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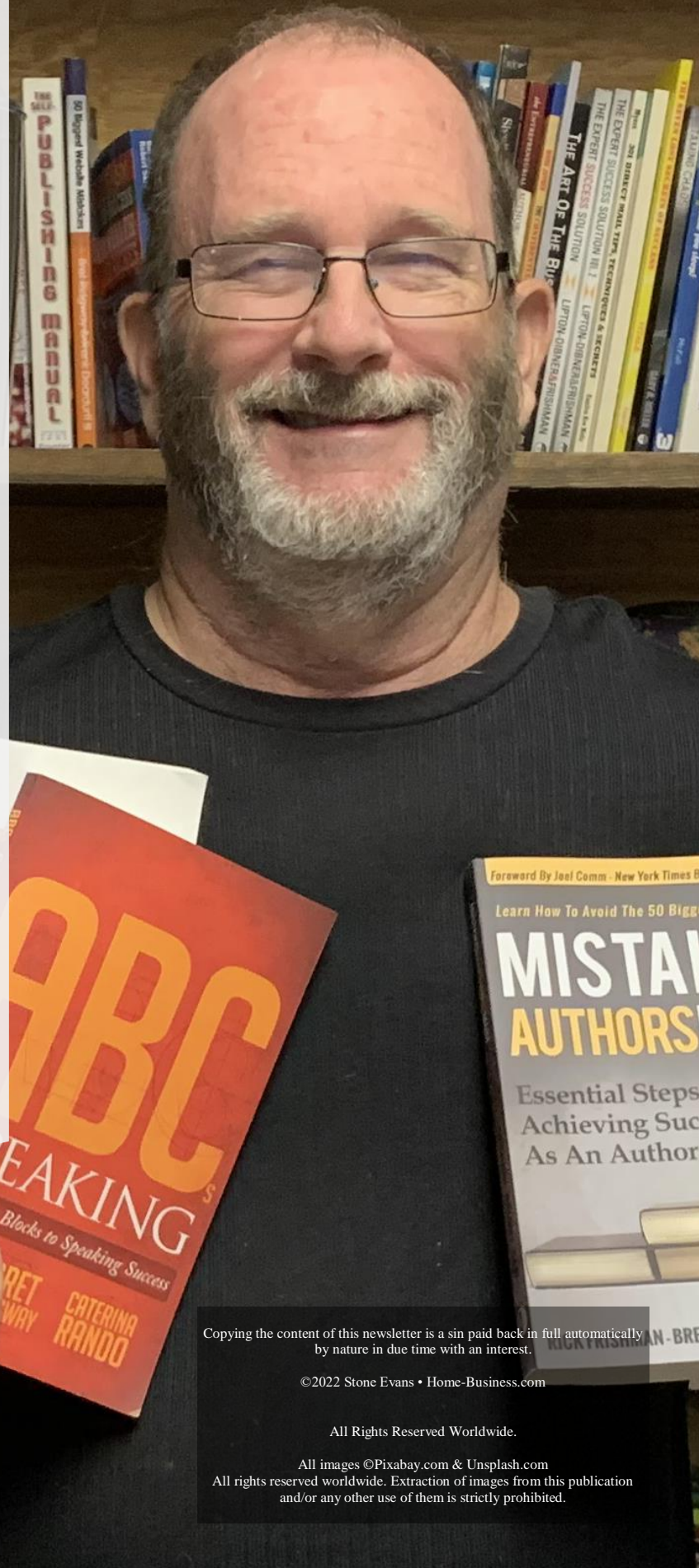
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How To Gain Immunity From Stock Market Horrors

I had to laugh at this recent article from Slate...

“Your Guide to Why the Stock Market has Turned into a Horror Movie”

It starts out...

Over the last few weeks, following the financial markets has felt a bit like watching the prom scene from Carrie—the party’s over, there’s blood all over the floor, and flames appear to be eating the building while the whole crowd runs screaming for the exits.

Ouch.

You can put your money in the markets where you have no control over what happens to it.

Or you can invest your money in your business where you have total control.

For example, you do some testing for a week or two and discover the exact advertisement that will bring the right people to your offer to buy your product.

Every dollar you invest in advertising brings you back \$2 in profits, and you can run that ad as long as it’s profitable. When it stops making you money, you create a new offer or make a new ad and do it all again.

Give me online marketing over the stock market anytime.

Here’s the article:

<https://slate.com/business/2022/05/stock-market-crypto-falling-explained.html>

NEWS





Resources and news

There Are Just Three Explanations For Elon Musk's Unhinged Behavior Right Now

Is he needling Twitter because he still wants to buy it, or because he doesn't?

Pick One:

Theory 1: Musk Wants to Buy Twitter at a Lower Price

Theory 2: Musk Is a Troll and He Is Mostly Trolling

Theory 3: Musk Doesn't Want the Deal at All and He's Trying to Nuke It

And the answer is...

<https://slate.com/technology/2022/05/elon-musk-twitter-deal-why-why-why-why.html>

iPod: The End of An Era

Spanning just over two decades, the history of the iPod (Idiots Price Our Devices ;-)) introduced us to numerous models and changed the world's relationship to music.

Where were you when you got your first iPod?

<https://www.makeuseof.com/history-of-the-ipod/>



Is This Another Tech Bubble Bursting?

And should you care?

That screaming sound you hear? That's the stock market tumbling, led by a collapse in tech stocks: The overall market is down 18 percent this year, and tech shares are down about 30 percent.

That sound is also a chorus of "I told you so" from people who've been comparing the bull market investors have enjoyed for many years to the dot-com bubble of the late 1990s — and who say things are going to get worse. In the dot-com bust that kicked off in March 2000, tech stocks eventually dropped nearly 80 percent. That's the kind of collapse that could affect everyone, even if they don't work in tech and don't bet on stocks (or, more accurately, they don't think they bet on stocks).

<https://www.vox.com/recode/23069110/tech-bubble-google-facebook-tesla-amazon-crypto-charts>



Mini-Case Study: Dollars from Watching VHS Tapes

For those who are perhaps too young to remember, VHS tapes were the predecessors to DVD's (ask your parents).

These days you can sometimes find boxes of them at yards sales for a buck or two because nearly no one wants them.

So how do you monetize something no one wants?

Pete Dillon-Trenchard is doing it by scouring VHS tapes recorded at home that contain commercials, news bulletins, CrimeStoppers updates and local adverts. Unlike television programs and movies, no one is going to officially release these time capsules, thereby creating an opportunity to capture them and post them to Twitch and YouTube.


Monetization comes through advertisement and Patreon fans, and Pete doesn't just curate; he also comments. He provides a wry, Beavis and Butthead style of commentary to whatever is happening in the tapes in front of him.

Imagine getting paid to literally watch old VHS tapes and find the gems hidden within.

And Pete isn't the only one doing this. There are other VHS curators making money in various ways, including one that turns the clips into stories and another who focuses on old religious programs.

Keep in mind if you want to try this that you may receive a cease and desist notice if a property rights owner wants to enforce a 30 or 40 year old copyright. If you do receive one, it's easiest just to remove that particular clip rather than fight it.

This business model might not make you rich, but it can be a lucrative hobby if you get



Two Words That Increased The Selling Price By 10,000%

Or...

How One Weird eBay Listing Proved the Power of Influencer Marketing

Imagine an eBay listing for an ugly necklace of wooden acorns and leaves that has seen better days.

The wood is dried out and cracked, the finish is faded and the chain is nothing to get excited about. If you found this necklace at a flea market or jumble sale, you'd pay about 50 cents for it.

And yet this listing had 26 people watching it and fetched a price of nearly \$50, thanks to three bidders slugging it out in the last moments of the auction.

How did this happen?

By using the power of a name.

In this case, the seller wrote that while there was no maker's mark on the necklace, she thought it looked like a certain designer that people search for on eBay.

And while I am no expert, I don't think anyone would mistake this necklace for one created by the designer she named.

Yet, it didn't matter.

Because she used the designer's name, this auction came up in the search results for that designer. This got a LOT of eyes on the auction (power of keywords!)

And because some people thought the necklace did look like it came from this designer, or at least looked like it might, they were interested.

This is the power of name dropping or in a roundabout way, influencer marketing.

And when you get someone who is already in touch with your market to endorse your product, you and your product are suddenly elevated to the expert's level in the eyes of your prospects.

It's that easy.

There is a flip side, though. You might want to be careful who you attach your name to. I once knew a promising up and coming marketer who attached his name to a well known 'expert' who turned out to be a major con artist. When things blew up for the 'expert,' they also blew up for my friend. He now has a 10 to 6 job selling carpeting, if that gives you an idea of how things turned out for him.

Fortunately, most influencers aren't going to get busted for anything any time soon.

The next time you write a post, see if you can drop in a few names of influencers. It's as easy as using a quote from them.

This simple tactic can sometimes make your post go viral, or at the very least garner a lot more attention than it would have otherwise.

Five Winning Plays for the Cookieless Era

In brief:

- In a world without cookies, marketers urgently need new ways to drive customer acquisition and retention.
- In light of new data privacy rules, major web browsers are set to ban third-party cookies by 2023. But right now, 82% of digital ads use cookies.
- Marketers must find ways to entice customers with hyper personalized experiences while protecting their privacy.

Accenture and Adobe have identified the top five plays to jumpstart the journey to privacy-first personalization.

<https://www.accenture.com/us-en/insights/technology/adobe-personalization-privacy>



Report: How The Metaverse May Evolve

“It is possible that, like many other previously “hyped” technological innovations, the metaverse never comes to fruition as it is currently envisioned?”

Meta shares new insights into the coming metaverse shift. What is the metaverse? And is it going to be everything people say, or perhaps something even better?

“As with the Internet and other technologies, the form and shape of the metaverse will materialize slowly at first, and only after a critical mass of adoption is achieved, will its full potential begin to take more concrete shape.”

Here's the new whitepaper from Analysis Group, in partnership with Meta.

<https://www.socialmediatoday.com/news/meta-shares-new-insights-into-the-coming-metaverse-shift-and-what-exactly/624029/>



Mindset Case Study: From \$1 a Day to \$100,000 a Month



I knew a guy who started one business after another only to have them fail. This guy wasn't stupid, either. In fact, he was probably smarter than 95% of people, but there was one thing he had all wrong: **His mindset.**

While he had several flaws in his thinking - none of which I dared point out because of his hot temper – his most devastating problem was his expectation that a brand new fledgling business should be earning him 6 or 7 figures within the first couple of months.

This guy would do everything right, start a business with a real product targeted to a niche that wanted it and still fail because he would give up and pack it all in at the first obstacle.

“Crap! I sent out 3 emails and no one on my brand new list of 25 people bought the \$300 product. This doesn't work! Time to try something totally different...”

Every couple of months I would check in with him to see what his latest business was and what happened to it. And while it was entertaining for me, it was an unsolvable problem for him because until he got his thinking straight, he was never going to succeed.

Contrast him with a gal I met the other day name Kathy. She is indeed earning over \$100,000 a month now precisely because she never expected to do it overnight.

Instead, she started out with the simple goal of earning just \$1 per day, every day.

She began by building micro streams of income online. Her first month she wanted to earn that \$1 per day, and at month's end she'd surpassed that goal with an income of \$52.

“Just \$52 for a month's effort? Obviously, her business wasn't working, right?”

We're fed a load of hype that says we're going to earn a million dollars in no time at all. But the fact is, even those newly minted billionaires who sold their companies for 10 figures had to work day and night for years to build the companies into something someone wanted to buy.

If you're not yet earning money online, I suggest you follow in Kathy's footsteps:

Start with small income streams and build them one at a time.

Set small, attainable goals and then do everything in your power to reach those goals, such as \$1 a day your first month.



Know that building an online stream of income can at first seem overwhelming. Take it one step at a time and be prepared to work at it because anything worth achieving is worth working towards.

Bring lots of value to the table. Kathy started out by creating great content that she monetized with Google AdSense. No, it won't make you rich, but it's a start.

Set a new goal every month for an amount higher than the previous month. Did you earn \$50 this month? You might shoot for \$100 next month and \$300 the month after that.

Automate as much as possible. When you only have a limited amount of time and stamina, automation is your best friend.

Look for ways to expand your income on top of what you're currently doing. For example, if you're blogging, think about turning your posts into a published book and writing blogposts that promote affiliate products.

Celebrate the milestones. It's too easy to continually focus on what you haven't achieved yet and miss the fact that you've already come a long way. Write down your successes, big and small, and read over your success list often to give you confidence to keep going.

Know that you are enough. Right here and right now, you are everything you already need to be to achieve success online. You just have to get started and then keep moving forward.

There will come a time when you have the option to do absolutely nothing for a day, a week or even month and still earn a great deal of money because you've built the income streams. Picture this time and know this is why you're working so hard now to make it come true.

A few more tips:

- Take breaks. Take a day off each week to do something completely different.
- Expect there will be setbacks. When they happen, learn from them and move on.
- Exercise each morning. Get outside. Change your environment.
- Get plenty of sleep. You are at your sharpest when well rested.
- Enjoy the process. Take notes of what you do so that one day you can write your book about how you went from broke to multi-millionaire status.

And my favorite tip for doing anything: Find ways to turn 'work' into 'play' and you'll never work again.



Using Their Negativity to Fuel Your Success

“Your boy Lester will never learn music, so save your money.”

That’s what Lester William Polsfuss’ piano teacher wrote in a note sent to his parents.

But the boy didn’t give a flying flip what his piano teacher said, and it’s a good thing, too.

By the age of 10 Les formed his own orchestra. Not just a band, but an ORCHESTRA.

Then he took up the guitar and electronics.

Les Paul and his wife Mary Ford became pop stars with dozens of Top 40 tunes and hosted Les Paul and Mary Ford at Home from 1952 to 1954.

Perhaps Les is best known for the guitars he built, one of which recently sold at auction for \$930,000.

Les kept playing and performing until just months before his death at 94.

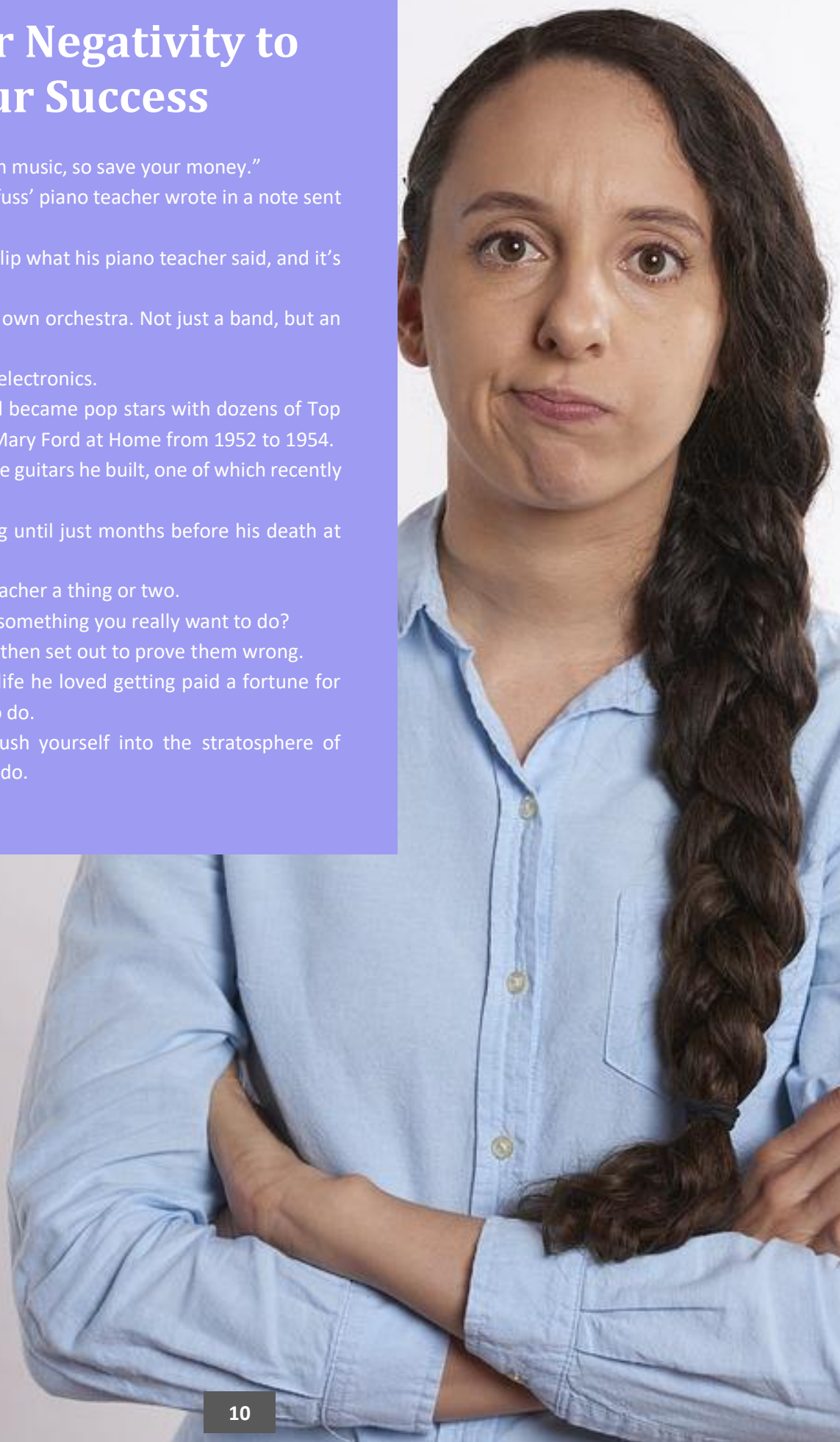
I guess he showed that piano teacher a thing or two.

Has someone said you can’t do something you really want to do?

Write down what they said and then set out to prove them wrong.

Les Paul did, and he created a life he loved getting paid a fortune for things he would have gladly paid to do.

Use your detractors to help push yourself into the stratosphere of success in whatever you choose to do.



YouTube Colossal Mistake: Never Buy Subs or Watch Hours

(And it's not for the reason you think, either)

When you read the headline you probably thought, "Yeah, you'll get caught and YouTube will shut down your channel."

And yes, that is a possibility. But I want to share the story of someone who actually got away with purchasing subscribers and watch hours in order to monetize her channel and what happened next.

Mary's idea (not her real name) was to build a 'faceless' channel filled with great content and monetize it as quickly as possible.

A faceless channel is simply one of those channels that offers content without attaching a certain host to it. Maybe it's a top ten channel (The Top Ten Robert Redford Movie Romances) or a 'how to' channel (How to Bake Delicious Chocolate Bread).

The point is to let the content carry the day rather than the host.

When Mary started one of these channels in 2020 she wanted it to be monetized with advertising as fast as possible because she needed the money asap.

YouTube requires 1000 subscribers and 4,000 watch hours within the last 12 months to secure monetization status.

A person could get to this level by posting great content and driving traffic to those videos or...

By purchasing subscribers and watch hours.

Mary chose the second option and less than three weeks later YouTube invited her to the YouTube partner program.

So far so good, right?

But here's what happened next:

Mary continued to post great content but her videos never went viral. In fact, they never generated more than a few dozen views, and certainly didn't generate any income.

Mary posted over 100 videos. Just imagine the time it took her to make those 100 plus videos which resulted in very few views and no income at all.

Here's why: When you start out on YouTube, the channel doesn't know anything about your content or who will want to watch your content. That's why YouTube wants 1000 subscribers, so that it can figure out who your audience is.

And when you have 1000 real fans who actively engage with your content, YouTube will show your content to other people with similar interests as your original 1000 subscribers.

You post a video, your subscribers watch it and YouTube then sends you more views from similar viewers and your channel grows.

But when your 1000 subscribers are people who don't care about your content, then they won't watch it. And when they don't watch it, YouTube doesn't push your content any further.

Why would it? As far as the YouTube algorithm is concerned, even your own subscribers don't like your content, so they certainly aren't going to show it to anyone else.

After 100 plus videos created and the money she spent on buying subscribers and hours viewed, Mary learned this lesson the hard way.



Flip This Ancient Sales Technique To Grab People's Attention

I don't know when it started, but sometime long ago someone decided the way to capture attention and get people in an agreeable mood was to ask them a bunch of questions to which they had to answer yes.

Do you want to make more money? "Yes"

Do you want to do it quickly? "Yes"

Do you want an easy way to do it that is foolproof? "Yes"

Do you want to invest in my program? "Ugghhh..."

This has got to be one of the dumbest sales techniques ever invented. It presumes that if a person says 'yes' a couple of dozen times in a row, then like a brainless automaton they will automatically say yes when you ask them to buy.

And it sounds like it should work, too. But what happens instead is the person puts their guard up because they know exactly what you are doing and they do not appreciate being manipulated.

For example, I just got an email that reads,

"Would you like to save time and money usually spent on vetting and hiring overpaid graphic designers?

Would you like to stop worrying about NOT getting sales with ugly, dull, and watered-down graphics that crush your credibility and repel your audience?

Would you like to stop settling for mediocre designs because you're behind schedule and over budget?

My skin was crawling before I was halfway through the first sentence, and I didn't even read the next two questions until I started writing this message to you.

Here's what you can test the very next time you are writing an email, sales copy or anything else where you are tempted to ask a bunch of yes questions:

Ask questions that elicit a "no" answer.

"Do you love forever hiring and firing expensive, inexperienced graphic designers?"

No.

"Do you like paying for graphics that end up hurting rather than helping your sales?"

Heck no.

"Do you enjoy the nightmarish, heart attack inducing stress of launching in 2 hours and you still don't have the graphics you ordered 2 months ago?"

HOLY CRAP NO!

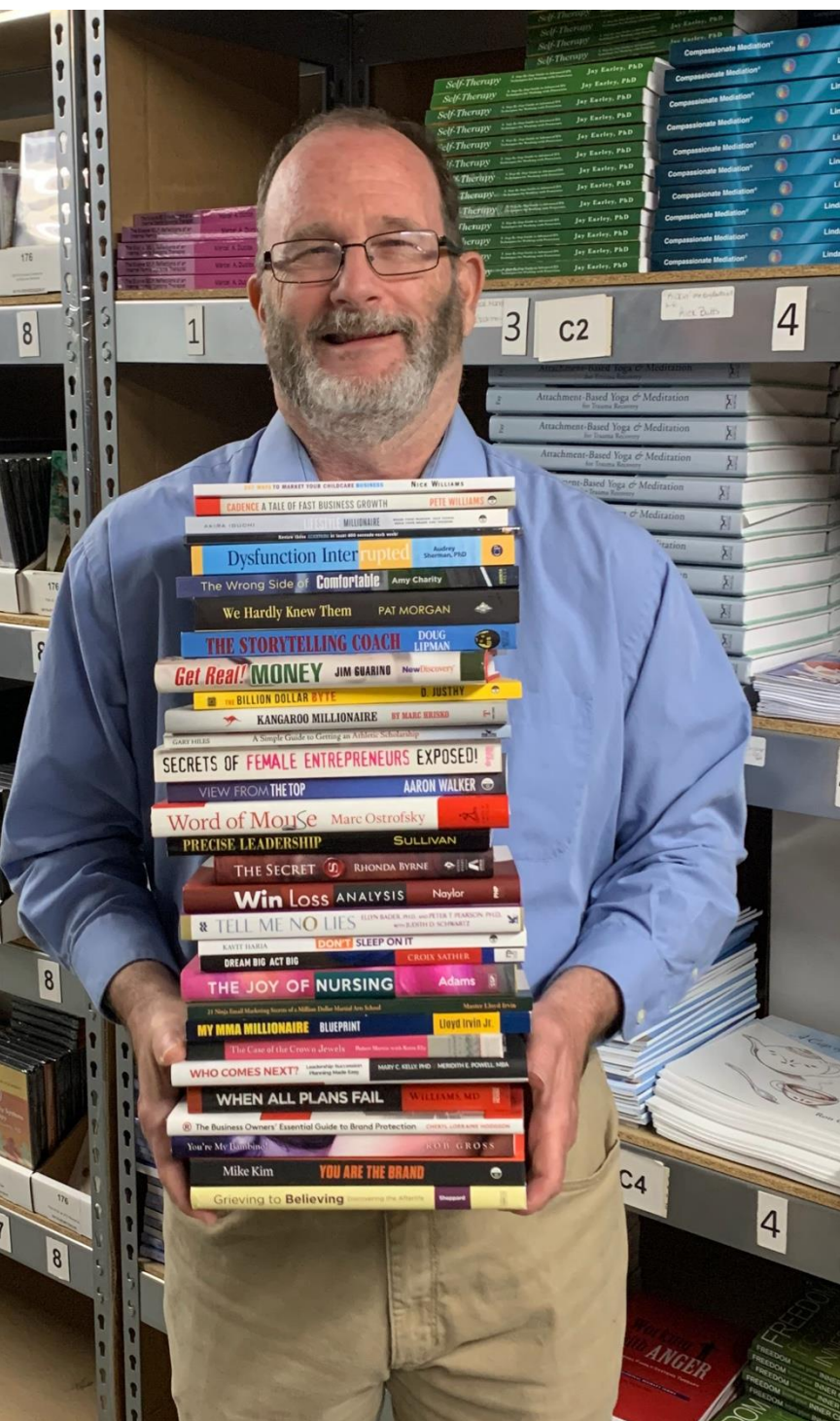
Write me something like that and I promise I will stick around to finish your sales message.

In fact, having rewritten those three questions, I think I just sold myself on reading the rest of their email.

See? It works. Test it for yourself.



Bret Ridgway interview



Editor:

This time, we're chatting with someone who is not just a marketer in his own right but someone who offers a truly valuable service to marketers big and small. When it comes to the world of physical products and fulfillment of those products, Bret Ridgway is the go-to guy. Now, if you've never thought of making a physical product available, then you could be missing out on a huge opportunity and that's why I'm so excited this time to welcome Bret. Thank you for taking the time to chat with us today.

Bret Ridgway:

Well, it is such a pleasure to be with you folks today and I look forward to our chat.

Editor:

Great. Well, we need to talk about your business, I guess, don't we Bret, SpeakerFulfillmentServices.com and how you set that up and what the company does.

Bret Ridgway:

Well, it's actually a very interesting story. Way back in the mid-1990s, and I'm going back a while obviously, I actually put up the first portal website in the plant engineering and maintenance industry. It was called MaintenanceResources.com and back in those days, we were selling VHS tapes and books and manuals aimed at that particular niche: maintenance guys, mechanics, electricians, et cetera.

And so, we were selling quite a bit of product online via that site and about the same time, I met a guy at an event, and it was back in like 1992 or 1993, a guy named Carl Galletti at a conference down in Florida and that led to a joint venture with Carl a few years later. Then he decided to put on his first internet marketing super conference in 1999 in Las Vegas.

So he actually called me up and asked me if I would come out and handle the back sales table for him. Well, I didn't even know what back room sales was honestly but I hadn't been to Las Vegas before so it sounded good to me. So I went out there and handled the sales table for Carl and that's where I started to meet some of these guys who were involved in the internet and information marketing spaces and a lot of speakers were obviously promoters in their own right.



And so, we started doing the back of the room where we would provide the crew and the big merchant account that could handle a lot of volume in a short period of time to various info and internet marketing events. And at one of those events a couple years after that initial conference, one of the speakers, Jim Edwards, cornered me and said hey, I know you're doing product fulfilment for your own sites. Will you take over some fulfilment for me? And it was kind of a natural outgrowth of all the contacts I had made in the industry.

So in, I think it's 2002 or 2003, we formally put Speaker Fulfilment Services together and the rest, as they say, is history. In fact, we're in the middle of a rebranding because most of our clients initially were speakers, we chose the name Speaker Fulfilment Services. We're now in the process of rebranding that as GetShipDone.com because we work with a lot more than speakers.

Editor:

I see what you've done there as well with the name. Get Ship Done. Great. And where can we find that? Is that online? Do you have a website for that now?

Bret Ridgway:

Yeah. Get Ship Done is online now and that's just kind of the overriding brand. We have various sub-brands aimed at particular niches so we have sites such as ShipYourBooks.com or BookletsDeliver.com or DiscDeliver.com, ShipYourSupplements.com because we work in markets outside of the information marketing industry. But all of those are kind of sub-brands to the Get Ship Done overall brand now.

Editor:

Excellent. And for anybody that's never really thought about fulfilment before, I imagine maybe we could explain what fulfilment is.

Bret Ridgway:

Sure. So if you're selling a product online, you have to have some way to get that product into hand of your customers and many people decided to do it themselves, which is fine. But if you've been marketing for very long, you realise your time is most valuably spent doing the sales and the marketing and the product creation and those things that only you can do.



So it becomes apparent to most, fairly soon, that fulfilment is a process they should outsource. So when you outsource your fulfilment, you basically connect with a company such as Get Ship Done and you develop an integration between whatever Ecommerce platform you're using that then talks with our system. And so when you get an order for a book or a supplement or a home study course or whatever it may be, then that order automatically pops over to our system and then we ship it out from there on your behalf.

Editor:

Excellent and you've become an expert in this area of taking those fulfilment headaches away from people. So you've mentioned already books and discs and so on. Are you seeing a resurgence now in the physical products world?

Bret Ridgway:

We are starting to see it turnaround some. Obviously, there's been big changes in the industry over the last couple of decades. When we first began the process, it was all about the big box package. So they talked about [thump?] value and when somebody spent a \$1,000 or \$2,000 on a product, they expected to receive a big box of stuff, so 16 CDs or DVDs, two big manuals, et cetera. And to be honest, the day of the big box package is primarily come and gone.

You don't see very much of those anymore because obviously, the world switched over to primarily digital delivery and while that's great in some aspects, it's also fraught with other problems that people need to think about if they're considering doing digital-only delivery of their products. But in fact, the turnaround is starting to come because people are recognising that some people still want touch and feel. They want something in their hands. I mean how many of us have bought a product online, downloaded it, and then forgot where it was sitting on a computer and never looked at it where if you have a physical product that's sitting on the shelf, it's kind of a reminder that I need to read this or watch this video or whatever it may be. And in fact, the book industry had the almost biggest year ever last year and lead time on getting books printed with most book printers these days is running four to five months. They are so busy.

Editor:

Yeah. Yeah. I think it's the same with things like vinyl as well isn't it? Vinyl has made such a comeback in the last kind of handful of years and now, the record pressing plants around the world, they are flat out. They can't keep up with the demand so it does seem to be that there is another focus now on physical products.

I think that digital certainly has its place and for a lot of people, it's still a great way to consume content. However, there are those people that do want that physical product. I also say that when you have something like a book sitting on a shelf, it is that constant reminder. Isn't it Bret? As you say, somebody needs to read that book. It's sitting on the shelf. Somebody needs to take it off the shelf and read it whereas a lot of marketers these days spend an absolute fortune on things like remarketing and Facebook advertising to remind people to bring them back. But if you've got a book there sitting on your shelf, it's a constant reminder. It's real estate in people's homes.



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



Note from the editor:

*This is an abridged version of the full interview
which is available to listen to separately.*



I was going to make this sound simpler than it is and say something like, “Just choose one of these 5, get started and start making money!”

But you and I both know that any substantial passive income stream is going to take some time and a good deal of effort to build.

Still, what is better than making money while you sleep, and then being able to leverage that system to produce more and more income as you like?

Here then are my top 5 picks for passive income streams for new marketers and seasoned marketers alike. I will say that choosing just one of these to start is a good idea, since it will allow you to focus and build much faster than if you scatter your attention over 2 or more of these.

That said, once one of these is bringing in a decent income for you, then you might want to branch out to a second one and get it up and running as well.

And please keep in mind that while passive income means earning when you’re not working, it does not mean you’ll get paid for doing nothing. It’s sort of like real estate. You have to purchase and maintain the real estate in order to receive the passive income of rent.

Alright then, let’s get started:

1: Affiliate Marketing

The easy part of affiliate marketing is selling other people’s products. You don’t have to create products or provide customer service for products when you’re selling someone else’s stuff. You simply get an affiliate link and send traffic to the offer.

And that is the hard part of affiliate marketing – building an audience or getting traffic to an offer.

You can either build a following via social media, email marketing, YouTube, podcasting and so forth, and offer those followers products...

Or you can experiment with paid advertising until you create a funnel that is self-liquidating, meaning you are making as much or more money as you are spending for the advertising.

Once your offer is self-liquidating, you can ramp it up to as much advertising as you can get (that converts) and build yourself a following while simultaneously selling products.

2: Creating Your Own Info Products

Just like affiliate marketing, you need either your own audience or the ability to generate traffic to make this work. But in this case you are the product creator and you are handling customer service on your own products as well.

5 Passive Income Streams You Can Start Today



You might wonder why you should go to the trouble of creating your own products when you can simply be an affiliate for other people's stuff. That's a fair question because being a product creator is definitely more work, but you also enjoy some benefits that affiliates don't get.

First, you can get affiliates to promote your products. This way you are getting a percentage of all of their sales in addition to 100% of your own sales.

Next, you are building a reputation and a following of customers. Your most loyal customers will come back time and time again to purchase your products and they might even become your customer advocates and affiliates.

Finally, you are able to do joint ventures with other product creators to put on extremely profitable events and sales.

There are other benefits, too, but these are my favorites. If you're just starting out, I recommend working on building your audience and monetizing with affiliate products until you're able to start creating your own products, too.

3: Blogging

Yes, blogging is still extremely relevant and a great way to build an audience and a reputation.

Your content can be long form or short form or a combination of the two. Keeping your readers apprised of the latest news and developments while also creating evergreen content is best.

Monetize your blogging by offering affiliate products, your own products, sponsorships and by becoming a paid influencer in your niche. Once you have a loyal following, marketers will seek you out to promote your products.

And you can turn your posts into reports that you give away to build your email list as well as into books that you sell on Amazon, too.

4: Podcasting

Do you love to talk about things and ask people questions? Then put that skill to work with podcasting. Share your knowledge, ideas and insights with your audience.

Comment on the news, offer your own opinions and get your audience to weigh in on topics.

Interview experts on relevant topics in your niche. Collaborate with others to create interesting conversations and even do "person in the street" interviews cleverly edited together to provide entertainment value to your listeners.

You can monetize your podcast by offering affiliate products, your own products, sponsorships and advertising.



5: YouTube Channel

This is a great way to make passive income because of the sheer potential of it. And no, you never have to appear in front of the camera, either.

Once you qualify for YouTube's partner program (1000 subscribers and 4000 hours of watch time) you can upload a video once and continue to get paid for it for a long time to come.

Think of one video going viral and getting a million or more views and what that could mean for your bottom line.

You can make videos on which you appear in front of the camera, talking about your niche, teaching how to do things or whatever is relevant that people want to see.

Or you can make videos such as Top 10 lists where you never show yourself. You can even get a professional to voice over the videos if you want, allowing you to be you completely anonymous if that's what you prefer.

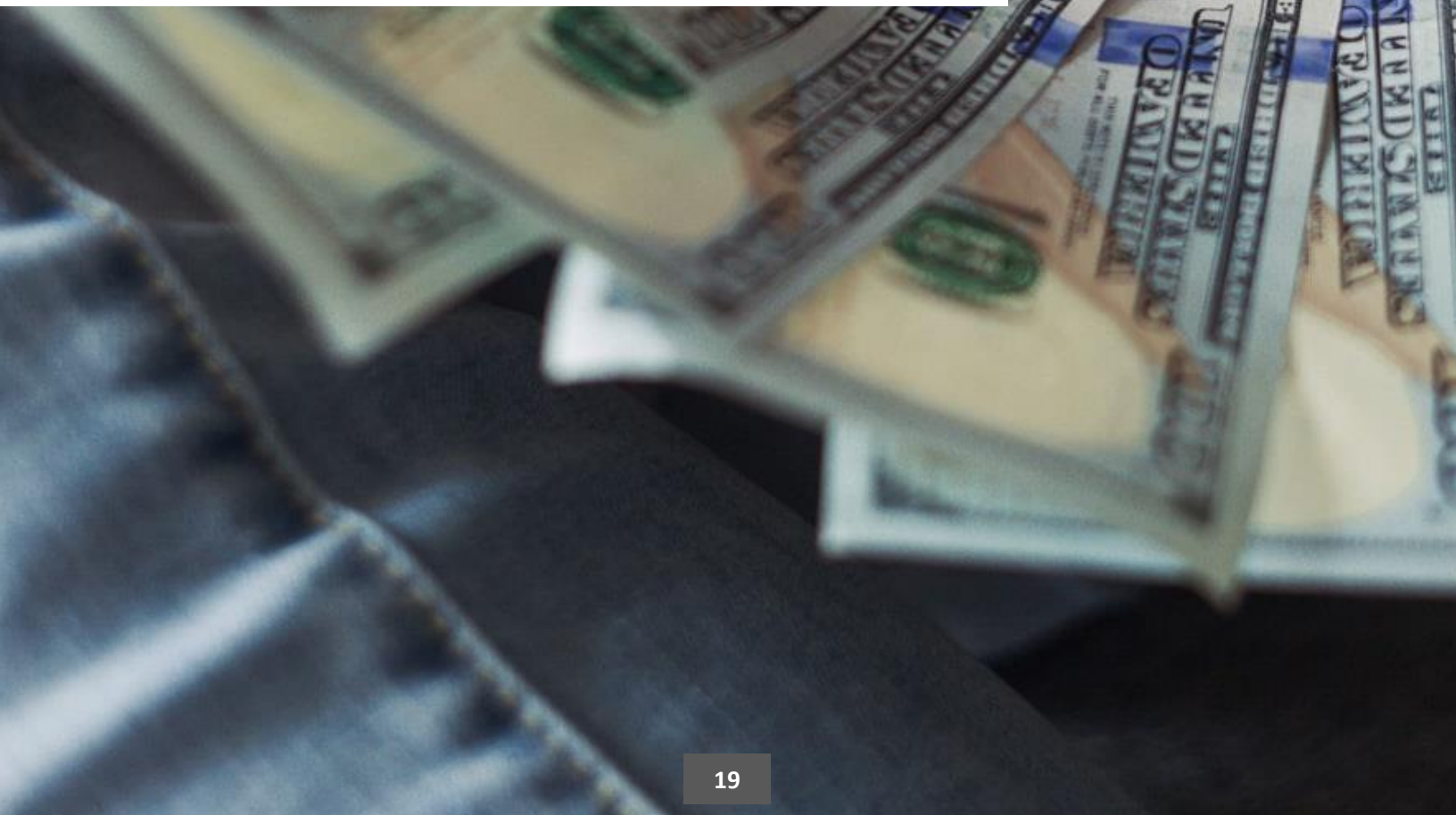
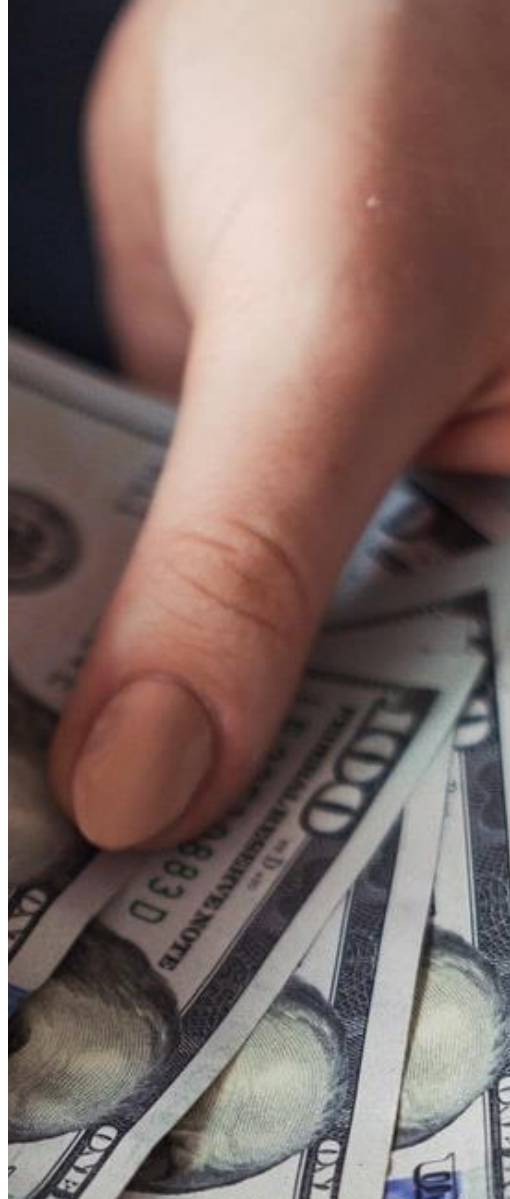
You'll want to get to know your audience to see what they like and it will help to become proficient at video editing (or hire someone to do the editing for you.)

You can also recommend products in your videos, do product reviews, teach how to do things and give them links for the tools they'll need.

In closing, I know I haven't disclosed anything here that you weren't at least partially aware of. But what you might not realize is that most internet fortunes aren't made with the newest, latest, greatest fad but rather with the tried and true that has already worked for so many.

Every single one of these five methods has created untold numbers of financially free lifestyles for people who now work a few hours a week and get paid 24/7 for their efforts.

And you can be the next person who takes one of these methods and turns it into a 5, 6 or 7 figure passive income in the coming months and years.



How To Charge \$500 for a Few Bits of Plastic

When I receive orders in the mail as well as magazines wrapped in plastic, there's always some sort of advertisements inside.

You know the ones: They're colorful and offer something that just looks peachy keen wonderful but you really don't need it.

First lesson: If you're sending anything through the mail, let another company pay for your postage by charging them to include their advertising piece.

Yesterday I received a magazine wrapped in plastic from the United States. Inside there was an oversized postcard with the following headline:

SNOOPY Through the Year Perpetual Calendar The **Only** Calendar You Will Ever Need PEANUTS

Not exactly a catchy or even grammatically correct headline but it doesn't matter because no one is going to read this headline first. Instead, your eyes are immediately drawn to a big picture of the Snoopy calendar consisting of a plastic wall unit, moveable tiles for the days of the month and 12 different Snoopy figurines.

It's the figurines that sell it, of course. Every month Snoopy and Woodstock (Snoopy's little yellow bird) are depicted doing something related to the month, like looking at a snowman in January, holding hearts in February and so forth.

Lesson Two – When it makes sense, let a picture do most of your selling for you.

This is all well and good and frankly I think it's pretty cute.

But... when you read the fine print - and I do mean FINE print that just about requires eagle eyes or a magnifying glass - you'll discover that these 12 figures are sent (issued) 2 at a time, at the rate of \$59.99 payable in two monthly installments of \$29.99. Yes, the math is a penny off because \$29.99 times 2 is \$59.98.

SNOOPY Through the Year Perpetual Calendar
The **Only** Calendar You Will Ever Need
PEANUTS

Each sculpture in the collection is approximately 3½" tall. Perpetual Calendar display is shown smaller than actual size of appr. 21½"H x 16"W. No assembly required. Display ships second along with tiles and instructions for immediate wall mounting.

Where Passion Becomes Art

RESERVATION APPLICATION
SEND NO MONEY NOW

The Bradford Exchange
9345 Milwaukee Avenue, Niles, IL 60714-1393

YES. Please reserve the *Snoopy Through the Year Perpetual Calendar* for me as described in this announcement.

*Plus \$10.99 shipping and service per edition; see bradfordexchange.com
Limited-edition presentation restricted to 295 crafting days. Please allow 4-8 weeks after initial payment for shipment of Set One. Display shipped after Set One. Sales subject to product availability and order acceptance.

Mrs. Mr. Ms. _____
Name (Please Print Clearly)

Address _____

City _____

State _____ Zip _____

Email (optional) _____

922110-B35871

Furthermore, the wall unit counts as an “issue” all by itself, making 7 issues total.

So far we’re up to 7 units times \$59.98 each.

But wait, you pay more! Because the even tinier print (I had to hold this in full daylight to make it out) says that each edition is going to cost an additional \$10.99 for shipping and ‘service’.

Now we’re up to a total of \$496.79.

Lesson #3: In case someone does the math, make it come out to less than a round number – in this case, less than \$500 – to make it appear less expensive.

And what do you get for almost \$500? A few bits of plastic shaped and colored like Snoopy and Woodstock.

And I bet they are selling like hotcakes, too. Why?

Who doesn’t love Snoopy and Woodstock?

Lesson #4: Relating this to online marketing, when possible, attach your product to a known celebrity, or even make your product about that celebrity.

Of course, almost no one would pay \$496.79 up front for this calendar without a heck of a lot more selling and arm twisting than this postcard is capable of doing.

But heck, it’s only \$29.99 to get started, right?

Everyone can afford that.

Lesson #5: When possible, offer easily affordable payments.

And notice that they NEVER tell you how much this will cost altogether. That’s something you have to figure out for yourself, and they’re betting that most people won’t do it.

Lesson #6: If you’re offering payments or a monthly membership, then maybe there is NO NEED to talk about the total price. Instead, just focus on that low and totally manageable monthly payment.

When you flip this card over, you see that the bottom half of it is a tear off postcard with the postage paid by the addressee, which in this case is the Bradford Exchange in Illinois.

This makes it super easy for a person to order. All they do is enter their name and address and mail the card. Or if they prefer, there is a URL where they can order.

Lesson #7: Make it super easy for the customer to BUY your stuff.

And there are bonuses, too.

There is a Snoopy doghouse on which the monthly figurine is placed (adorable!) and you can, “Customize your calendar with the incredible assortment of tiles including date, holiday and special event tiles!”

Whoo-hoo and party on!!! □

Snoopy Through the Year Perpetual Calendar

Only from The Bradford Exchange
— Order now!

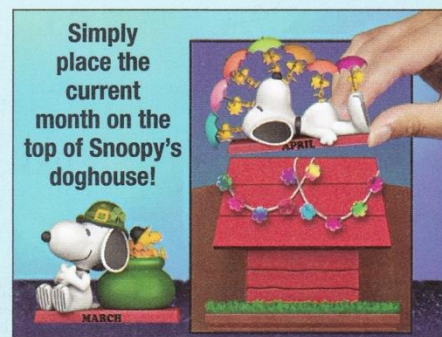
This officially-licensed *Snoopy Through the Year Perpetual Calendar* is a Bradford Exchange original design that’s custom crafted in a limited edition. Strong demand is expected so act now to acquire yours beginning with the two-figure set most appropriate to the season, payable in two installments of \$29.99, the first due before shipment, for a total of \$59.99* each issue. Your Display, a \$130 value, arrives as Issue Two for the same low price as Issue One. Your purchase is risk-free, backed by our 365-day money-back guarantee. You may cancel at any time by notifying us. Send no money now. Mail the Reservation Application today!

ORDER TODAY AT BRADFORDEXCHANGE.COM/SNOOPYCAL

CUT ALONG DOTTED LINE

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Simply place the current month on the top of Snoopy’s doghouse!
Customize your calendar with the incredible assortment of tiles including date, holiday and special event tiles



The Bradford Exchange
Since 1973



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 73554 CHICAGO IL

POSTAGE WILL BE PAID BY ADDRESSEE

THE BRADFORD EXCHANGE
9345 N MILWAUKEE AVE
NILES IL 60714-9891

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Lesson #8: The right bonuses that enhance your main product will increase sales.

Finally, they let you know that the calendar itself is a \$130 value, and yet you'll only be paying 2 installments of \$29.99.

Lesson #9: Tell them how this purchase SAVES them money.

They could have also said that you will no longer need to purchase a new calendar every year, which means this will pay for itself in about 25 years.

Okay, I guess we can see why they didn't use that as a selling point.

Finally, you get a 365 day money-back guarantee, you may cancel at any time, and you send no money now.

Lesson #10: Take all of the risk away from the customer by giving a strong guarantee. If it makes sense, let your customers start with no money down or with a token amount, such as a free membership that gives access to limited features or \$1 for the first few days with full access.

I can tell you for an absolute fact that this postcard is making a profit because this is May of 2022, and yet the postcard is copyrighted for 2021. This means it's been in use for at least 6 months and possibly as long as 17 months. They would not continue to use this if it wasn't making them a tidy profit.

And finally, here's the one thing I'm hoping you will take away from all this:

Lesson #10.5: Watch what other marketers do, both online and offline, and see what you can learn and what you can borrow for your own purposes.





Case Study:

Hot New/Old YouTube Niche Creates Fortunes

How would you like to build a YouTube channel that is totally faceless (no one will ever see you) using content that is 100% in the public domain, videos that are drop dead easy to make and in a niche that is thriving right now?

This is what Nora did last year. She started her new YouTube channel in a niche that commands hundreds of thousands and millions of views for almost anyone, and with crazy numbers of subscribers, too.

Just one of her videos has garnered over 3 million views. She's got over 30,000 subscribers as of this writing. And she's making great money with the YouTube partner program.

Best of all, she can create a new video in one afternoon. She's already got over a hundred of them, quietly making her money around the clock while she pretty much does as she pleases.

Really this has got to be one of the easiest, no muss and no fuss ways to make money with videos that I've seen.

And oddly enough there seems to be room for lots more of these types of videos, too.

I'm talking about quotes from famous people.

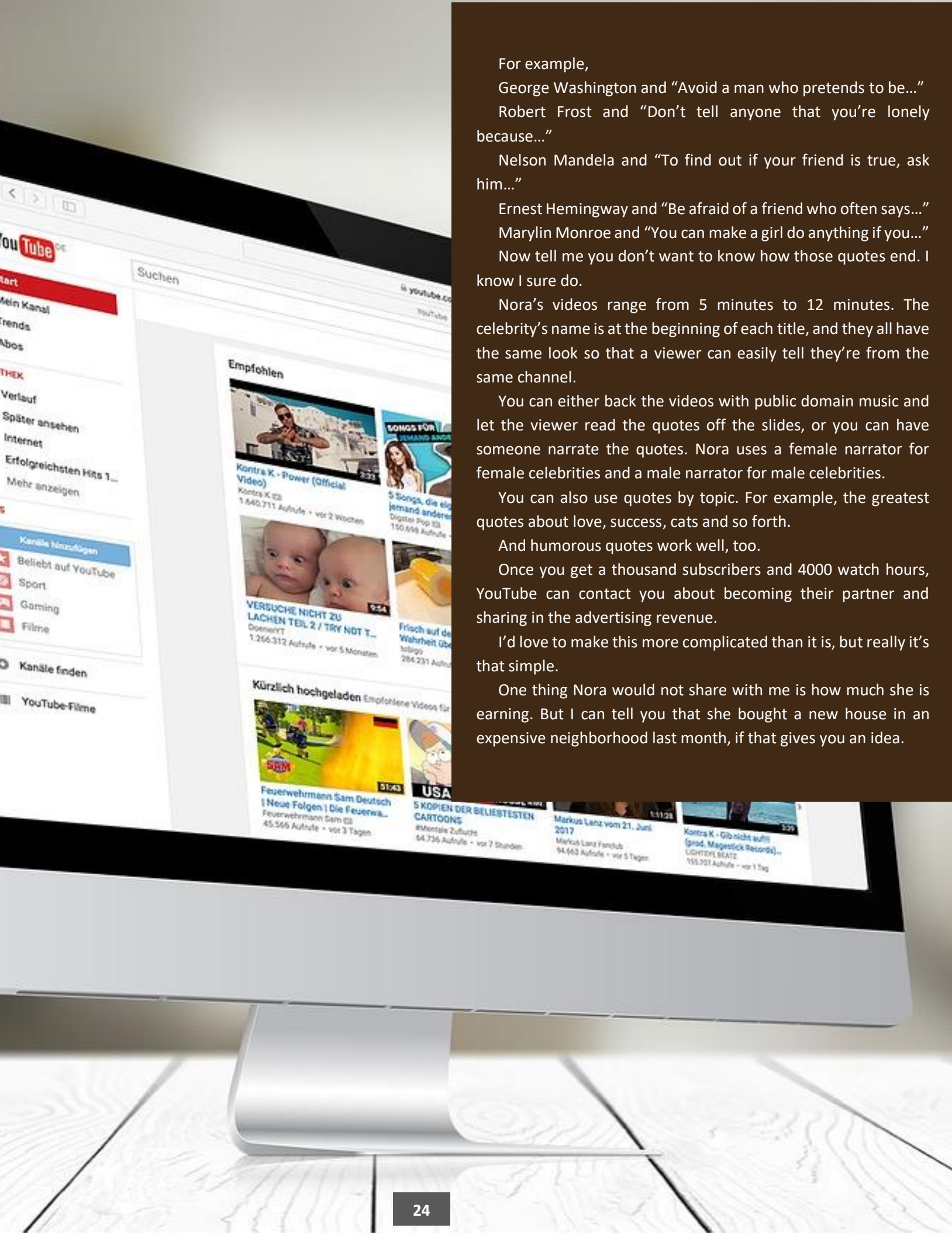
Yes, quotes. I know it sounds like an old topic reminiscent of books of quotes given to students upon graduation. But quotes have seen a revival lately and there's no reason why you can't jump on the bandwagon and share in the YouTube profits as well.

Simply pick a celebrity – any celebrity from any time era that people search for – find their quotes, place the quotes in a slideshow with public domain music and...

...that's it. It really is that simple.

Nora creates a thumbnail for each video that contains the celebrity's picture along with the beginning of one of their quotes. That Quote will be finished somewhere deep inside the video near the end to keep viewers watching.

You're opening a curiosity loop here and the viewer is going to stick with you until you close that loop by revealing the rest of the quote.



For example,
George Washington and “Avoid a man who pretends to be...”
Robert Frost and “Don’t tell anyone that you’re lonely because...”

Nelson Mandela and “To find out if your friend is true, ask him...”

Ernest Hemingway and “Be afraid of a friend who often says...”
Marilyn Monroe and “You can make a girl do anything if you...”
Now tell me you don’t want to know how those quotes end. I know I sure do.

Nora’s videos range from 5 minutes to 12 minutes. The celebrity’s name is at the beginning of each title, and they all have the same look so that a viewer can easily tell they’re from the same channel.

You can either back the videos with public domain music and let the viewer read the quotes off the slides, or you can have someone narrate the quotes. Nora uses a female narrator for female celebrities and a male narrator for male celebrities.

You can also use quotes by topic. For example, the greatest quotes about love, success, cats and so forth.

And humorous quotes work well, too.

Once you get a thousand subscribers and 4000 watch hours, YouTube can contact you about becoming their partner and sharing in the advertising revenue.

I’d love to make this more complicated than it is, but really it’s that simple.

One thing Nora would not share with me is how much she is earning. But I can tell you that she bought a new house in an expensive neighborhood last month, if that gives you an idea.



5 Magic Words to Get Customer Service to Do Your Bidding

***I CAN'T DOWNLOAD THIS!!! I'VE TRIED 3 TIMES AND IT'S NOT WORKING YOU DICKHEAD FIX THIS OR ELSE!!!!!!!
(support request received this morning)***

Do you have a support desk in your business? Then you know how difficult some folks can be when they want what they want NOW.

Like maybe your customers are having a contest on to see who can use the most exclamation marks. (For every exclamation mark beyond the first one in any message, my estimation of that person's IQ drops by about 5 points. And I'm not alone in this assessment, either.)

Harsh but true.

Name calling? Don't get me started.

But this isn't for marketers running support desks so much as it's for everyone who has ever written a support ticket, email and so forth seeking help from customer service.

I know when we're having a problem (I can't find the link! This isn't working for me! It won't load!) We want help and we want it now.

And that's why we're sometime rude (we don't mean to be!) and we even SHOUT AT THE ANONYMOUS CUSTOMER SERVICE PERSON BECAUSE WE'RE SO FRUSTRATED!

Being shouted at is not fun.

And yes, if there is ANYONE on the planet reading this who still doesn't understand that a full sentence or paragraph of all caps is shouting, well, now you know.

Imagine walking up to the customer service desk at your local store and SCREAMING at the clerk.

Do you really think you're going to get the best service that way?

Nope.

Do it in a restaurant and I can about guarantee people in the kitchen will be dropping your food on the floor (whoopsie!) or spitting into it.

No one wants to be yelled at.

So how then do we get the best customer service possible when we're frustrated, annoyed, having a bad day and so forth?

By taking the advice every good mother gives to her children – be polite.



Even though you are writing an email or filling out a support ticket, you are talking to a real life human being with emotions, challenges and difficulties of their own. This person wants to help you. They want you to have a good outcome. But most of all they want to be treated with respect and politeness.

Respect for others

It's something we seem to be losing.

It's too easy for trolls to scream at each other on the internet. And sadly, trolls beget trolls, until we are all yelling and no one is listening.

I've had my moments when I was so frustrated, I could have spit bullets. Here's how I contact customer service when that happens:

I write what's on my mind but I do NOT send it.

I take a few breaths.

I read what I wrote.

I feel shocked and horrified by my own words.

I delete the message.

And then I write it again, using words like "please" and "thank you" and "I really appreciate your help with this" and then "thank you" again.

And it works like magic.

I've found that people will bend over backwards to help me get what I want when I use this tone in my support requests.

Those six magic words are:

- **Please** – Please help me with this
- **Thank you** – thank you so much for your assistance
- **I appreciate** – I appreciate your product, your support, your help, your insight, your... Just let the person know you appreciate them and their efforts, even if it's not going as smoothly as you would like.

Here's that support request I received this morning:

I CAN'T DOWNLOAD THIS!!! I'VE TRIED 3 TIMES AND IT'S NOT WORKING YOU DICKHEAD FIX THIS OR ELSE!!!!!!!!!!

Here's how the support request might have been written:

Hi, this is Ann Ralphie, I purchased XYZ product and I need your help, please. I'm having trouble downloading. Here's what I did (tell them what you did so they can help you spot the problem). I really appreciate your blog, I enjoy your insights and I can't wait to read the book when I get it downloaded. Thank you so very much for your help in this. Kindest, Ann Ralphie

Which one do you think will get a better response?



How Increasing Your Prices Will Increase Your Sales

New marketers almost invariably charge too little.

I don't know if it's because they lack confidence in themselves, their products or their market, and maybe the reason why doesn't even matter.

What does matter is this: You want to help as many customers as possible while making as much money as possible, am I right?

Can I get an Amen? I always wanted to say that. ☐

"But if I increase prices, sales will go down!"

That's what they tell you in economics 101. And I think it's nonsense.

Let's say your flagship product sells for \$197. It's a complete course on how to get an awesome result, and it comes with a month's worth of email coaching.

Sales are brisk – too brisk. You can barely keep up with the email requests from customers who need coaching.

Here's what you do: Announce you're raising your price significantly. In this case, you might raise it to \$297 or even \$397.

Tell your list this price raise will be coming in "X" number of days.

Remind them daily that it is coming and be sure to tell them you're doing this because the product is so popular, and people are getting such great results that you can barely keep up with all the email coaching you're doing.

And you want to be able to give every single client all the help they need to be super successful, too.

I guarantee you will be flooded with sales during this time.

When the date comes to raise the price, RAISE IT.

None of this, "We had a glitch and people couldn't get in so we extended the time to get the lower price" stuff, especially if you're in the IM niche because EVERYONE knows the game and you do not want to lose credibility.

Continue selling your program at the higher price point. Yes, you may get a few less sales, or maybe not. Remember, people equate value with price. When you charge more, people think your program is more valuable and their desire for it increases.

Periodically, when you have a good reason for a sale, have one. Let's say you increased your price from \$197 to \$397. Have a \$100 off sale because (insert reason here). People who have been on the fence will jump in and grab the course. Sure, you're still charging \$100 more than you used to, and yet sales will go through the roof when you have these sales 2 or 3 times per year.

Do this with all of your products that are currently selling well. If your product isn't selling well, hone your sales funnel until it is, get lots of good testimonials as to how well your product works, and then RAISE the price using the above method.

I've seen marketers DOUBLE their annual income using this method because it flat out works.

Implement a “No Conclusions” Policy For Max Sales

You write a blogpost, an article, an email, a book, create a video, do a podcast and so forth.

Every single one of these calls for a conclusion, a wrap up or an ending.

But never again are you going to conclude anything that is aimed at your potential customers and clients, and here's why:

Instead of a conclusion, end with a “next steps” section.

This is a way for your reader, viewer or listener to get further involved with you.

Invite them to download your lead magnet, follow you on social media, buy your course or somehow take their involvement to the next level.

Never conclude, always invite and you'll see your subscribes and sales increase.

(Psst... here's where you insert your invitation to your reader!)



NEXT STEPS

Did You Make This Embarrassing Blog Mistake?

If you have a blog then this might be you.

The blogpost I was just reading was helpful, informative and a good read.

It was all about how to do something online that involved, among other things, creating content.

And the post's points were outlined in steps like this: Step 1, Step 2, Step 4...

That's right, there was no Step 3.

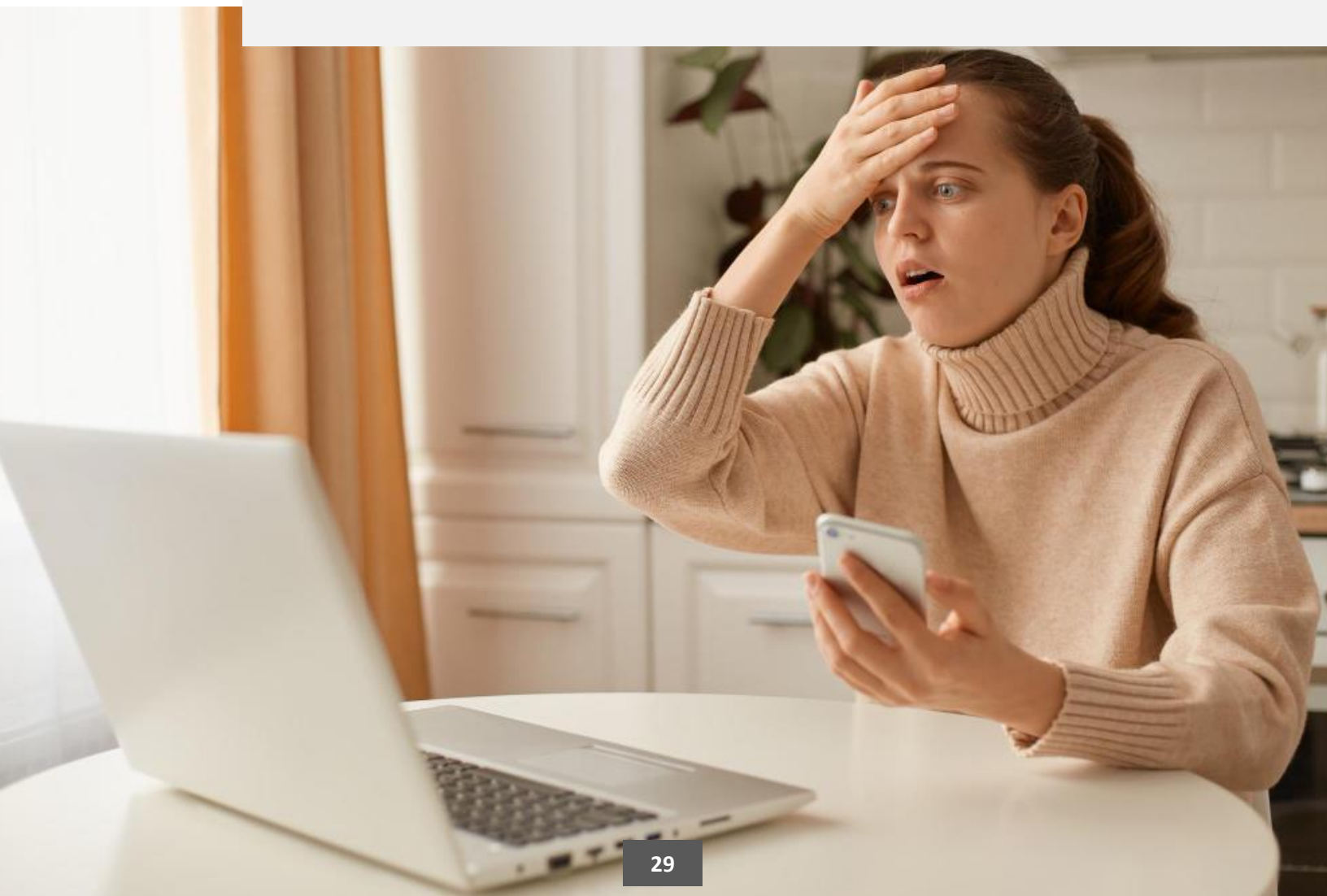
Not really a big deal in the grand scheme of things. I scrolled back and forth looking for Step 3, realized it wasn't there and figured things were simply misnumbered. I wouldn't have given it another thought except that Step 5 said, "Review your material and make sure there are no mistakes."

Whoops!

Lesson learned: Typos are annoying and interrupt your reader's reading flow but they will usually be forgiven unless you're telling them how important it is to NOT make typos.

Ha! Kinda funny, really.

If you think this could have been your blog (you know who you are!) you might want to go back and fix it.



THE **BIG** SECTION



Fiverr:

How to Earn \$500 or More Per Week Doing Simple Little Things that Require Almost No Skill

There are people on Fiverr making \$30 to \$70 per gig and even more with premium offerings. And there are folks on Fiverr who have high demand gigs that take them just a few minutes to complete. Even if they're just getting \$5 a gig, if they can do 10 of them in an hour then that's a good wage.

Of course, many of these gigs require skills, and I'll give you a list of just some of them here in case you possess any of these skills and want to make money on Fiverr. If you don't have any of these skills, don't despair because we'll get into that next.

General categories of Fiverr gigs that require some skill:

- Graphics & Design
- Digital Marketing
- Writing & Translation
- Video & Animation
- Music & Audio
- Programming & Tech

There are a lot more, of course, but this gives you a general idea of things being offered on Fiverr.

What if you don't possess any skills within these categories? That's okay because there are still ways to make significant money through Fiverr.

Just one note: When I say you won't need much or even any skill, perhaps I need to qualify that just a bit because I have to assume you have some skills. You can use a computer, for example, and you can follow the steps on the Fiverr website to set up a gig.

What is Fiverr? It's an online marketplace founded in 2010 that connects people who want services with freelancers who can provide those services.

Freelancers post 'gigs' on Fiverr, such as, "I will do your social media posting for you" and people buy those gigs to receive the services.

While many of the gigs on Fiverr started out at \$5 in 2010, here in 2022 the vast majority of gigs sell for \$20 and higher.

There is a challenge with Fiverr you need to be aware of and it's this:

Because Fiverr has been around for 12 years, many of the categories on Fiverr are saturated. For example, if you jump on there right now and offer your services building websites, writing articles or creating logos, you'd find there are thousands of people already offering those services and having plenty of feedback to show they know how to do it, too.

In other words, if you pick the wrong niche, the competition can be almost overwhelming.

But those gigs take some skill and we want to focus on gigs that require either little to no skill or use skills you already possess that you might not realize are in demand.

And we want to do it in niches where demand is high and supply is low, which can be akin to finding needles in haystacks if you don't know what you're doing.

And by the way, that "Finding a needle in a haystack" cliché to illustrate how difficult something is always bothered me. I mean, think about it: If you want to find a needle in a haystack, all you need is a powerful magnet or a large tank of water. For the magnet you just fluff the hay with a hayfork so that the needle falls to the ground, then run the magnet over the ground and you've got it. If you're wondering how the water works, hay floats and needles sink, so you get the picture.

You might think that haystack rant was a digression from the topic, but what if you were to offer a service that rids copy of cliché expressions and replaces them with fresh, timely phrases instead?

A simple Google search for a list of these would be all you need to perform this gig, and you could do it in just a couple of minutes for \$5.

See? Ideas for Fiverr gigs are everywhere, if you're paying attention. And many of them do not require a great deal of skill.

Here then is a list of Fiverr gigs you might want to consider that take little skill or even utilize everyday skills you already possess.

Astrology - you can give anyone an astrology reading based on their date of birth, and you can do it with a simple Google search. Yes, people are already paying \$5 to \$50 and a whole lot more for this service.

Spells - you can cast a powerful spell for your customers. It might be a love spell, a spell against their enemies, a spell to bring money into their lives - that's three different gigs right there.

How do you actually cast the spell? You could video yourself doing it or jump on a 5 minute video call with them. You'll only need a basic script which you can slightly modify for each individual case.

Psychic Readings - I imagine the key here is to tell them what they want to hear, such as love, money and success are coming into their lives. Someone who is asking for a psychic reading needs confidence to go about their day, and you can be the one to give them that.

Dream Analysis - Again, a simple Google search will get you started in the right direction. You might have them tell you the gist of their dream before you get on a call with them so you have time to prepare (Google search it).

Then let them tell you their dream in full as you analyze it. You'll find that people tend to dream about similar things, so it won't take you long to build a list of these dreams and their meanings.

As with any niche, the key to getting a lot of gigs in things like Astrology, Spells, Dream Analysis and Psychic readings is to stand apart from all the other listings.

Look at what's being offered and then choose an angle that is different, exciting or fun.

If you can be entertaining or even humorous, do it.

If you can use a picture that looks radically different from everything else, do it. Stand out and stand apart.

Next, you want your Astrology, Spell, Dream and Psychic Reading customers to come back time and time again. Making them feel good about themselves is going to make them want to consult with you whenever they need a little boost. Be their cheerleader.

Just an aside, if I had a psychic consultant who always made me feel better, I'd consult with her or him every week and I'm not even into that stuff.

Looking through the Psychic category you'll see that most of these services start at \$30 and go up from there. I'm looking at one that advertises, "I will do the mother of all rituals, the ultimate urgent spell casting experience" and she charges \$275 to \$650 for her services.

Maybe I need to start offering this service ...

Moving on...

Game Coaching - This one does require skill but it's a skill that most people don't realize they can monetize. If you have at least one video game where you are exceptionally good, you can sell your game coaching services for that game. Then when a new game comes out that you like, spend time mastering that game and you'll have a second gig you can offer and so on.

Essentially you are getting paid to play video games and then talk about it with others. Crazy, right? But this can be a full time income for you if you're a gaming enthusiast.

And by the way, it doesn't have to be a video game. You could coach chess, bridge, poker or any game where people will pay you to help them improve their performance.

Tutoring - If you have any skill that someone needs help with - even third grade math - then this might be for you. While I did say we were going to focus on gigs that require little or no skill, you have to admit that you are good at SOMETHING, aren't you?

The question is, are there people who will pay to learn what you know? Or are their parents who will pay you to tutor their child? If so, tutoring or coaching might be for you.

A couple of examples: You are a mother of 3 children. This makes you an expert in having and raising kids. Do you think there might be new moms and dads who are desperate for some help and advice?

Another example: You love dogs. You've had dogs all your life and you know how to handle just about any dog problem or situation. Do you think there are desperate dog owners who would love your help?

One more example: You've probably held jobs where you did stuff other people would like to learn, or you learned how to do things on the job that made your work easier or better. Do you think there are people holding those jobs now who would like your expert coaching?

The list of tutoring topics is nearly endless with new ones coming out all the time. I guarantee anyone over the age of about 10 can teach something they know well to someone else who wants that knowledge, even if it's how to hit a softball, ace a test, draw a dragon, speak English or invest in Forex.

Lessons - Cooking lessons, craft lessons, dance lessons, yoga lessons and so forth. This is essentially tutoring but I'm making it a separate category because I want you to realize you already know stuff other people want to learn.

Job Interview Practice - People looking for work will benefit from the practice of going through a pretend job interview. If you can act the part of a potential employer, ask tough questions and give good feedback, you can charge \$100 a gig for this one.

Tailor the interview to the exact position and company they are pursuing and I predict you'll have more work than you can handle.

Life Coach - are you the person people come to for advice? Are you a good listener? Can you cut through the B.S. and see what needs to be done? Life coaching does take some skill, but if you're already the person others turn to when they need talk something through, then this might be for you.

If you choose life coaching, try specializing. For example, you might be a work coach, career coach, family coach, love coach, ADHD coach, etc.

Accountability Partner - people often know what they need to do but they just don't seem to get it done. You can be the person who makes sure they stay on track.

This takes zero experience and is simply a matter of checking in with them, finding out what they want to accomplish in what time frame, remind

(only 3 more days to get it done!) and then checking back with them to establish new goals for the coming time period.

Fitness Coaching - do you know how to get into peak physical shape? Do you spend every spare moment at the gym or reading fitness magazines? Then this might be for you.

Try specializing to get more business. For example, a woman who is over 50 will appreciate a fitness coach who only works with women over 50.

Diet Coaching - have you lost weight on a particular diet? If so, this one is dynamite, especially if it was a popular diet such as Keto.

Believe it or not I know of at least one person who has made a super healthy six figures with Keto coaching. She never wrote a book or did any of the traditional expert stuff; she just coaches and people seek her out for her advice.

Listening - there are many, many people out there who will pay money to someone just so they can finally be heard. Make no mistake, truly listening and hearing the other person is indeed a skill but it's one you can master quickly.

Search on YouTube for videos that teach listening skills and then practice on your partner and friends for a few days before listing this gig.

Voice Work - do people tell you that you have a great voice? Voice over work is in high demand and if you have a voice people like to listen to, then you might try this. Generally all you'll need to do is read the copy out loud in a natural manner. I know professional voice over artists won't like me saying this, but if you already have a good speaking voice then I suspect there is very little skill needed to make this work.

Meditation - you can craft a personalized meditation for someone based on their needs or sell a generic meditation for a specific problem such as ADHD.

Meditation is super hot right now and an excellent category to enter if this is something you can teach.

Social Media - this category is saturated but it can still be a good one if you are a specialized expert at one aspect of it. For example, you're an expert at Facebook ads or getting seen on Instagram.

Many of the social media gigs advertised are along the lines of, *"I will be your social media everything"*. Frankly, when I want something done, I want to hire someone who only does that one thing and does it so well they have no competition to speak of.

Dating Profiles - just as some people want help setting up their social media profiles, there are also folks who want to be on dating sites but hate the thought of having to create their profiles.

If you've used any dating site recently with success, then you could offer to set up dating profiles that get seen and responded to.

Pet Portraits and More - this takes surprisingly little skill because there is now a multitude of software programs you can use to turn photographs of anything - people, pets, cars, homes, places - into beautiful portraits.

Shop around for the software you like, then list several specialized gigs such as those I just listed.

Pet Portraits from Famous Paintings - have you seen those pet portraits that look like the Mona Lisa and other classic paintings? Again, software does 99% of the work for you. Simply load the customer's photo into the program and send them the result. In most cases you can do this in less than five minutes.

Pet Cartoons - again, you can purchase software that does most of the work for you, creating delightful cartoon figures from the photos people send you. The pet industry is huge and profitable, so why not claim a piece of it for yourself?

PLR Rights - you can sell single private label rights (PLR) items and PLR packages on Fiverr. This could be PLR that you create, but you could also buy the rights to sell materials and then package and sell them on Fiverr. The beauty of this is you can put the package together once and sell it an unlimited number of times.

Finished Reports - these aren't custom written reports specific to each customer, but rather a report written one time and sold over and over again. For example, I'm looking at "Pinterest Ads Ultimate Cheat Sheet" for \$20. It's 11 PDF files, so there is some size to it.

No need to write this yourself because you could outsource it or create these finished reports from PLR materials.

Research - are you proficient at ferreting out details? Research takes more time than skill and it's an in-demand service you can provide.

Product Reviews - if you've ever written product reviews then this might be for you.

Keyword Research - there is a huge demand for keywords bloggers can rank for and software will do the heavy lifting for you.

Subtitles and Video Captions - people make videos and they want subtitles because some people like to read. And while you may not have any skill in doing this, you don't need it. Just go to [Zubtitle.com](https://www.zubtitle.com) and this tool will do the work for you.

Simply sign up for a free account to try it out, upload the video and let it transcribe the audio for you and add subtitles. Easy, right? You can even choose the font and add a logo.

Video Creation - some of the highest paying services on Fiverr involve video creation, and yet you may not know that creating videos can be super easy thanks to software.

Animated videos, whiteboard videos and slideshow videos can all be done via software. The finished product looks professional and no one has to know the software is idiot proof and does nearly all of the work for you.

Other video services you can offer are video promotion and distribution, video ad campaigns, social video content, video SEO and social video enhancements. These might be things you learn how to do after your video creation gets off the ground, or you can outsource them to someone else to do for you.

Which brings up a point...

Fiverr Arbitrage

Arbitrage is a fancy term for buying something cheap and selling it dear. You purchase the services of someone to edit a video, for example, for \$30, and you charge your customer \$60. No one has to know you hired the work out rather than doing it yourself.

This begs the question, "Why would someone pay you \$60 if they could hire the other person for \$30?"

There are all sorts of reasons, including...

They know you and trust you - if you already have a relationship with customers, they would much rather turn to you than a stranger to get the work done.

You have a reputation for delivering quality. If your reputation proceeds you, then you can charge more and still get more business.

You can reach people the cheaper freelancer cannot reach. You have access to people inside Facebook Groups, for example, or on LinkedIn. These people will go with someone within their circle rather than performing a search for an unknown freelancer.

You are better at sales. If you are closing people on calls, for example, you might be charging \$200 for that \$30 service. The person on the call is glad to pay it because they know you will deliver, and if there is any problem you will fix it.

The law of numbers. Even if all you do is place your \$60 gig next to the guy charging \$30, all else being equal, a certain percentage of people are going to assume your service is twice as good as the person charging half the price and they're going to pick you.

Which Services Are the Most Profitable to Arbitrage?

This is both an easy and difficult question to answer. Obviously, the gig where you can charge the most while paying the least will make you the most money when you can sell it.

But how many you can sell is a factor as well. For example, let's say you've got two scenarios:

Scenario 1: You charge \$60 and pay \$30 for a gig that you can sell 5 times per day on average. That's \$150 profit per day.

Scenario 2: You charge \$200 and pay \$50. That's also a \$150 profit, but you only sell one of these per week.

But why not do both? And in fact, why not do several? As long as you have tested your suppliers and know they deliver a super high quality product or service, you can offer as many gigs as you can handle.

One crucial point: You must get your freelancer to agree to NOT have their name appear anywhere on or in the file they send to you. If you can give them plenty of work, almost no freelancer will say no to this.

Running an Entire Agency Through Fiverr

You can literally run an entire marketing agency that helps local businesses with all of their website, SEO and marketing needs by utilizing Fiverr gigs. Think about that.

You could have 20 local clients all paying you an average of \$300 a month for various services, and it might only take \$1000 to have the work done by outsourcers on Fiverr, leaving you with a cool \$5000 profit each month.

Having just written that last sentence, I truly feel I buried the lead of this article. But frankly running an agency is beyond the scope of what I intended to cover here. Rather, I just want you to be aware of how much you can achieve by not only offering Fiverr gigs, but also using Fiverr to provide services for your customers.

But wait, there's more...

Did you know you can make money on Fiverr without a single gig?

Fiverr Affiliate Program

Maybe you don't want to post gigs and fulfill orders because it's too time consuming or you just don't want to deal with customers.

No problem. The Fiverr affiliate program can be quite lucrative if you work it.

The program operates like many affiliate programs: You sign up and get your own affiliate link, and you get paid when anyone uses your link to purchase a gig on Fiverr, Fiverr Learn and Fiverr Workspace (formerly AND.CO).

There are two commission plans to choose from

Fiverr CPA (cost per action/acquisition) commission plan which offers between \$15 and \$150 CPA for first buyer purchases. This means you only get paid a commission for orders placed by first time buyers and you won't be paid if you refer people who already have an account on Fiverr, even if they've never purchased anything before.

Fiverr Hybrid Commission Plan pays a fixed CPA of \$10 for all first time purchases, plus 10% revenue share from every order the user makes for 12 months.

Fiverr Services You Can Promote

Fiverr - this is the general Fiverr market place. Commissions here typically range from \$15 to \$50. <https://www.fiverr.com/>

Fiverr Pro - a version of the original Fiverr marketplace where only hand-vetted sellers can offer their services. Prices are higher here and so are commissions - \$150. <https://www.fiverr.com/pro>

Fiverr Learn - this is the platform's marketplace targeted at freelancers who are interested in taking online professional courses. Commissions from each course ordered are \$30. <https://learn.fiverr.com/>

Fiverr Workspace (formerly AND.CO) - this is a SaaS (software as a service) acquired by Fiverr. The software offers a myriad of tools to help freelancers grow and manage their business. The commission here is \$30. <https://workspace.fiverr.com/>

To become a Fiverr affiliate, go to the Fiverr affiliate registration page, fill in your details, set up your payment details so that you can get paid, get your affiliate link and get busy promoting that link. <https://affiliates.fiverr.com/>

You might write blogposts on particular Fiverr services, advertise on social media, promote to your email list and so forth.

I recommend focusing your efforts on promoting Fiverr Pro because just 4 sales a week will earn you \$600 in commissions.

Weirdest Fiverr Gigs?

Let's close with a little levity before you go make your Fiverr fortune. Here are some of the strangest, oddest and most interesting gigs on Fiverr:

"I will cast an extremely powerful obsession spell" You can get spells, charms and hexes on Fiverr and they're really popular.

"I will release 5 fishes for you" One seller promises to buy five live fish from the market that are meant for the dinner table and release them back into the wild. Again, this gig is super popular.

"I will provide Kundalini Goddess Healing and Grant Wishes" While this is popular it's not one I recommend you try. Anytime you promise to heal someone you can place yourself in legal jeopardy. But it is definitely weird!

"I will leave a message in the voice of your chosen celebrity" There are quite a few impersonators who will read your script in the celebrity voice of your choosing.

"I will have Jesus Create an Awesome Promotional Video" This one has sold thousands as people want Jesus to review their product, rock out to a song or do other stuff. Because, why not?

"I will teach you to Telepathically communicate with your pets" Now your cat can finally tell you what flavor food he's in the mood for.

"I will scream your name into a bush" Dozens of people have paid for this. I don't know why.

"I will provide you with 50 Tinder openers" Here's a great example of creating a report once and selling it over and over again.

"I will break up with your BF or GF creatively" No one wants to do this themselves, so it makes sense that this is a hot seller.

And lastly, for \$55 a guy will create a video of himself singing happy birthday to you into a banana. Not kidding. 276 people have purchased this one.

As you can see, imagination coupled with a little weirdness can be profitable on Fiverr.

Now it's time to make a list of possible gigs you want to post on Fiverr.

Or if you're more inclined, sign up for the affiliate program. You might begin your promotion by telling your audience about the banana guy - I know I would click on that myself.

In fact, I already did.

<https://www.fiverr.com/oldmansteve/do-a-banana-greeting-for-you>

This Site Lets You Prank Call Russian Officials

Because Wasting the Government's Time Is a Form of Resistance

I could make up something about how creating a site like this during a time of crisis is a great way to go viral and get free publicity.

I could also tell you to watch the news and tailor your content accordingly, that there is a lesson to be learned from this and so forth.

Because if you created something like this, then you would truly know the meaning of the phrase, "going viral".

Instead, I'm going to let you find the lesson here.

Because it's hard to know what to do when the world's gone mad.

Placing a few prank calls to Russian government officials won't put an end to the unfortunate war in Ukraine, but it will annoy bureaucrats and maybe help you to feel a little bit better by annoying people who start wars, break things and kill people.

And that's something.

Waste Russian Time is a new site from a hacktivist collective called Obfuscated Dreams of Scheherazade. They've obtained more than 5,000 phone numbers for government officials, including those linked to the Kremlin and FSB.

You don't need to speak Russian. You just need to hit the button and do what feels right.

And think about how what's happening in the world right now affects you, your business, your immediate family and your extended family known as the human race.

<https://www.urbandaddy.com/articles/43751/this-site-lets-you-prank-call-russian-officials>

<https://wasterussiantime.today/>

See you next month!

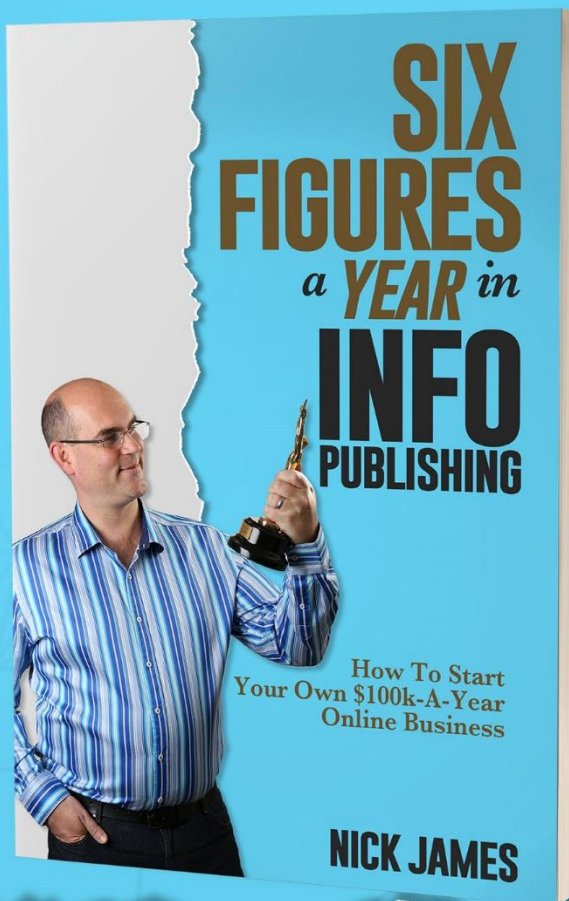


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