6-0-accessibility/447172/#close>



What Marketers Need To Know About TikTok's Interactive Add-Ons

TikTok marketers can now insert Interactive Add-Ons into their full-screen and more.

<https://corp.smartbrief.com/original/2022/04/what-marketers-need-to-know-about-tiktoks-interactive-add-ons>



Now and then I coach fellow marketers on how to take their \$1000 a month business and quickly level it up to \$10,000 a month.

Case Study – The One Auto Responder Email That Increases Your Income by \$1,000 Per Day

Just between you and me, it's easier to go from \$1,000 to \$10,000 than it is to go from \$0 to \$1000.

That's because once an income reaches \$1000 a month, there are already systems and funnels in place that are making it happen. Then it's just a question of tweaking those systems to increase the income.

If you don't already have a list, a funnel and so forth, you can still make money from this 'trick' by going to other marketers who are building their email lists and offering to add another \$1000 a month to their income.

And if you're already building your list, then you are going to LOVE this.

A few weeks ago a new coaching client came to me asking for help in scaling his business. The first thing I did was ask to see his autoresponder sequence. These are the automated emails that are sent out to someone on a regular basis when they join his list.

I'm most interested in seeing that first email he sends; the one that always reads something like, "Welcome to the ABC list, here's the link to your free download!"

That is the standard email and I'm here to tell you that it's a sin to send the email this way, and here's why:

This first email that new subscribers receive from you is opened somewhere between 50% to 90% of the time.

Check your own AR stats and see if this isn't true.

Opened 50% to 90% of the time! No other email comes close to reaching these numbers.

And yet, most marketers do NOT do any selling in that email.

"I don't want to come across as pushy."

"I'm worried if I try to sell something they will unsubscribe."

If you have thoughts like these then it's time to turn your thinking on its head.

If you're building a list, 99 times out of 100 it's because you want to sell that list something.

Maybe you're a non-profit and you want to sell them on making a donation.

Maybe you have a certain belief system and you want to sell them on believing what you believe.



Or maybe, like most of us, you want to sell them products and services that help them to reach their goals.

Now then, if you are building a list so that you can sell to them, then what's wrong with... selling to them?

If seeing a sales link in that initial email scares them off, then they were never going to buy anyway.

Otherwise, by placing a link in that email, you are training them to EXPECT to see links in all of your emails.

You are training them to expect offers and click links.

As you can imagine, this is profitable for you and beneficial for your list because you are helping them to get the benefit(s) they seek.

Now then, back to my coaching student...

His "Welcome" email was just what I expected.

"Welcome to the XYZ Studio, here's the link to your free video."

And here are the changes we made:

First, in the email we promised to send a second free gift the following day. We do this to train new subscribers to open emails, and in fact every email for the first week promises another free gift the following day. We also added 3 or 4 hot bullet points to make them salivate over those free gifts and anticipate receiving the email the next day and opening it.

This method alone can greatly increase your income in the long run because your list becomes accustomed to opening any email that comes from you.

Continue to give them free gifts now and then to keep that momentum up, and make sure the free gifts are short, sweet and totally awesome.

Okay, before I tell you about the second thing we added to that first email, let's do a little math:

If you get 100 new subscribers each day, and 3 out of 4 open that first email, that's 75 opens.

If you get 300 new subscribers each day, that's 225 opens.

225 opens times 30 days a month is 6750 opens each month.

That's 6750 people you can be sending to the link of your choice, and here's how to do it:

*P.S. While you're eagerly waiting for that free gift tomorrow, I've got one more thing for you today – a special 20% off discount code ***for NEW subscribers only***.*

After you visit our catalog, if you decide to try out any of our best selling products, you can use the check out code "WELCOME20" to instantly save on as many products as you choose.

My personal favorite is the XYZ product because it will reveal exactly how you can get (benefit) in just 7 days.

Don't wait too long to use your discount because it's valid only on first time orders and only for the next 24 hours.

Visit our store here <<LINK>>

With these two tweaks (free gift, P.S discount) my student added over \$1000 a month to her income almost immediately.



What's Your Value And Position?

You're watching a sales video or you're on a webinar waiting for the speaker to get to the price of the product they're promoting.

The thing is, they've done a good job of selling the product and you want it.

But when they finally they reveal the price, it turns out to be ten times bigger than you thought it would be.

In fact, at the mention of this HUGE number you feel like you just got punched in the stomach and you click off the page in retaliation.

What happened?

They didn't prepare you for what was coming.

How much better would it be if they had said something like, "Some of our closest competitors charge \$200 and some charge \$4000. We're right in the middle and I can tell you why."

Or they might have said something like, "Some people charge as little as \$200 for this. Let me tell you why we charge a lot more than that, and why it might be the smart choice for you."

It's all about telling the story of value and position. Do it right and people will pay what you ask. Get this wrong and they'll feel like they got punched in the stomach.

'Better' Doesn't Give You the Edge – Parrots Do

In the 1980's the competition between small TV stations to have the best weather reporting was fierce.

Who had the latest, most technologically advanced forecasting equipment and who got the weather right more often?

While stations were spending big money to get the latest radar systems, one little station simply could not compete. They didn't have the money for the latest equipment and even if they did, they would still be going head to head with all the bigger stations in the area on their terms, meaning they would likely still be dead last in the ratings.

So what did they do?

They got a parrot.

That's right, the weatherman got a new sidekick when the station owner brought in his pet parrot to help him do the weather.

This parrot could say a lot of words and sometimes even string them together into sentences. He could also pick up new terms quickly, so each day the station would get the weather forecast off the wire service and teach the parrot to say one or more things like, "Sunny and hot!" "Too much damn rain!" and "Wear your galoshes!"

You might think people would tune in to a station that had the best weather forecast and the best equipment to predict tornados and so forth.

Nope.

They tuned into the parrot. It didn't matter if the parrot said it would be sunny and hot and the day turned out to be cold and wet. People would still tune in the next day to see what the parrot would say next.

As word of the parrot spread, this little station's ratings quickly skyrocketed from dead last to #1, beating all the others by a handy margin.

Lesson learned? Building the best website or having the best product won't necessarily get you sales, but being entertaining will.

Be in a class of your own by finding a way to stand so far apart from the competition that you essentially have no competition at all. And then if the people like your style, you won't need to be the best to grow your business.



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.



Jeremy Gislason

interview



PROMOTELABS

Editor:

This time, we're chatting with someone who's made and continues to make a real impact in the world of online marketing. He's one half of the duo behind Promote Labs, who have developed products such as ProductDyno Feedback Fox and Post Gopher, alongside hundreds, if not thousands, of other information products and websites and so on. Together with his business partner, Simon Hodgkinson, Jeremy Gislason is also a super affiliate product creator and even licences various online properties. Jeremy, welcome.

Jeremy Gislason:

Hi, happy to be here.

Editor:

Well, my first question is, based on what I've just said, when do you rest?

Jeremy Gislason:

When do I rest? Well, yeah, I mean, actually, I mean, I wouldn't say resting, but I try to take a lot of breaks. I work from home, so no commute, no stressful office conditions. It's a pretty relaxed atmosphere. So about every hour, I'll just get up from a desk and go play with the dogs or go outside and sit on the patio or talk to my wife or just run an errand. And so I don't really feel like I'm working all day. I just do things as needed, whether it's morning, afternoon, nighttime, whatever. I just kind of just do things. So, yeah.

Editor:

It's obvious that you enjoy what you do.

Jeremy Gislason:

Yes.

Editor:

Maybe you could tell me a little bit more about your background and how Promote Labs came about.

Jeremy Gislason:

Sure. I mean, everything has a long story, but I'll try to give the short version. So I was living in Japan back in the 90s. That's where I met my wife and we had three boys over there and we had our own English school where I taught English as a second language back in the 90s. I was a bit younger back then, had a bit more energy and it was a lot of fun. I worked with a lot of kids.



But after a couple years I just kind of knew, hey, I don't want to be doing this when I'm in my 40s because it takes a heck of a lot of energy to be jumping around with the kids and singing and dancing and talking and running and playing. So I started kind of looking for passive income opportunities and I read the book, Rich Dad, Poor Dad when it came out, by Robert Kiyosaki and that kind of made me think, "Okay, passive income. How do I do it? Where do we start?"

And this is kind of when the internet was just getting going. And so we actually started looking at real estate, network marketing, just other opportunities that were around. And then the internet, we found the internet, bought our first computer. Started going online and checking things out and I'm like, "Huh, interesting." So there's people with newsletters, there's people building websites, there's people doing things online and making some money and I'm like, "Okay." And I saw Amazon pop up and I'm like, "Okay." So now you have some income coming in 24/7, even if you're sleeping. That really clicked. So I just kind of started looking around for things to do. Lost a lot of money in the process, but it was a learning experience. I call it the same as going to college where you just spend some money and learn.

So that's what I did on my own for a few years. Ended up at a company called ISO Register and there is where I kind of met a lot of connections. A lot of whom I still keep in touch with today. I met Frank Kern, Mike Filsaime, John Reese, just a lot of people. And back in the early days, Andrew Fox, just a lot of good guys and we just kind of hit it off here and there. Some people I've lost touch with over the years, but others I've kept in touch with. And I kind of learned how things work and it was just really interesting to me how things could be done. I mean, this is like web one. This was before social media. So it was just really interesting. So I learned how web one works, put up websites, build mailing lists and that was one key that's always stuck with me is make sure you build your list. No matter what you do, you need to be building your mailing list, your contact list.

So I just really enjoyed it and I thought, "Okay, I can do this at home, it's low overhead and high ROI." I was like, "Cool." So I just started doing it. Got into digital marketing. I mean, I remember when Ryan Deiss was just getting started, Russell Brunson was just getting started.



We used to talk and stuff. And it just really fun. And we started making products and just seeing what worked, what the market wanted. I started my first website on my own, was surefirewealth.com. And the problem that I saw was there were a lot of resell rights, private label rights, eBooks, software on the market, and people were selling stuff and it was just a hodgepodge of ways to deliver stuff. It was like, sign up, maybe you got the thank you page, maybe didn't. Maybe you'd get the email, maybe didn't. It was just a mess. And if you did get access, it was just like a thousand links on a page. It was just a mess.

Jeremy Gislason:

So I saw a problem. I tried to solve it with Surefire Wealth where I made a membership site, kind of was inspired by Amazon. So I was kind of like, "Okay, if I kind of do what they're doing, but with resale rights and private label rights, maybe it'll be easy for people to find stuff, figure stuff out." I added reviews, people could comment on stuff, everything was nicely laid out. So at the time, back in like 2004, 2005, it was pretty cool. I mean, now it's kind of redundant, but back then it was pretty cool. And some of the people that I had gotten to know over the years asked them, "Hey, would you be interested in promoting this?" And they're like, "Yeah, sure." Some people like Joel Comm and Mike Filsaime and a lot of other people would go promote it. And that really was a light bulb moment. I was like, "Holy cow." These guys just sent thousands of people to my website. I'm now paying these people thousands of dollars in commissions. I'm like, "Maybe I could do that. Maybe I could also be an affiliate marketer on the side too."

Jeremy Gislason:

So that was kind of another light bulb moment. So I went from learning web one, solving some problems, making connections, and then building passive income, but then seeing how affiliate marketing worked at the same time. So everything just kind of rolled into each other. So then during that process, I met Simon, who's currently my business partner, Simon Hodgkinson, and we started off by being each other's customers, which is kind of funny. I would buy everything he put out, because he put out some, he's really good graphics designer and a writer. So I would just buy everything he had. And I would buy the extended licences and put them in Surefire Wealth. And then he would buy stuff from me, I'd buy stuff from him. We just got to talking and we're like, "Why don't we do something together?" "Well, yeah, sure."

So we put something together. I think it was like six to eight weeks and it was called the Marketing Main Event and this was back in like 2006 or something. And we got some of our friends to promote it. Did pretty well, did like a couple hundred thousand or something in a week. And to us that was another light bulb moment. I'm still running the English school and I'm just going, "Hmm, maybe there's something here." So I was like, "Okay, I think maybe I could start to transition to online 100%." So over the next couple years, me and Simon partnered up, we released version two, version three, which became Member Speed software. That was kind of the predecessor to ProductDyno. And it was basically a software SaaS that let people build membership sites back in the mid 2000s when it was a pretty new concept and it was very hard to do. And it did pretty well. And the real eye opening was when we did 1.7 million in a week...



**Listen To This
Interview By
Scanning The
Barcode With The
Spotify App**



Note from the editor:

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



I LOVE this one!

As usual I've promised not to reveal who this is, their name or exactly what niche they are in.

That said, I can give you enough information for you to get started doing something quite similar almost immediately, if you choose to.

And bear in mind, this marketer has been doing this for just 3 months now and his business is growing fast. His first month was only a few hundred dollars, the second month was well over a thousand dollars and that \$2600 figure I quoted you is from his third month. Based on his rate of growth, next month should exceed that by at least another \$1000. As always, your results will vary based upon an infinite number of factors.

Here's what "John" is doing...

He's in the self-help niche but I'm not allowed to get more specific than that. From what he tells me, John has been in the niche for nearly a year now and was floundering. He does have his own line of three different products, none of which have sold all that well.

Then he hit upon the idea of BEING PAID by his subscribers to send them SMS messages.

I'm not kidding. His customers pay him \$8.99 a month to receive a handful of SMS messages from him.

Here's where he got the idea:

The University of Queensland's Centre for Health Services Research reduced the number of sunburns young adults received by sending reminder text messages.

They found that three messages a week were enough to reduce sunburn rates from 40.3% to just 7%. And even after the study was completed, sunburn rates were still lower (23.5%) than at the beginning of the study.

Messages in which participants were asked to reply turned out to be the most effective. For example, "Dear Emma, have you used sunscreen today? Text back yes or no."

But that's not all...

A six month study in Australia was conducted to determine if text messaging could positively influence the behavior of coronary heart disease patients.

They found that patients who received text messages four times per week reminding them to exercise and eat right lowered their cholesterol, blood pressure and BMI.

And the patients who received these messages said the messages were helpful. Many of them even replied to the messages even though it was not a requirement. A typical response might be, "Thanks for the message, I'm on my walk right now and this morning my blood pressure had improved."

Case Study - \$2600 a Month Sending Motivational Reminders



But wait, there's still more...

Motivational SMS text messages helped Weight Watchers members to lose weight. Those who received the messages lost 4.5 pounds more than participants who didn't receive the texts.

Just two messages were sent out weekly with helpful info and reminders to do things like keep a bag of cut up veggies in the fridge for snacking. 80% of participants said they thought the text messages helped them adopt new healthy habits.

As you can see, the recipients of motivational and reminder SMS texts get tangible, measurable benefits from them, even when they're only receiving the messages a couple of times per week.

I think it all goes back to accountability. In each study, participants were responding back and saying that yes, they were taking action on their goal.

It's also about not feeling alone. When we start out to do something new it can be a really lonely feeling. The simple act of receiving a text message from someone who cares whether or not you're successful can make a big difference.

A couple of points: John started his service by offering it to his readers and followers, people who already knew him from his writings and recordings. This service would likely be a little more difficult to sell to a cold audience, but it could certainly be done, especially if you have some great testimonials to share.

John uses Paypal to set up the subscriptions, letting his customers know that any time they want to cancel, they simply log into Paypal and do it. This gives his prospects a feeling of security that they won't be roped into something they don't want for months to come.

John charges a low fee for his service, and he offers two variations: One is SMS texting only (\$8.99 a month), and the other one is SMS texting and short, motivational daily emails. The price point between the two options is extremely small, so naturally almost everyone takes the bigger package which is still pretty cheap, just \$9.99 a month.

You might think that daily emails are a pain, but it's actually much more profitable for John to send the daily emails because he also includes an offer each day in the P.S. Sneaky, right? He's got customers PAYING to receive offers from him. I asked if anyone complained and he said no because he makes the offers extremely low pressure, just helpful resources if they want more results faster.

I would suggest keeping your price under \$10, at least to begin. This is a volume business rather than something where you charge big bucks to just a few people.

Be
Here
NOW

That said, you could offer an upgrade for a high price that includes sending individual texts custom tailored to each recipient. In other words, you're sending motivational or reminder texts, but you'd probably also be carrying on a dialog at times through texting.

And you would know something about this person and their goals and stumbling blocks, so that you can do what you might call 'mini-coaching' via texting.

This is a service that John is considering adding but he hasn't done it yet. He wants to wait until he has more regular subscribers before he offers it, because his goal is to bring on a virtual assistant (VA) to help him handle the one-on-one texting, and to do this he wants to immediately get at least 10 premium subscribers at \$100 a month to pay for the VA.

With the number of paid subscribers he already has, I don't think it's going to be a problem for John to get at least 10 of them upgraded as soon as he's ready to add the premium service, but time will tell.

John's texts are one part tip and one part motivation and sometimes he adds a question. Again, I can't reveal his exact niche, but if he were working with people who are trying to stay sober (he's not) then an example text might be:

"Fatigue lowers willpower. Go to bed by 10:30 to avoid getting over tired. You're doing great - I'm proud of you! What time will you go to bed tonight?"

Simple, right?

You get people signed up at a low monthly fee and you use an SMS service to send out the texts. You can sit down once a month and write out the texts you're going to send for the entire month. Also, you might write a short sequence for brand new subscribers welcoming them and explaining how it works.

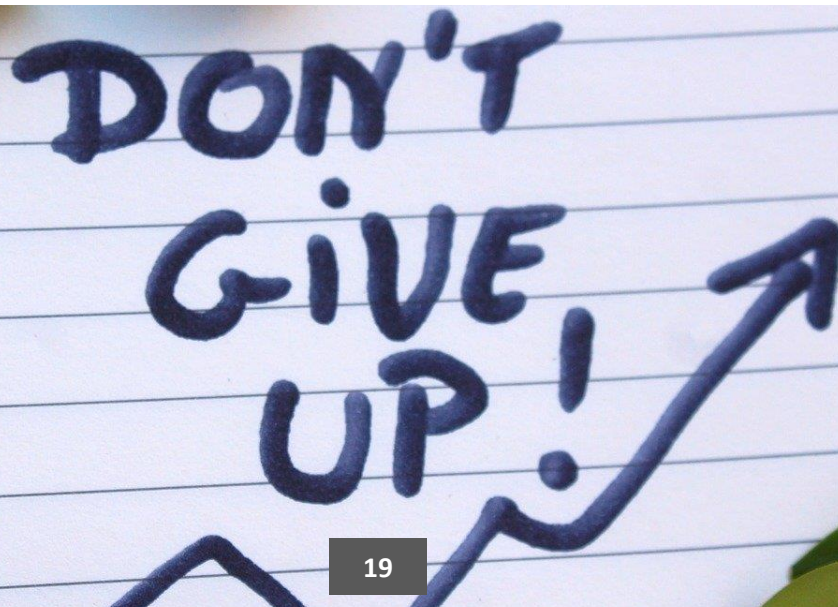
Each month John creates content just for his paid subscribers and he sends out the link to that content via SMS text. So far, he's created weekly videos where he talks directly to the subscribers, giving them more useful tips, motivation and empathy.

John says that empathy is crucial. When people are struggling to reach a goal, it's super helpful for them to feel there is someone who understands what they are going through.

If you genuinely like helping people, then this business might be a great fit for you. I don't recommend this to someone who strictly just wants to make money, because I've seen how John pours himself into the content he creates and also the time he takes to respond to people, even though he doesn't advertise that he does that.

And his results speak volumes, because so far his attrition rate is nearly zero. People are sticking with him because they like his service and because they like him. I've seen their comments and they think of John as a mentor and a friend, which is pretty special.

John estimates that half of his new subscribers come from referrals from current subscribers, which is incredible. He doesn't offer any kind of affiliate or reward system for referrals yet, and when I asked he says he doesn't plan to add one. But if he did, I think his business could totally explode.



5 Ways For New Online Businesses to Increase Conversion Rates

Starting your own online business can seem like a daunting task. You've got a ton of competition from both established businesses as well as other new marketers.

That's why it's important to think long term from day one. You need an evergreen strategy for growth that will continue to fuel your business for a long time to come.

Here are 5 strategies I highly recommend you put to use in your own business to help you improve your conversion rates and give you a rock solid business foundation.

1: Market Your Product Before It's Ready.

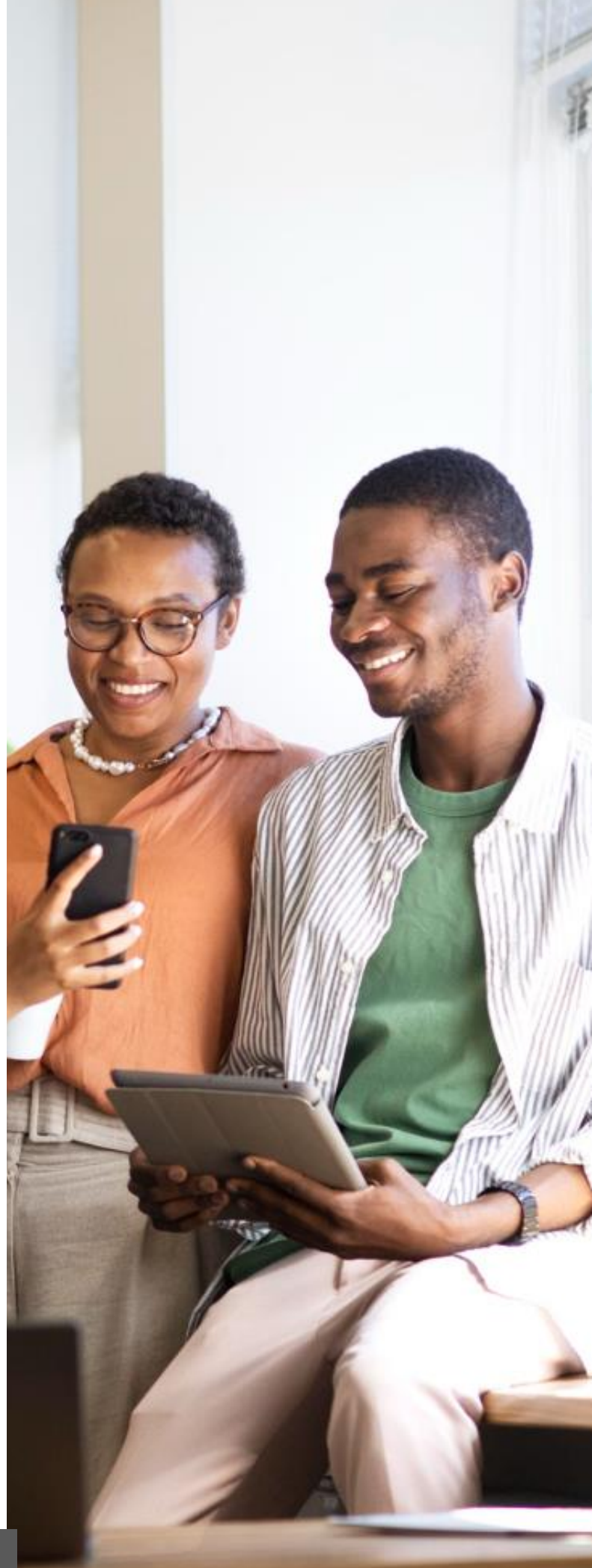
This might be highly counter intuitive but it's a sure-fire remedy for creating a product that people actually want to purchase.

According to CBInsights, the #1 reason startups fail is because there is no market need for the product. In fact, 42% of failed businesses made this mistake, while only 19% got outcompeted.

Product-market fit (PMF) means you've got the right market for the right product that solves a problem for that market. And while your product doesn't need to solve every problem of your target market, it does need to be a minimal viable product that addresses a real need.

Think of flying a plane by hand, without autopilot. Because of shifting winds, you're continually readjusting course to get to the target. Creating a new product is similar in that you have an idea of what the product will be, but in the beginning, you are allowing the market to tell you how to change / adapt / revise / add on to the product to make it something the market will be eager to buy.

Creating an online course is an excellent example. You can outline what you think the course will look like and then offer it to your customers, letting them know they are the beta testers, and you will be working closely with them to make the course into what they want. You charge very little to your beta testers, you work with them to find out what they want and need, and you create the course based on their feedback.



An older method of getting customer feedback when creating a product is to set up a sales page before the product exists and see how many visitors hit the check out button. If the percentage is high enough, you create the product. The problem with this is it's a yes/no situation and you don't know if small changes could have dramatically affected the outcome.

It would be better to do your market research, create buyer personas and identify what is important to your market. Then speak to some of them, asking what they need, what they want, and how they want it delivered.

Even after you have your 'final' product, it's a good idea to use feedback to continually refresh and improve the product. Add in the things you forgot but customers keep asking for. Watch to see which areas are difficult for them and find ways to make it easier, clearer or even offer done-for-you solutions at higher price points.

It's no longer enough to create a product, put it out there and forget about it. Products and courses need to be fluid and dynamic, changing as the market changes and incorporating new technologies and information as needed to stay viable and continue making sales.

2: Improve Page Loading Speed

According to studies, pages that take two seconds to load experience a 9% bounce rate, while pages that take five seconds to load experience a whopping 38% bounce rate.

People simply don't wait for a slow page to load. And if a person never makes it to your page, they can't take the action you seek such as joining your list or purchasing your product.

When Walmart improved their site's page loading speed by 1 second, they grew their revenue by 1% because conversions increased in proportion to bounces decreasing.

If you have a WordPress website, you'll find tools and plugins that help you speed up your site.

And when choosing website hosting, it pays to choose a service that can handle more user requests than you'll think you need, just in case your traffic grows faster than you expect.

3: Offer Real Time Support

The average company takes 12 hours to respond to an email from a customer. And the odds of making contact with a potential customer decreases by a factor of 10 if you let more than five minutes lapse between the inquiry and response.

While taking your time in answering customer questions might have worked a decade ago, today you need to be much faster for a couple of reasons.



First, customers expect to receive a reply quickly. If the reply takes a long time, they lose faith in the business and are less likely to make a purchase because they simply don't trust that they'll get good customer service after the purchase.

Second, if a prospect has a question about a product, you want to respond while they are still considering the purchase. Think back to when you were considering a purchase, but you had a question. If you received an answer right away, you likely purchased not only because your confidence was bolstered by the quick reply, but also because on some level you were grateful to receive quick attention and service.

But what about the time you asked a question and didn't get a response for 12 hours? You likely cooled off on the product and were no longer eager to purchase.

Support automation tools such as live chat software and chatbots can provide great customer service, increasing your sales by 38% according to CrazyEgg.

Here's a neat little trick that works like gangbusters: When you receive a question directly from your sales page and you're able to answer right away, offer them a coupon code that expires within a very short amount of time. You'll find the combination of a quick response and a discount sends your conversion rate sky high.

4: Offer Free Trials

One of the fastest ways to increase conversions and grow your business is to offer a free trial. This works especially well if you sell software as a service, but it can also work for things like membership sites, courses and more.

Extend your free trial duration for a good amount of time, too, for maximum conversions.

Let's say you offer software. Let your free trial user have enough time to discover how great your software is and how indispensable it is to their business. In other words, you're getting them hooked and then you'll start charging.

Imagine offering web hosting for just a buck for the first month or longer. Once they have their site on your hosting and everything is running smooth as silk, they're not going to leave and they are going to let their membership run for as long as they need it and like it. By giving away that first month or two or three, you can hook some customers into paying for years to come.

5: Do Your Own Remarketing

Remarketing is advertising that targets people who have visited your site. Once they leave your site without a purchase, they see ads on other sites encouraging them to revisit your site and make a purchase.

But times are changing. Rules and regulations about cookies are changing, which is why I encourage everyone to build their own email lists, SMS lists and social media lists, too.

Become an expert at capturing your visitor's data or getting them to join you on social media so that you can continue to market to them time and time again, and even do it for free.

He or she who controls the traffic makes the money online. And when you have a responsive email list and SMS list, you can make money any time you like simply by pressing send.

Conversely, if you rely on other services to handle remarketing for you, then you and your business are at their mercy.





7.5 Influencer Marketing Tips For Beginners

Let's start at the beginning... Influencer Marketing is a term that's bantered about a great deal like it's some magic fairy dust that leads to overnight sales and huge upturns in conversions.

The thing is, all of those things are true when influencer marketing works.

Influencer Marketing in our case simply means teaming up with someone else – another marketer, a blogger, a video maker, a social media icon, a well known person in your niche – and getting your product or service presented by them to their audience.

For example, Sally Sue has a super loyal following of 100,000 on your favorite social media platform. Her audience would have an interest in your product, if only they knew about it. You strike a deal with Sally Sue to influence her audience to purchase your product. The deal might be a payment, a commission on products sold, or whatever works between the two of you. And her endorsement can include whatever you agree upon. Perhaps she does some short videos or presents your product during her commercial break on her podcast or sends out messages via social media and email.

As you see, the possibilities are nearly endless. But the trick isn't to find random influencers who will take your money. Rather, it's to determine where your best audience is - the ideal prospects for your product – and then find influencers already in touch with your ideal audience. For example, it won't do you any good to work with an influencer of video gaming males in their 20's if your product is how to lose weight for women over 40.

How do you, as an online marketer, go about using influencer marketing to gain more followers, readers, subscribers and sales?

Here are 10 tips to get you started in the right direction.

#1 – Know What You Want

What is your goal? Is it to increase your social media following? To get email subscribers? To hand out free trials?

Just as you must know your audience and who is in touch with your audience, you must also know up front what your goals are, because that can determine how you approach influencer marketing.

And once you know your goals, you can then choose your key performance indicators that are specific and measurable. This is how you will know if a particular influencer is having a positive impact in reaching your targets.



#2 – Choose Influencers Who Are the Perfect Candidate for Your Product

Again, this goes to finding the right audience. If the influencer is someone who can benefit from your product, imagine how strong their own testimonial can be when they recommend to their followers that they take the action you desire.

This is the difference between, “I recommend this product” and “I USE this product and it works for me.”

That is a powerful difference that can have a dramatic effect on your conversion rate.

#3 – Turn Customers into Your Own Influencers

Brand Ambassadors are people who start as customers and become so enthused, they start proclaiming to the world that they love your stuff.

This is one of the most powerful strategies in influencer marketing because no one can communicate to your customers as well as their fellow customers. When you make a claim, prospects know you’re trying to sell them. But when a customer tells their story of the results they got, prospects lower their defenses and get onboard.

And there’s a bonus to turning customers into brand ambassadors because it increases their emotional attachment to your products and your brand.

Brand ambassadors can be paid in free products or monetarily. And sometimes they’re so in love with your cause, they’ll even work for free.

#4 – Don’t Overlook Micro-Influencers

In social media, we think of influencers as those who have a large audience such as 500,000 or more. Then we have brand ambassadors who are customers who love your product so much, they’re willing to tell their story in social media to influence others.

But there’s a third group called micro-influencers. These are similar to influencers but with a smaller audience. And here’s the thing you need to know: Many businesses are still overlooking micro-influencers as not being worth their time, but that’s simply not true.

Micro-influencers can sometimes have the most loyal, devoted audiences who take their every recommendation. True, maybe their audience numbers are fewer than a major influencer, but the conversion rate can be much higher, resulting in many new subscribers, sales and so forth. According to CoSchedule, 82% of people are likely to follow the recommendations of a micro-influencer.

If a micro-influencer is already talking to and influencing your ideal audience, then you might want to consider working with them.



There is less competition going after micro-influencers, making it easier to get them on board. Some of the smaller ones have never even been approached before, so you might need to educate them on how things will work, but it'll also take less money to get them on board and you could be their one and only client, meaning your product is the only one they'll be talking about to their audience.

One word of caution here: Start your micro-influencer relationship with a small test. There are micro-influencers who are artificially inflating their numbers with things like bots to make it appear they influence far more people than they do. Run one test for a small amount of money to see if you get any results. If you don't, it's probably best to move on.

#5 – Work with Podcasters

The wonderful thing about a podcast is that the audience is captivated rather than distracted. They have their ear buds in or they're driving in their car and their attention generally isn't being diverted to other webpages and so forth.

Better still, the audience has a special relationship with that podcaster, listening in to each episode and getting to know and trust that podcaster. Endorsements on podcasts will create customer connections and fast track subscribership and sales.

One note: When giving out a URL on a podcast, make it super simple and easy to remember. Some of these people are driving in their cars which is why the offer has to be super enticing and the URL has to be something they can remember until they get to where they are going.

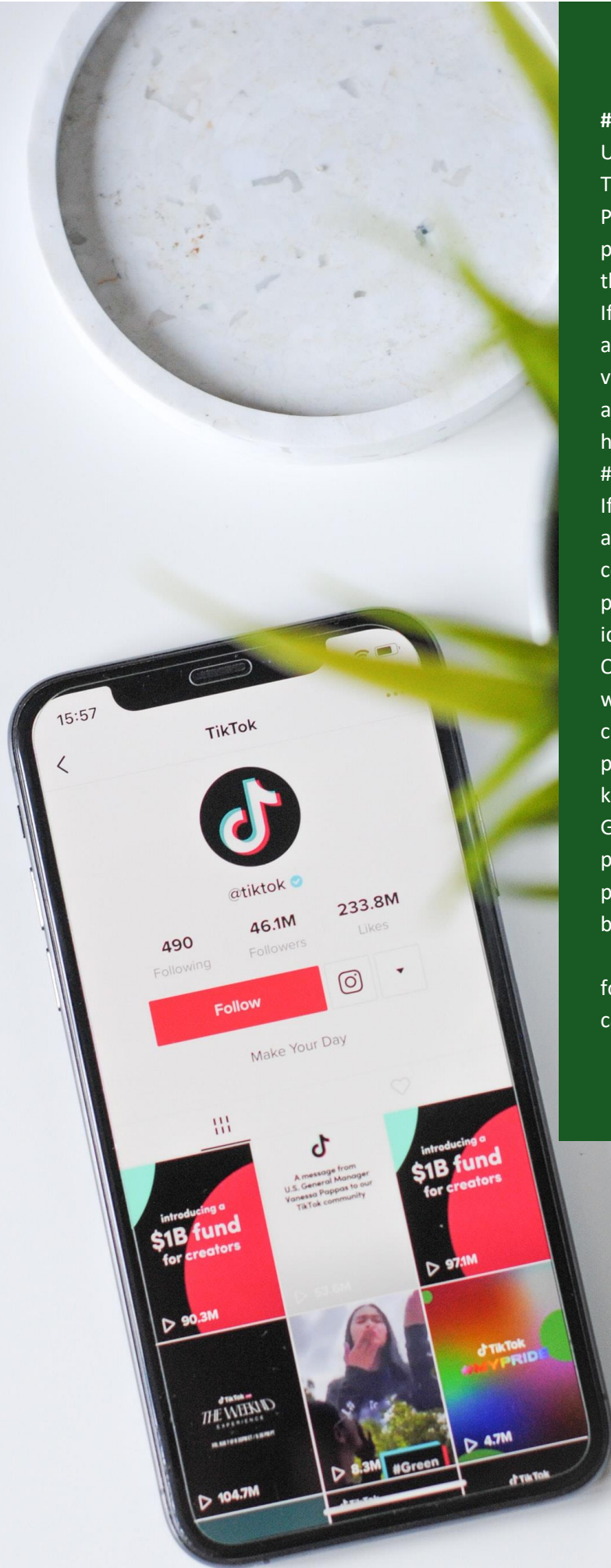
#6 – Use Instagram Stories

Instagram is the best channel for influencer marketing (followed by Facebook and YouTube) and it can be one of the very best methods for increasing click-throughs, engagement and sales.

One in four millennials and gen-Zers search IG stories before making a purchase and yet only 36% of companies use IG stories for marketing. Does that make IG stories undervalued? Perhaps.

But here's what I like about IG stories – they connect people to your brand. When you get influencers to share their own stories that involve your product, you've got a winning situation that's going to lead to more traffic and more sales.

Again, a word of caution: Because it's lucrative for people to become IG influencers, there are those folks who are using bots and purchased followers to inflate the appearance of their audience. Do a small, inexpensive test before laying out any real money to an influencer on Instagram.



#7 – Consider Using TikTok

Unless you've been living in total isolation, you know that TikTok has gained enormous traction in the social media world. People are addicted to watching TikTok videos and because the platform is relatively new, it's still possible to find influencers that won't charge a fortune.

If your product can lend itself to short, snappy videos, then by all means give this a try. If you can lend a bit of humor to the videos, then it's even better. Remember the key is to find your audience on TikTok and then find which influencers already have their attention.

#7.5 – Tie Your Campaign to A Cause

If you can relate your marketing to cause then you can create an emotional connection with your audience. Think of the companies that give away a pair of shoes or eye glasses to poverty stricken countries for every pair sold, and you get the idea.

Of course, you can tie your campaign to a cause in a myriad of ways. For example, "For every X product sold, we feed 5 children in Y country for a day." or "Purchasing the ABC product enables Heart Shelter to save the life of a puppy or kitten."

Getting specific, such as feeding 5 children or giving one child a pair of shoes works better than simply saying, "10% of all profits are donated to this cause." It's difficult to envision 10%, but it's easy to imagine a puppy's life being saved.

And tying your campaign to a cause also makes it super easy for influencers to be enthusiastic about your product and your cause, too, and enthusiasm sells.

21 Tips For Writing Effective SMS Marketing Copy

The difference between effective and noneffective SMS copy is the difference between making tons of sales and making none at all.

What you write in those 160 characters is going to determine if you get engagement and sales. Because of the limited characters you have to work with, this can be some of the toughest copywriting there is.

And yet, it can also be the most financially rewarding, too.

Here are some of the best practices from brands that are killing it with SMS.

1: Test your message before you send it. There's a reason why this is #1 on the list – Proofread and TEST your message to avoid making what could be a colossal mistake.

2: Keep it simple and concise. Think of email as the place for details and SMS as the place for highlights.

3: Get to the point quickly using 75-125 characters, or about 3 to 4 lines.

4: Treat your first few words as though it's a subject line because this is the text message box preview.

5: If appropriate, use a line break between your subject line and message to make it easier to read.

6: Offer a sale or discount.

7: Provide value, even if it's not a discount, such as offering first access, free shipping, a rewards program or a subscriber only freebie.

8: Show gratitude with phrases such as, "We appreciate you" and "Thanks for being a customer."

9: Write like you're talking to a friend.

10: Use visuals such as images, GIFs, audio and video. They can be great if they enhance the message and are kept under 500kb.

11: Don't go crazy with emojis. One can add visual excitement and 5 is just too many.

12: Use emotional words and keep sentences short.

13: Stay on message, using the same words and phrases your customers expect from your brand.

14: Watch the abbreviations. Not everyone knows what the heck your abbreviations mean.

15: Shorten your links using a bit.ly to track your links and leave more space for your message.

16: Time your texts to arrive at the start of a sale and again a few hours before the sale ends.

17: Remember to say who you are, including the name of your business to ensure your recipient recognizes you.

18: Using all caps to emphasize ONE word is okay, but don't go crazy and USE ALL CAPS FOR THE ENTIRE MESSAGE.

19: Use a strong and clear call to action telling your subscribers what to do. Every time.

20: This tip is somewhat controversial: I highly recommend you test this one out because I've seen it work and I've seen it fail big time, and it's this...

Promote multiple items in a single text message. We don't promote multiple items in a sales letter, so why would we try to do it in an SMS text? Because sometimes multiple choices get more engagement. Test this for yourself and see if one choice or two work better for you.

21: Before sending, take a good look at your message and ask yourself if this is a message you would want to receive. If not, fix it.

Your Customer is Never Wrong, Except When He Is

People seldom admit when they're wrong.

But when they're right they will shout it from the rooftops and on social media.

Look at all those predictions made at the beginning of each year. Do you ever hear those people on December 31st going, "Gee, was I ever wrong about that!"

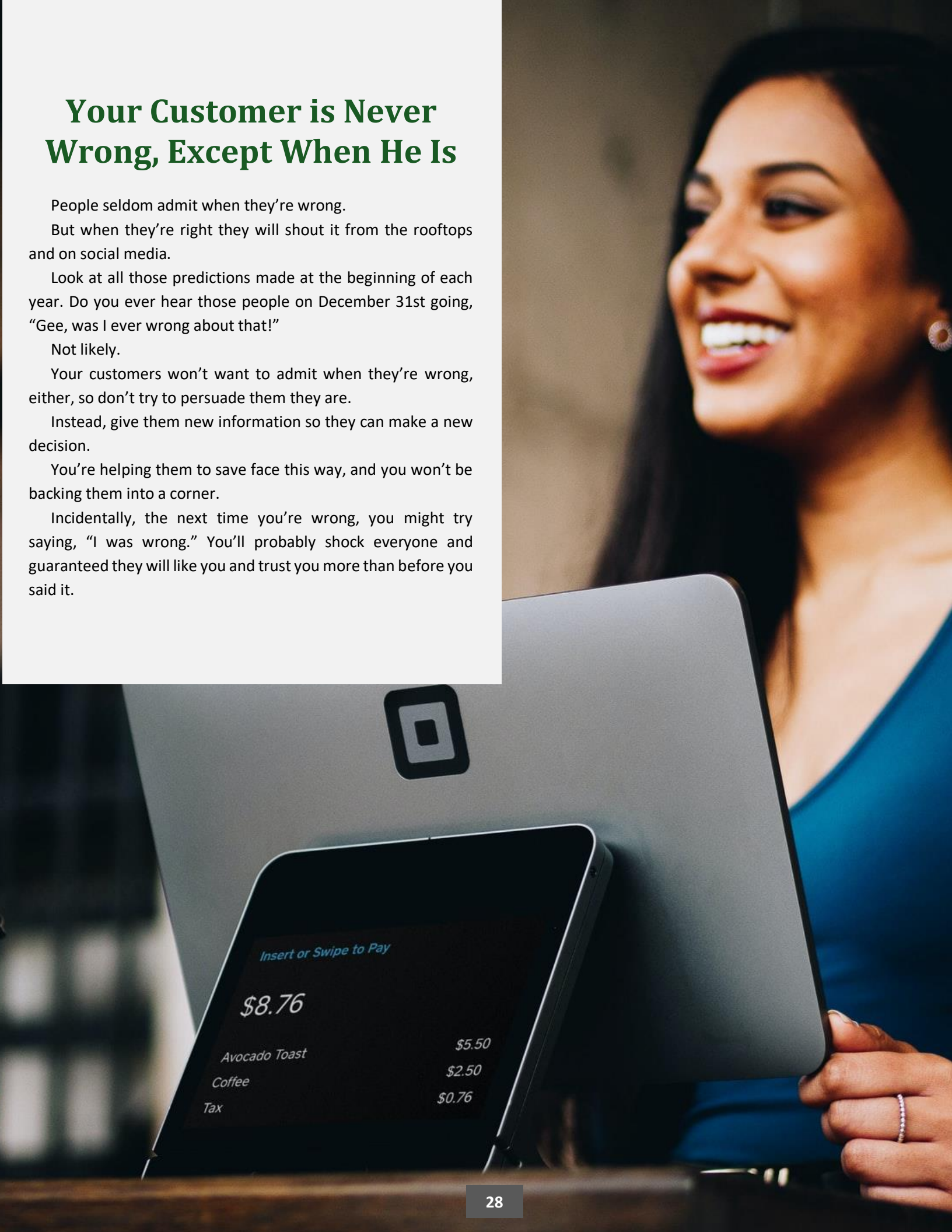
Not likely.

Your customers won't want to admit when they're wrong, either, so don't try to persuade them they are.

Instead, give them new information so they can make a new decision.

You're helping them to save face this way, and you won't be backing them into a corner.

Incidentally, the next time you're wrong, you might try saying, "I was wrong." You'll probably shock everyone and guaranteed they will like you and trust you more than before you said it.



Are You Focusing on the Wrong Audience?

No matter what you do online, there are going to be two groups of people watching you.

The first group is big – often 95% of your audience or more – and they watch. They lurk. They read your stuff, listen to your podcasts and then do nothing.

They don't post, reply or buy.

They're the watchers or lurkers.

And that's okay.

Then there are the doers.

They take action.

They reply to your posts.

They leave comments on your videos.

They buy your products and join your memberships and talk about you on social media.

How do you get the watchers to become doers?

By ignoring them. Your job is to focus on the doers. Get their input. Create products around what they want. Make their lives easier, better, safer, healthier and more profitable.

The watchers will see this, and in the process some of them will become doers.

Don't try to recruit the masses to your products and causes. Just focus on your core group of doers, and let the lurkers join when they are ready.



THE **BIG** SECTION



How To Get Powerful, Plentiful Testimonials That Convert Into Massive Sales For You

Lydia didn't want to open her eyes that morning, and she dreaded getting out of bed. All night she had tossed and turned, thinking about the nightmare of her previous product launch.

She'd done everything right, or so she thought, and yet she'd been horrified with the lousy results. All that time and effort and practically no sales to show for it.

And now that her second product was launching the following morning, she was terrified the sales would be dismal for that one, as well.

12 weeks of product creation, another 4 weeks of getting everything ready for the big launch, and she was scared to death it would go belly up with a half dozen sales and a huge embarrassing mark to her good name in the self-help industry.

Eyeing her phone next to the bed, she decided to wash her face and get a cup of coffee before she went online to see what happened. Living in Hawaii, most of her early sales would come in before she even woke up, if there were any sales at all.

Finally seated in front of her computer, she pulled up her email program first. Something was wrong here... her screen was filled with the same email over and over again, an email telling her she had gotten a sale.

Could this be true? Quickly she pulled up her sales stats and there they were - 121 sales of her new \$297 course and they were still coming in.

In fact, those sales would continue to pour in for the next 7 days, resulting in a very nice 6 figure payday.

Now here's the kicker: Lydia had done almost everything the same way for the second launch that she did for the first launch.

What made the difference?

You might be surprised to learn that it wasn't her stellar sales copy that made the sales, or the product itself, but rather the product testimonials.

On the advice of a marketing friend, Lydia had devoted a significant portion of her time getting certain kinds of testimonials from as many people as she could.

And she used these testimonials - 45 of them in all - on her sales page, on her affiliate page, in her emails and even through blogging and social media.

She used them everywhere she could, and it made all the difference.

But these weren't just any testimonials...

How to Make Your Testimonials Readable and Believable

Let's compare two sets of testimonials

The first set is from an Amazon product with a hundred reviews. Some of these reviewers LOVE LOVE LOVE the product, and others aren't so pleased. Maybe a few of them even HATE it.

As a consumer you already know that no product is going to please all the people all of the time. That's why those negative reviews balance out the positive reviews and make them all more credible.

What happens when you chance upon a book on Amazon that has a hundred reviews that all say the book is the GREATEST THING EVER? If you're like me, you figure these reviews came from the ardent readers of a blogger or niche celebrity, and this author could probably have published his grocery list and his fans would have said nice things.

Now think back to the last time you saw a sales letter for an online marketing product with the big flashy splashy sales page and the reviews that all say this is the GREATEST PRODUCT EVER Devised in the HISTORY of the WORLD.

Did you believe these testimonials? If you're like me, you don't even read them or watch them, because what's the point? They're most likely affiliates who are trying to make sales. Nothing wrong with that, but to the average buyer they simply aren't believable.

By now you've no doubt guessed what it takes to make a review believable, haven't you?

That's right - stir in some negative with the positive. And don't hide the negative, either. Instead, put it right up front where people can immediately see it.

"I instantly regretted buying this product because the darn thing is 31 videos long and I didn't want to invest the time to watch them all. But I devoted three mornings to watching and taking notes. I implemented 4 key points and 3 new strategies that I learned, all explained in step-by-step detail and all things I've never heard of before. And because of that, I earned an extra \$1,000 this month and I'll be making an extra \$2500 every month from here on out. Was it worth it to watch 31 videos? Hell yes it was."

"I was so sick and tired of hearing about this golfing guru and how he could take 10 strokes off of anyone's game in 4 weeks that I finally bought his program to prove he was a shyster, and this was all a big con. It's now 4 weeks later and I've shaved 12 strokes off my game and I'm happy to admit that eating my own words has never tasted so good."

You can see, read and feel the difference between these testimonials and your standard, "THIS IS THE GREAST PRODUCT EVER" testimonials that everyone is used to ignoring. Prospects will actually READ reviews that start out negative and those same prospects are 1001% more likely to believe them, too.*

**I made that number up. Your results may vary. ☺*

Notice, too, that these testimonials read like little stories. "I thought this. I did that. Here's what happened next."

If there is a preferred testimonial formula, it looks something like this:

1: Negative beginning

- This product was so intensive it nearly drove me crazy.
- I never in a million years believed a course could help me find love.
- I knew this was just another B.S. eat less and exercise more course that would make me feel bad about myself when I didn't lose any weight.

2: Here's what I did

- I took the easy route and paid the product creator to do it for me.
- I took the course anyway and followed every step exactly as instructed just to prove the course creator wrong.
- I knew that something had to change or I was going to die, so I took the course on the chance it might finally make the difference in my health I was looking for.

3: Here's what happened

- I make a gazillion more dollars now than I did before.

- In less than six months I found the love of my life and we were married a year later.
- I lost 122 pounds, I'm no longer having heart issues and I ran my first marathon last week.

How to Get Testimonials

First, here's how to NOT get them,Ä¶ don't wait for them to come in all by themselves, because they almost never will.

And don't wait days, weeks or months to ask for them, either. Waiting gives the customer time to forget details. They might not remember how bad things were prior to your product, why they bought it in the first place and the results they got.

Finally, don't simply say, "Hey George, could you give me a testimonial?" George won't know what to write. He'll either procrastinate, hoping you'll either forget or the words will magically come to him if he just puts it off for a while. Or he'll write something that is super sugary sweet and non-believable, or something that is non-inspiring and even just plain boring.

Here's What to Do Instead

Ask them specific questions that will allow you to build the testimonial from their answers.

Question 1: What nearly prevented you from making this purchase?

Customers have objections, obstacles or just plain hesitation in buying almost anything. Maybe it was the money, the time commitment or the perception that the product wasn't quite right for them.

Not only will asking this question give you the negative portion of your testimonial that you're looking for; it will also provide you with insight into issues and customer objections you may not have considered before.

Question #2: Once you purchased the product, what did you discover that changed your perception of #1?

This is where you're going to diffuse whatever objection the buyer had in the first place. This turns the picture around in your testimonial and it also cements the idea that the purchase was worth it to your customer.

Question #3: What one feature do you like best about this product and why?

Don't ask for a laundry list here. You want to know about the ONE feature they love, and why they love it.

Question #4: What other benefits have you gotten from this product?

Now they can give you more input about the extra benefits they received in addition to the big one in #3. You may or may not use this in constructing the testimonial. And it could also happen that this question uncovers something even better or more intriguing than #3. If so, follow up on this for more details.

Question #5: Would you recommend this product, and why?

If they won't recommend it, then you don't have a testimonial. If they do recommend it, then that person is putting their own credibility at stake, deepening their own commitment to your product with their endorsement.

Question #6: What would you like to add?

This question is a real wild card. You've warmed them up with the previous questions, and now you're giving them a chance to say anything they want. Sometimes they've already said it all, but other times you'll get something that is surprising and hugely useful for constructing the testimonial.

There is something I would like to add here as well, and it is this: Pay close attention to what people say when answering these questions because financially it can benefit you in ways you might not immediately imagine.

Customers will tell you new ways to use your product, new areas to use it in, new benefits you haven't thought of, and objections you need to handle with future customers. Occasionally you'll realize you're missing an entire market because you think your customers are using your product for one purpose when they're actually using it in an entirely new way you haven't even thought about.

You can create a simple survey online to ask these questions. Be sure to ask for their name and email address, too, as well as having them tick a box that says you can use their answers in your marketing.

And then once you have constructed their testimonial from their responses, it's good to send it back to them to let them know how it reads, just in case anything in it differs from what they may have intended.

Creating the Testimonials

You are going to construct the testimonials from the responses you get from your customers to these six questions, and then you'll get their permission to use the testimonial you create.

Here's the key to making these testimonials into little converting machines:

Each testimonial is going to begin by addressing an objection the prospect might be having.

For example, if your product has a large price tag, then you're going to have to overcome the prospect's sticker shock before you can make the sale.

You might have a testimonial that begins with, "I thought \$2000 was too much to pay for this, but..." or "At first I thought the financial investment was too much, but then, Å¶" Beginning a testimonial this way will catch the attention of anyone with a price objection.

Then you go on to address the price issue with how it's a pittance compared with the benefits and so forth, as told by your customers.

Feel, Felt and Found

There is a formula in the sales industry called, "Feel, felt, found." Essentially you say to the prospect, "I understand how you feel, many people have felt the same way. But what customers have found is that..."

You can certainly use the feel - felt - found formula in your sales copy. And done correctly it will be effective.

But using this in your testimonials can be twice as powerful because it's coming from a customer rather than from you.

Now we come to the chicken and egg...

You might be wondering if you should make a list of objections you need to overcome and then find the testimonials to handle those, or if you should instead see what testimonials come in and then fit those to the objections.

The answer is to do both simultaneously if you can.

Obviously, you're not going to tell your customers what to say, but there may be times when you can steer them in the direction you'd like them to go.

And if you have one particularly sticky objection that you can't seem to get a testimonial for, then you can simply add a question to your list that directly addresses that objection.

For example, if you charge \$3000 for coaching and none of your clients are mentioning price when they answer your questions, add a question asking about the investment, how they felt about it up front and did it turn out to be worth it.

Sooner or later, you're going to get just the right testimonials to help diffuse the biggest objections customers have to purchasing your product.

Remember, testimonials aren't for cheerleading and hype.

Nor are they there to make you look like Super Marketer and your product look like the next best thing to oxygen on the moon.

Rather, testimonials are for lowering your prospect's defenses so that you can overcome their objections.

Don't be afraid to start them off on a negative note, because those are the exact testimonials people will read, believe and respond to.

But HOW Do I Ask for a Testimonial?

We've covered what questions to ask your customer, how to position the testimonial to make it credible and convert your prospects into sales, but one thing we haven't talked about yet is how you approach a customer to ask for that testimonial.

This is the part where a lot of marketers balk. They're afraid to ask, don't want to seem pushy or maybe they're even embarrassed.

Look, you did a good job in delivering your product or service, right?

Your customers are better off now than before they made the purchase, right?

Then it's time to let your customer return the favor by giving you a testimonial.

What many marketers don't realize is that raving fans WANT to give testimonials. They just need to be asked.

It's All About the Timing

Asking for a testimonial 6 months after they've used your product or service isn't good because they've already forgotten a lot about why they purchased and what they gained from the product.

Asking for a testimonial before a customer is ready to give one isn't good, either, because you will indeed look pushy.

How then, do you know it's the right time to ask?

Here are a few ways to know:

1: When your customer says something positive in an email, on the phone or in any other communication.

This is a direct opening for you to follow up with your additional questions, which is why I recommend having these questions handy at all times.

And be sure to ask your list of buyers for testimonials, saying something like, "If you have a minute or two to spare, I would love to hear from you about the XYZ product."

2: When they say something positive about your product in social media.

Monitor what people are saying about your product on social media, and when someone has a positive comment, get in touch with them right away, thank them and ask them to take your questionnaire.

And you don't need to wait for people on social media to say something positive about your business because it's totally okay to ask your customers for feedback.

You might say something like, "We love hearing from our fans! Head on over to our Facebook page to leave us a review."

3: When They Make A Positive Post In Your Blog Comments

Watch your comments and when you find someone has left a glowing comment, get in touch with them and ask for a testimonial.

You can also close each blog post with something like, "Have any of our tips or products helped you? Let us know in the comments below."

4: When You Ask Them If They're Happy and They Say Yes.

You can ask them if they are happy with your product or service anytime, and I recommend asking it more than once if you get the opportunity. This is easier if you are selling something such as coaching where you are on live calls with your clients. But you can also ask them how they are doing with your product through email or any other line of communication you might have.

Let's say that you sell a self-paced 12-week course. After each module you might ask them how they are doing, how is it going, what do they love and what changes would they like to see. When you get some glowing answers, get in touch and ask those six questions.

5: When They Visit Your Membership Site

You might want to add a pop-up notification to your paid membership sites. This way each time a subscriber logs in, a small, discreet pop-up will appear in the bottom of the screen asking them if they would like to leave feedback.

What if You Don't Have Any Customers Yet?

If your product is brand new, then you might want to do something like a soft launch to just your own list or the list of a partner.

Explain that your product is new, why it's different, and that you need beta testers. Let them know they get the product for super cheap or even for free, but only on the condition that they give their in-depth feedback on the product.

You can then use this feedback not only to create testimonials, but to also improve your product before you launch it to the rest of the world.

And for those customers who suggested changes, be sure to get back to them if you take their recommendations so they can see the new version. That's when you'll get their testimonial, too. And because you took the time to listen to and use their advice, they may give you some of the best testimonials of all.

And here's how to get your customers primed to give you a testimonial from before they even purchase:

Let Them Know Before Hand that You Will be Asking

You can put it in your sales letter, in your emails, and again right after they make the purchase.

Let them know up front that you are so confident in your product or service, that you will be asking them for their review once they are completely satisfied and thrilled out of their socks.

You might even use this as an excuse to give a discount. "You're getting a \$100 discount because I want to prove to you just how well this works, and once you're a believer, I will be asking you for your honest testimonial."

Let's End With Some Humorous Testimonials

Not all testimonials and reviews are serious, and yet sometimes even the silly ones can be super helpful in selling your product.

For example, a review for an Amazon Kindle Protective Water Case got this review from a 'disgruntled' customer:

The Wind and The Sun

*5 stars with the title: **Hoping it'd be crap, her Kindle would slip out and electrocute her** - by Ben Harrison*

Got this for the Mother in Law for bath time, hoping it'd be crap, her Kindle would slip out and electrocute her. So far, this bloody thing is staying in one piece. Great for waterproofing Kindle,

crap for murder.

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

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

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

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

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

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

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

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

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

Here's a review for the Denon Akdl1 Dedicated Link Cable that shows sometimes even a bad review can be a good thing for sales:

*2 stars with the title: **Great gable, but too fast** - by Matt Sidor*

Transmission of music data at rates faster than the speed of light seemed convenient, until I realized I was hearing the music before I actually wanted to play it. Apparently Denon forgot how accustomed most of use are to unidirectional time and the general laws of physics. I tried to get used to this effect but hearing songs play before I even realized I was in the mood for them just really screwed

up my preconceptions of choice and free will. I'm still having a major existential hangover.

And here's a review for a computer mouse:

*5 stars with the title: **Works Great! By LooseSeal***

My girlfriend and I were on the verge of breaking up because I would keep her awake at night with my constant mouse clicking. NOT ANYMORE! Consider this relationship saved. This mouse is so silent she will sometimes forget I'm even home and invite her lover over. He's a pretty cool guy.

And finally here's a review for Dale Carnegie's iconic book, *How to Win Friends and Influence People*:

*One star with the title: **Hasn't Worked by Chapman***

Everyone still hates me.

For more hilariously honest Amazon reviews, go here:

<https://www.boredpanda.com/funny-suspiciously-specific-amazon-reviews/>

Be sure to read the review for the giant ball that goes hurdling down the beach at 40 knots, destroying everything in its path.

When you're working with your customers to create your own testimonials, if you can manage to insert a little humor, go for it. I know when I read one humorous review I tend to read all the rest just in case there's another laugh in there somewhere.

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

Persuasion through kindness is better than force...

See you next month!

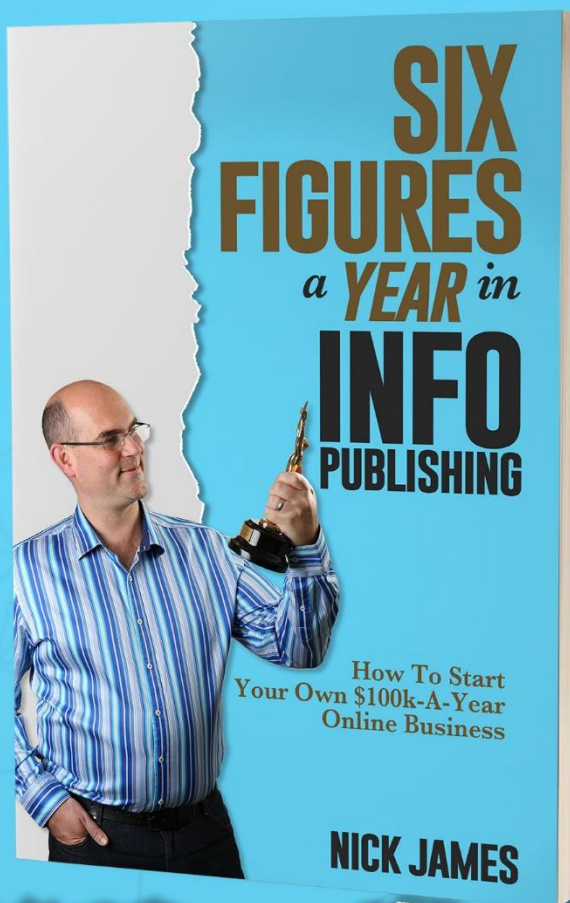


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