

# HOME BUSINESS NEWSLETTER

*Issue 135*

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# Whatever Happened To Amazon's Delivery Drones?

In the 1970's we were promised flying cars by the year 2000.

Of course that never happened.

We were also promised that every man, woman and child would own a Segway.

Odds are you don't even know what a Segway is.

Google glasses were going to be hugely popular.

They weren't.

Are the Amazon drones just something else that was promised but will never happen?

Actually, we might still get delivery drones, but Amazon might not be the first company to achieve success with them.

Amazon learned the hard way that developing and testing delivery drones is more complicated than they thought. Multiple drone crashes, drones setting fire to 25 acres of Oregon land, safety concerns (because, you know, CRASHES) employee turnover and more has delayed Amazon from using drones for years.

Now Amazon is set to test drone delivery again, this time in Lockeford, California.

Meanwhile, Google, Walmart and UPS are all working on their own drone delivery projects. Google's Project Wing has completed over 200,000 commercial deliveries. Walmart has been granted a patent for their drone delivery system. And UPS has been granted approval by the FAA to operate drones in rural and suburban areas.

I can't help wondering what will stop people from shooting delivery drones out of the sky for sport. No, it's not something I would ever do, but there are a certain faction of folks who would think it a great coup to take down a delivery drone.

And drones are expensive. What's to stop someone from ordering something at an address that isn't their own, waiting on the street and then nabbing the drone when it arrives? I'm guess a big net is all you'd need. Disable the GPS and you're home free, or so I imagine.

And most agree that the cost of drone delivery will increase the cost of goods delivered, too.

While these companies try to work out the bugs, we'll happily settle for packages delivered by real life human beings. Maybe I'm old fashioned, but I'm just fine with that.

<https://www.makeuseof.com/what-happened-to-amazon-delivery-drones/>

One thing you never hear mentioned is the legal ramifications of drone delivery. It's only legal in certain places under certain strict conditions unless you get waivers. For more info on drone delivery legalities and challenges, check this out:

<https://jrupprechtlaw.com/drone-delivery/>







# *Resources and news*

## **Metaverse madness: What brands are doing to cut through the noise**

As marketers rush to plant a flag on the still-nascent space, lessons about what is and isn't working have begun to emerge. The metaverse is expected to be worth \$5 trillion by 2030, per the McKinsey report — despite the fact that it doesn't really exist yet. That expansion will support growth in e-commerce (\$2.6 trillion), advertising (\$206 billion) and gaming (\$125 billion).

How can you grab a piece of this market?

<https://www.marketingdive.com/news/metaverse-madness-what-brands-are-doing-to-cut-through-the-noise/625497/>

## Opportunity: Consumers are looking for humor but brands aren't delivering, survey says

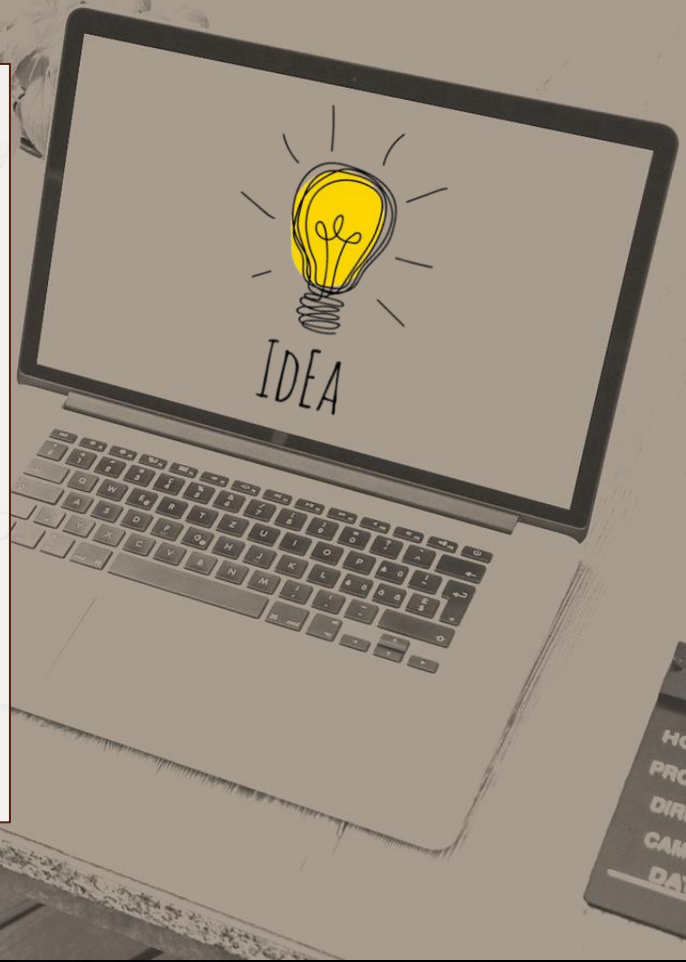
Ninety-one percent of people globally prefer brands to be funny, yet 95% of business leaders fear using humor in consumer interactions.

"The Happiness Report" found that 90% of people are more likely to remember ads that are funny and 72% of people would choose a humorous brand over the competition.

2Despite this, only 20% of brands report using humor in offline ads and 18% report using the tactic in online ads.

Can you add some funny to your marketing?

<https://www.marketingdive.com/news/happiness-marketing-brand-consumer-oracle/625554/>



## YouTube vs. TikTok: Which Is Better for Your Business in 2022?

Short-form video is dominating the social media landscape — and many marketers want to get a piece of the action. But this leaves one important question: which video-sharing platform is worth your time, effort, and money — YouTube or TikTok?

While YouTube is the more mature platform, it's hard to ignore the buzz around TikTok. In order to make the right decision, it's essential to understand their unique audiences, marketing opportunities, and algorithms.

<https://blog.hubspot.com/marketing/tiktok-vs-youtube>



## Will Your Work Be Remembered in 50 Years?

In the 1970's we had a show here in Britain called, "Are You Being Served?" It was a sitcom and took place in the men's and women's apparel section of a department store named Grace Brothers.

You can find some of the episodes today on YouTube. Scroll down and read the comments and you'll find people who are just discovering and falling in love with the show for the first time here in 2022.

And it got me thinking... every single leading actor on the show (about 10 in all) are now gone, and yet they are still bringing joy to others through this show. So are the writers, the directors and everyone else who worked to make that show happen.

The same is true of the American "Mary Tyler Moore Show" of the 1970's. The last three remaining actors on that show all died just last year, including Ed Asner, Gavin McCloud and Betty White.

And I'll bet that every second of the year, someone, somewhere is laughing with the Mary Tyler Moore gang.

Shows like these make people feel good. A person can forget their troubles for a little while and relax and have a few laughs.

I'm wondering what my legacy could be. Making money is fine, but when I'm gone no one will care if I made a million pounds, ten million or just 10, unless I do something good with that money.

A person's legacy could be a beloved book, a movie, a fund that helps people, or even a movement that changes lives.

We get so bogged down in "making a living" that we sometimes forget there will be a day when we are no more.

What do you want to leave behind? What will your legacy to the world be?



# Lousiest YouTube Advice Ever?

This morning I read an article about how to see who your subscribers are on YouTube.

Essentially the entire article was about logging onto YouTube, clicking the profile photo icon in the top right corner, clicking on the option for “YouTube Studio”, finding “Channel Analytics,” scrolling down and finding the most recent subscribers by sorting by date.

And you can go to Channel Analytics, choose the option for “Advanced Mode” and then choose a tab. Your choices are Subscription Status, Traffic Source, Subscription Source, Geography, Viewer Age, Date, Viewer Gender and more.

So far so good, but here’s where his advice goes off the rails:

He tells you that while analyzing the subscriber data, you should look for age groups or demographics that are underrepresented and then focus on creating content that appeals to them.

This has got to be some of the WORST advice I’ve ever heard, both for YouTube specifically and marketing in general.

Let’s say I’ve got a YouTube channel that demonstrates to teenage girls how to choose and apply makeup. Am I really going to start creating videos for octogenarian men because right now they are underrepresented in my audience?

And if my current audience is gun owners, and I really going to create content for anti-violence, peace-loving people? Of course not. I will alienate my own audience and I won’t be fooling the peace-loving audience, either.

One of the most common mistakes new marketers make is trying to appeal to everybody. But by appealing to everybody, they wind up appealing to nobody.

Marketing is a bit like getting married. Once you choose your spouse, that is the person you need to come home to every night. And once you choose your audience, THAT is the audience you need to cater to almost exclusively. If you do want to build an entirely new and different audience, then create a new persona especially for that new audience, and don’t tell your old audience you’re being unfaithful, either.

Lessons learned here:

Don’t try to please everybody.

Choose your target audience and then make that audience happy

Question every bit of advice you find online. And offline.

Yes, including mine.

## How to Identify and Fix Poorly Performing Facebook Ads

Are your Facebook ads underperforming as costs climb? Wondering how to improve delivery, lower costs, or increase conversions?

Discover how to improve your Facebook ads results by updating everything from objectives and targeting to offers and creatives.

<https://www.socialmediaexaminer.com/how-to-identify-and-fix-poorly-performing-facebook-ads/>



## The End of a Once Mighty Giant

Microsoft is finally retiring the consumer version of Internet Explorer. It announced the plan last year, making Internet Explorer 11 its final version. Internet Explorer debuted on Windows desktop computers in 1995 and by 2004, had cornered 95% of the market.

But now, Google Chrome, Apple's Safari and Mozilla Firefox are dominant.

Users wanting to stick with Microsoft are being directed to Microsoft Edge, launched in 2015, alongside Windows 10.

<https://www.bbc.com/news/technology-61810403>



## Case Study: TikTok Millionaire



While I am still having trouble typing “TikTok” (my fingers invariably type “TickTock”) there are folks making a million dollars a year and more on the platform.

I guess I’m a little bit behind the times, which is why I reached out to someone who is a TikTok authority and asked if he could point me to someone making serious money on the platform.

He got me in touch with Sandy (not her real name) and she agreed to be interviewed as long as I wrote nothing that would reveal her real name or niche.

While some TikTok-ers brag about their earnings, others don’t want to alienate their audience with their wealth. Imagine if you’re trying appear as someone who is 22 and just like your audience, for example, when in reality you own a dozen houses outright and you could retire today. The image they’ve carefully crafted would be in jeopardy if their viewers knew their income and they would likely lose some of their revenue because of it.

Research indicates TikTok stars may be making as much as \$1M per post according to The Guardian. This is hard to fathom but imagine if it were only 1% true. That would still be \$10,000 per post.

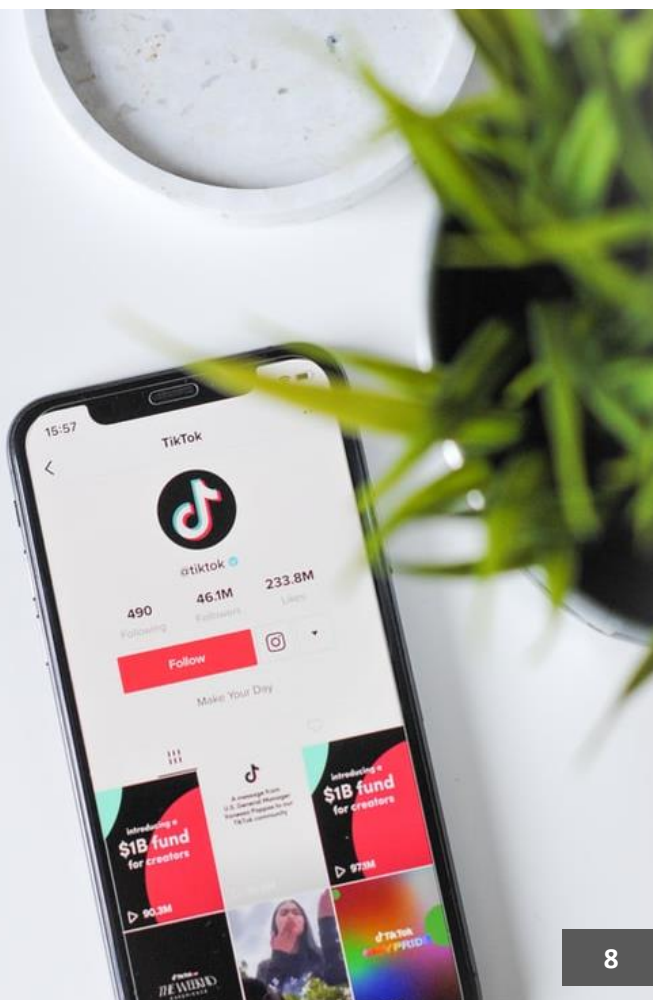
<https://www.theguardian.com/technology/2020/feb/22/tiktok-viral-stars-could-make-up-to-1m-per-post-say-researchers>

Just a quick recap of what TikTok is: Launched in 2017 by China, TikTok is a social media platform that has exploded in size with 1.2 billion active monthly users and \$4.6 billion in revenue in 2021. 47.4% of its users in the U.S are between the ages of 10 and 29 and globally the average time spent on TikTok per day is 52 minutes.

Advertisers take note: TikTok has an engagement rate of 5.30% on accounts with 100,000+ followers, compared to Instagram’s 1.10% and Twitter’s 0.30%.

Like most on TikTok, Sandy’s channel is in the entertainment category. And while Sandy herself has no real skill at making music, dancing, acting or anything else generally associated with classic entertainment, she is especially good at creating these 30 to 60 second videos that go viral.

When Sandy first started on TikTok, she made a study of what sort of videos had a life of their own, garnering views and subscribers as they went viral. She made careful notes of these videos and spent a full two months on the app studying what was working and more importantly, why it was working.





In other words, she didn't just jump in and start making stupid little videos, hoping something would spark interest.

Once she had a good idea of what would perform the best, she chose her niche and her target audience, same as any content creator who is planning on success.

Then she started making videos and getting noticed. When she hit the 1,000 subscriber mark, she began doing regular live broadcasts. On these broadcasts followers can gift her 'coins'. TikTok users go into their profiles to purchase coins at 100 coins for \$1.39. Then when a creator goes live, audience members can send them coins as a way of giving thanks for the content they send out on TikTok. This is a virtual currency that can be exchanged for real money via PayPal.

When creators go live they engage with their fans and call them by name, asking them questions and interacting.

The money made from Sandy's first "Lives" wasn't much, but as she gained more followers and ardent fans the income from just one "Live" started growing into the hundreds of dollars and eventually into more than a thousand dollars each time.

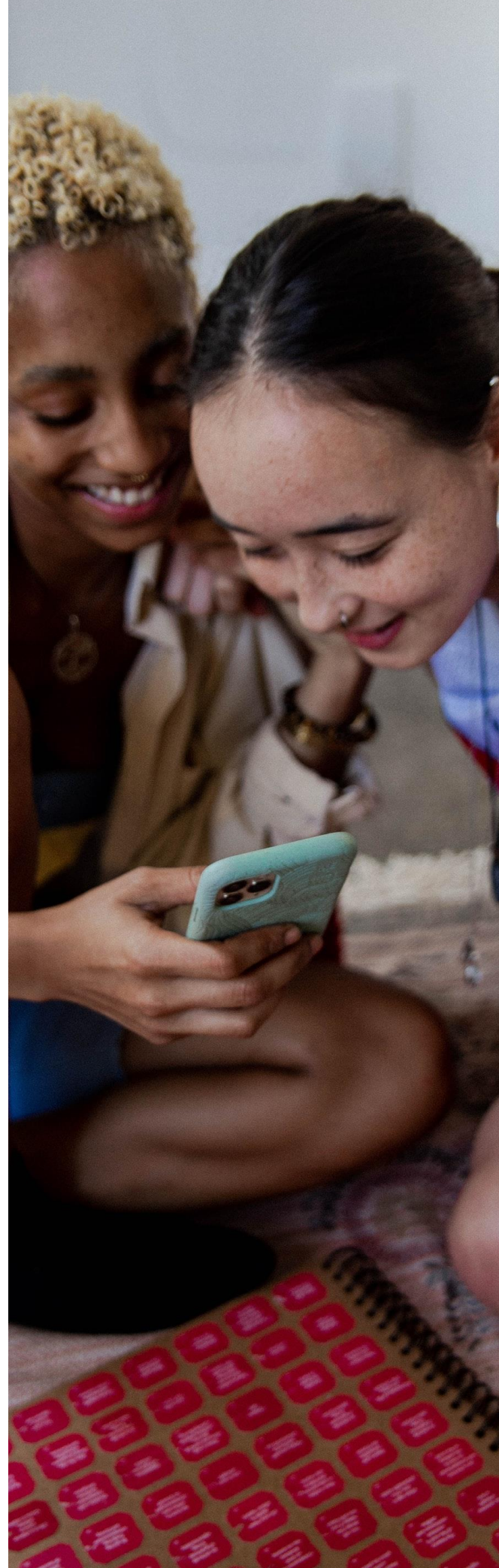
One way Sandy built her own audience was to watch for creators in her niche to message their fans and ask them to donate. Sandy would then donate to these creators in exchange for a "shoutout" on their live. When the creator doing the shoutout had a lot of followers, Sandy would then gain many of those followers as her own.

Once Sandy became popular, brands started to reach out to her, asking her to partner with them as an influencer. Keep in mind that top TikTok creator's estimated earnings are about \$50,000 to \$100,000 per post for a brand partnership. That's super easy money once you've built the loyal following.

The catch is that the content created by the TikToker has to relate to the brand in some way, and here is where Sandy reverse engineered her channel. In her research Sandy also took note of the businesses that were active on TikTok. She then chose to tailor her material to a particular set of advertisers, knowing it would likely take a few months before her channel was big enough to attract those advertisers. But when it did, her paydays became larger and larger.

A super basic and easy example of this is TikTok creator Charli D'Amelio who frequently mentioned her love of Dunkin' Donuts iced coffee in her videos. Sure enough, once she had a lot of followers Dunkin' Donuts offered her a brand partnership and even named a drink after her.

Sandy made a major mistake when she took a sponsorship from a company she didn't like with a product she didn't use. Her endorsement of the product sounded like a paid commercial rather than an authentic endorsement, and her fans called her out on it and she lost several thousand viewers in less than a week. She immediately dropped the company, paid back the money and swore to never work with a product she didn't use herself again.



Once Sandy's followers exceeded 100,000, she received an invitation from TikTok to join the TikTok Creator Program. This opened up more avenues for brand sponsorship. She received a media kit from TikTok showing her who viewed her TikToks the most and how much engagement she was getting.

The TikTok Creator Program also pays creators based on the engagement each video receives. Payment varies based on a number of factors including how many creators are in the program. Estimated funds appear in the Creator Fund Dashboard three days after the day in which video views are accrued. Funds can be withdrawn 30 days after the month ends in which they were accrued.

And you no longer need an invitation to join the TikTok Creator Program, but you must qualify and then apply. Eligibility requirements are that you be 18 years or older; be a legal resident of the U.S., UK, Germany, Italy, France or Spain; meet a minimum following threshold of 10K authentic followers; have accrued at least 100K authentic video views in the last 30 days; and post original video in line with the Community Guidelines.

Sandy sells her own merchandise based on her own brand. To do this she uses a company called Fanjoy. Her most popular item is actually a hoodie but she also sells shirts, sweaters, phone cases and more. Her income from this alone is now over \$10,000 a month.

Keep in mind she's been at this for awhile and none of this happened for her overnight. In fact, she made nothing for her first six months, but as you can see her work is now paying off big time.

Once thing Sandy tried that she said didn't work well for her was building an email list. She found it difficult to get people to join her list, and when they did they weren't nearly as responsive as they were on TikTok. She doesn't know if it's because of her particular niche, but she suspects it is.

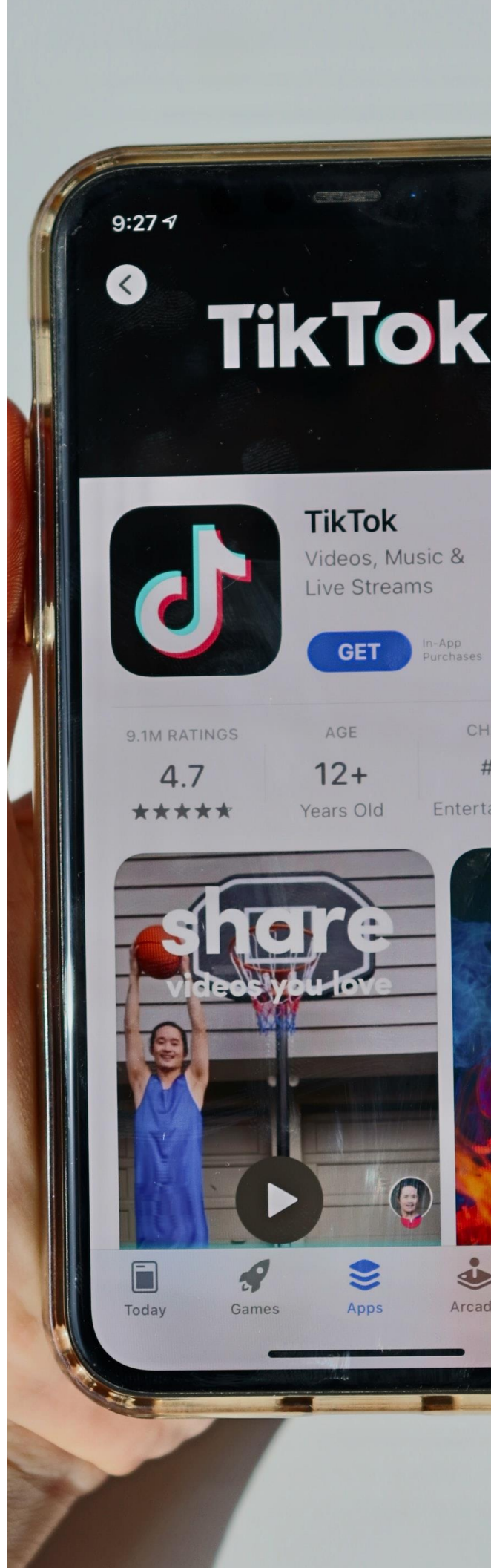
Another TikTok creator and good friend of hers has had tremendous success building and monetizing an email list through TikTok. This friend is in the fashion business, and she sends out fashion tips each day along with an offer. Sandy, on the other hand, is in a niche that is much more entertainment than anything else.

#### **Tips from Sandy on how to build followers on TikTok:**

1: Cross promote by placing videos on Instagram and YouTube to get more followers. Then ask them to follow you on TikTok as well.

2: Consider using a content creation company. While Sandy didn't take this route, she has several friends who did. It takes more money upfront to do this, but it can be a faster way to build a following. Content creation companies are agencies that help you figure out what kind of content you need to gain a large following.

3: Participate in challenges. This is when you ask or dare users to do or try something. Some challenges spread like wildfire, and some don't. It just depends on how easily they can be recreated and how relatable they are. Put your own personal spin on your challenge to make it stand out and apart from others.





4: Use a branded hashtag for your challenge. This allows users to create content for you and in the process do your advertising, too. Reach out to popular creators and offer to pay them to create a video for your challenge and you could see a massive influx of new followers.

5: Use hashtags in general. Hashtags are easily searchable and make it easier for people to find both you and particular content in the topic they're searching for. Use the in-app hashtag suggestion tool to find out which hashtags are trending. When you're creating a caption for your video, hit the # and suggestions will pop up. Use those that are appropriate for your topic.

6: Create engaging content. Unlike YouTube and Instagram, TikTok accounts with few followers can still go viral with the right content. As always, make your content entertaining, relevant, trendy and high quality for best results.

7: Create lots of content. The more content you have, the better your odds of landing on the "For You" pages. For You Pages are individually curated for each TikToker based on the videos they've watched. When your video lands on this page, you stand a good chance of getting a new subscriber.

8: Don't delete videos without a good reason. Sometimes a video that's been posted for weeks suddenly goes viral and hits the For You Pages on a massive scale.

9: Quality rules. Users are more likely to interact and engage with your content if the picture is crystal clear, the audio is crisp and the framing is good.

10: Post when your audience is online. When you switch to a TikTok Pro Account, you'll have access to TikTok Analytics which give you metrics and data insights, including the best time to post. Or you can use HootSuite's TikTok scheduler to recommend the best times to post your content.

#### **Advanced methods:**

11: Consider using TikTok ads. This is only one of two paid traffic methods mentioned here, but if you have the funds, you can get your videos seen by the right people to grow your following fast.

12: Turn your best videos into ads with TikTok's 'Promote' tool. Promote lets you turn any organic TikTok video into an ad. Note that costs on this are high, so be sure you know what you're doing before you spend your money.

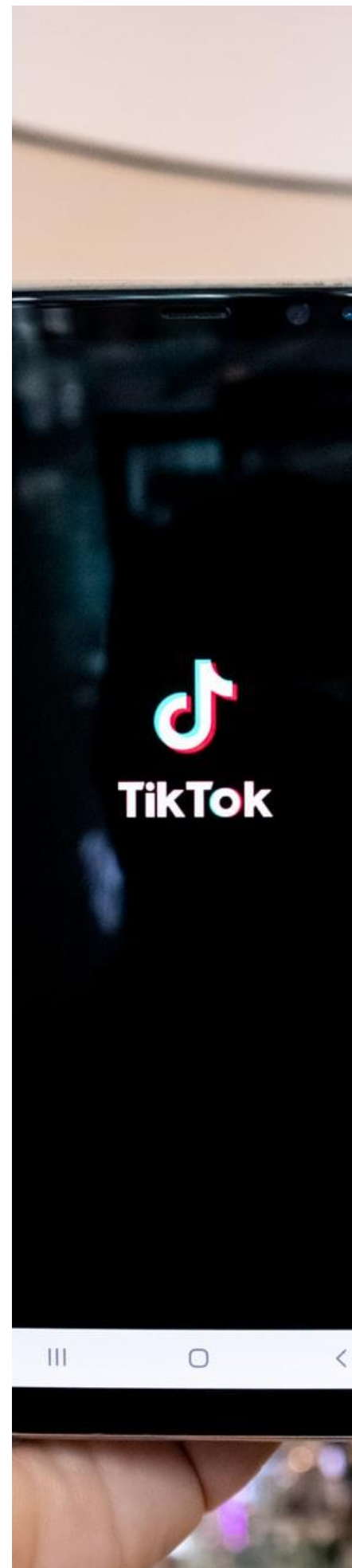
13: Use trending songs in your video. Some new songs are super popular on TikTok, and when you use one of these songs in your video, you have a greater chance of being played. To find out what's trending, go into TikTok's video editor, press the plus icon at the bottom of the screen, tap sounds and scroll through what's trending.

14: Use TikTok Side-by-Side Duets. These are side-by-side videos. One video is the original and the other one is from a TikTok user like yourself. You can make these to comment, compare, compliment and respond to the original video.

15: Use TikTok Green Screen Duets. This option lets you make the original video into your background. Both types of duets should get you traffic from people who've viewed the original video.

16: Use Stitch. This allows you to clip and integrate scenes from another user's video into your own. Like Duet, Stitch allows you to add to or contrast another user's content, building on what they've done.

17: To learn more about becoming a creator on TikTok, you might want to check out the official TikTok Creator Portal here: <https://www.tiktok.com/creators/creator-portal/>





## Perfectionism Kills Online Business / Ish-ism Saves It

If you find yourself procrastinating in your business, perhaps it's time to embrace "ish-ism".

You know the kind of procrastination I mean.

"I can't get started because I'm not good enough and it won't be perfect."

Or...

"I can't do this / finish this / launch this because I've only edited it six times and maybe I missed something."

Reality check: You already know that nothing – NOTHING – is perfect.

And yet we have this deep seated belief instilled in us during childhood that unless what we do is 'perfect', then we are not enough.

Perfectionism poses as a friend, telling us to work harder to ace the test, score 100 on the essay and do our very best.

But when you strive for perfectionism and you don't achieve it, then you're the worst.

People who got straight A's in school, what happened that ONE time you got an A-? Or even ~~~GASP~~~ a B+??

You probably felt awful, like the worst failure in the world.

But what if, instead of striving for perfectionism, you strove for "Ish?"

"Ish" is the magical suffix that allows you to move forward and accomplish stuff.

You keep your desk cleanISH.

You eat healthyISH.

You exercise regularlyISH.

You're giving yourself permission to be imperfect in everything, including and especially your business.

If you can strive to have all of your products, sales funnels, web pages, emails and so forth to be greatISH or even just goodISH, then you'll have room to breathe. You'll find it's easier to start things, easier to work on things and most of all easier to finish things. You'll get far more done, and that practice will make you better at doing these things next time, too.



# Devon Brown

## interview



### Editor:

Today, we're chatting with a marketer who is arguably the most sought after MC in the event industry. He started out as an internet entrepreneur in 2007 and in the last 15 years or so, he's made a massive, massive impact. Not only is he motivational and charismatic, but he's also got a great story to tell. So it's a pleasure to welcome Devon brown.

### Devon Brown:

Thank you so much for having me. I appreciate those kind words.

### Editor:

Well, it's great to have you here for anyone who is unfamiliar with you though. Devon, maybe you could start with just a quick background.

### Devon Brown:

Yeah, absolutely. So like you said, my name is Devon brown. My claim the fame is two things. Number one, I am an internet marketer and have been quote, unquote "successful" for the past 15 years or so. I actually got my start back in 2001 and failed miserably and lost tens of thousands of dollars. And it wasn't until about somewhere between '07 and '09, that I finally figured out how to make this online marketing thing work. Since then, I've been a two comma club award winner.

For those of you who are familiar with the whole ClickFunnels brand, I've had a number one product on ClickBank. And the industry that I focus very heavily on in internet marketing is the affiliate marketing world, teaching entrepreneurs, how to sell other people's products. Simultaneously, I've gotten the reputation as the number one MC in the event space in our world. I MC a lot of the big events with people like Russell Brunson and Dean Graziosi and Tony Robbins and Brendan Broussard and Rachel Hollis. And a lot of the names in the entrepreneur success space, I'm the individual that they call when they're having an event and they're looking for an MC. So those are the two things I'm known for. It's a little background on me.

### Editor:

Great. I guess your little black book is now a big black book with all the names of the contacts that you have now. Can I start then by asking who has impressed you the most?





**Devon Brown:**

Wow. That's a really great question. I'm going to answer that in a way. Here's the most honest way I can answer that. One of the things that I've realised is that a lot of the big names that we see are no more special than the people who are not big names. And that's not exactly the answer to your question and I totally understand that. I can say a lot of great things. Russell Brunson is one of the nicest people you'll ever met. Brendan Broussard is an amazing speaker. And he connects on a human level. Tony Robbins is Tony Robbins. Rachel Hollis is connected with women on a way that so few people have.

But what I would say, overall, is that they're all just people. And what they've done is they've decided to live into their truth without fear. They've decided to live wholly into who they are and to spread their message. And if I'm being completely honest, I have heard quote, unquote, "everyday people" on stages who have impressed me as much, if not more, than some of the biggest names in this game. And I say that to say that if you're listening to my voice right now, I want you to understand that the people who you look up to, or you idolise, give them their props, but understand that they are no more special than you.

**Editor:**

That's a great answer though. It's a great answer. You must have been inspired by so many people along the way, Devon, and I love the fact that you mentioned that back in 2001, when you first got started, you did burn through tens of thousands of dollars before you achieved real success. How was that at the time for you? What did it feel like to be burning through that cash and not really getting anywhere?

**Devon Brown:**

Yeah. I felt like a failure. I felt like none of this stuff works so often in this industry. What we see is we see the stories of the most successful. And we think that's the average and it's not. We see the 4% or the 3%. And that's what's put in our faces every day. And we think that is the rule, not the exception. And so when I was first trying and burning through all that money, the first thing I thought was, "Wow, this stuff definitely does not work." This stuff is a scam. Maybe it's me. Maybe I'm doing something wrong. And if I'm being completely honest, I was doing a lot wrong. I was absolutely doing a lot wrong because I didn't have the "sticktuitiveness" that I needed to succeed.





**Devon Brown:**

My biggest challenge, and I didn't realise this until I was a little bit older in looking back. My biggest challenge was that I wanted things to work overnight. I thought that the stories of "Bob joins company" or "Bob launches business on Monday and is a millionaire by Wednesday." I thought that's how it was supposed to be. So if I would join or start a business on Monday, and I wasn't rich by Wednesday, then I would jump into the next business and thereby losing all the money that I put into the first business. And it wasn't until I learned and understood the importance of "sticktuitiveness" and of consistency that I stopped realising that, "Oh, I'm not a failure. I just keep giving up." And those are two different things.

**Editor:**

So what were you doing prior to 2001, prior to that initial failure? What was your lead up to that?

**Devon Brown:**

I was in college. I graduated from Georgia Southern university where I was hilariously one of the top 16 mascots in the country. I graduated from college in 2000, and as opposed to using my degree, I decided that I was going to be an entrepreneur. And so immediately after graduating college, I stopped looking for any jobs in my degree. And I started just jumping into entrepreneurial ventures, MLMs, and real estate, and internet marketing, and you name it. I tried it. And while I was doing that, I was also selling cars and teaching TaeKwonDo and just living with my mom and attempting to make ends meet while I jumped into all of these different ventures at the time. So, yeah.

**Editor:**

What did your mom make of it? I mean, did she think you were crazy for not following...

**Devon Brown:**

Yes, yes. Yes. She thought I was absolutely insane and I appreciate where she was coming from and she was doing the best with what she knew and she did. She thought I was absolutely insane. But hilariously enough, or funny enough, when the stuff hit the fan, and I found myself in times of destitution of brokenness, she was the one who was there to still support me and make sure that I had. So while she thought I was crazy, she still supported me as her son.

**Editor:**

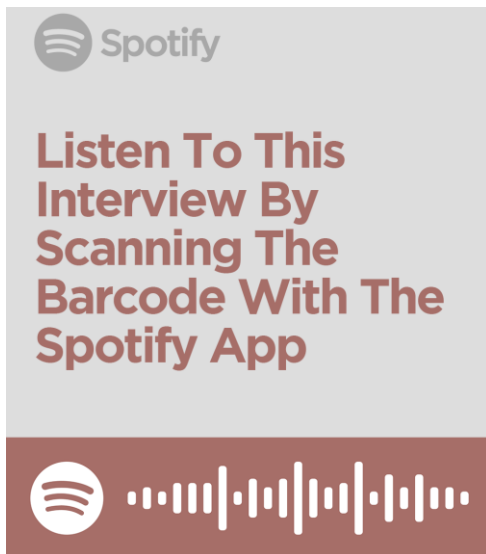
That's fantastic. And you know, is she around now to enjoy your successes?

**Devon Brown:**

She is. And she appreciates it. She sees me gone all the time, speaking on stages, travelling around the world. And she appreciates what the journey that I've been through. And she sees me on stage and our relationship is one of, we don't hug a lot, but we know we love each other, kind of thing. We don't say it, but you can tell there's a look in each other's eyes where we both love and appreciate each other. So she is.

*Note from the editor:*

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



If you click the link at the bottom of this article, you'll find free courses you can take from Entrepreneur magazine.

For example, as I write this there are free courses in...

- Learn the basics of video editing
- How to get unstuck
- Learning the basics of artificial intelligence
- Get crystal clear on your goals
- Learning the basics of SEO
- The social media marketing two course bundle
- And a whole lot more

There are also free 14-day trials of other courses, too.

Why are they offering these courses for free?

Because one of the best ways to get new customers is to let them sample the goods for free. You get them hooked and then they become paying customers.

This is why free trials and \$1 trials work so well. When the entry fee is little to zero, people are far more likely to jump in because the perceived risk is nil. Then once they fall in love with the product, they become paying customers, sometimes for many years.

Think of drugs... your friendly neighborhood drug dealer will offer a free sample to get you hooked (or at least that's how it works on TV).

My question to you is are you using this method in your business? Are you offering free and \$1 trials to get new customers hooked on your products and services?

Or if you are strictly an affiliate marketer, do you promote products with a low entry fee and high payouts for as long as they remain a customer? Because in my opinion this technique is too simple, too powerful and too profitable not to use.

And here's something else worth noticing about the free offers from Entrepreneur: To access some of these free courses, Entrepreneur is going to ask you share the page with your friends on social media, thereby creating more traffic to their page for free.

This alone could drive enough traffic to sustain the page. Give away courses, people share your pages on social media bringing in new customers to sign up for free courses and share them on social media, who then sign up... you see how this can self-perpetuate your traffic.

Of course, Entrepreneur uses other methods to drive traffic to its free page, such as advertising and social media.

WAIT! THERE'S MORE!

## Free Courses From Entrepreneur (How To Make Money Giving Stuff Away)





If you don't take a marketing lesson from this Entrepreneur page then check your pulse because I think you're dead.

Scrolling further down the page, what do I see?

Free trials to software, free content from other channels, free this and that and WOW! I'm guessing that nearly ALL of this is free trials to PAID products and services.

Again, get your customers to TRY something, get them hooked and then charge them – preferably on a recurring basis.

Do you have a “Free” page on your site? If not, you might want to start building one NOW.

You can offer your own freebies to entice people to join your various segmented lists, as well as offering free trials and samples of paid products.

Offer the first chapter of your book for free, the first three lessons from your course for free and so forth. Set up deals with other product owners to offer samples of their products, as well as offering free trials to software and so forth.

In fact (Talk about burying the lead!) you could build an ENTIRE business around giving stuff away for free to turn traffic into buying customers.

Think about this... how hard would it be for you to advertise free stuff? Who doesn't want free? A certain percentage will come to your free stuff page and join one or more of your lists. Another percentage will try something and end up buying the full version. Either way, as long as you've got sustainable traffic, you've got a business where you GIVE STUFF AWAY and make money.

Not bad!

<https://store.entrepreneur.com/free>





# Orangutan Fu Manchu Offers Profitable Biz Idea

At the Omaha Zoo in the 1960's an adult male orangutan named Fu Manchu caused quite a stir.

Fu was a loveable guy, gentle and sweet. Even though orangutans are incredibly strong, Fu never tried to hurt the zookeepers. As a youngster, Fu would climb inside the keeper's parkas as they were wearing them, slide his arms into the sleeves and play with the keepers. Once when a curator slipped on a wet floor inside the exhibit, Fu saved him from harm and alerted the other keepers with his call.

But one day Fu went missing. He was found sitting in a tree outside his enclosure along with his companion and three children.

Fu and his family were coaxed down and guided back into the enclosure where the keepers found an open, unlocked maintenance door. Head keeper Jerry Stones yelled at his team for leaving the door open and that was that.

Except a few days later, Fu Manchu got out again, and again the door was found unlocked and open.

Stones was furious and ready to fire someone.

Several days later, one of the staff noticed Fu was behaving strangely.

Fu ambled over to the dry moat, climbed down some air vents to the bottom and proceeded to jimmy the door's latch with a homemade lock pick.

Keepers later found out the lock pick was a long piece of wire Fu had managed to bend into the right shape to pick the lock.

And the reason no one found the lock pick before was because Fu kept it hidden between his bottom lip and gums.

Fu Manchu, like most orangutans, was incredibly smart.

But YOU are most likely 10,000 times smarter than Fu Manchu. That's why you know how important it is to have the right tool for the right job.

Time and again I see marketers trying to use the wrong tool for what they want to accomplish. What they need is guidance, because they simply don't know what tools are available.

That's why I think it would be an incredibly profitable business idea to build a site around online marketing tools, demonstrating which ones are the best for a particular task. And of course offering each tool via affiliate, too.

The sales to be made from such an authority site could be huge. If you're up to the task, you might start out by evaluating all the marketing tools in one particular category, and then branching out into others. Your articles should have a fairly easy time gaining traction in Google, thereby earning you plenty of free traffic.

Be sure to promote some software that is billed monthly, thereby earning you residual income.

If an orangutan can invent his own lock picking tool, think how comparatively easy it will be for you to simply talk about tools already created and ready to sell.

This could be turned into a 6 figure business, especially when you're offering tools with those monthly residual payments.



# A Better Way to Handle Lousy Reviews?

If you're an agency working with brick and mortar businesses, sooner or later you've probably been called upon to find a way to remove bad reviews.

And if you have products on Amazon or any other site that allows reviews, sooner or later you've been slapped in the face with the review from hell, something you didn't expect and don't know how to handle.

In cases like these, you can ignore the review, try to find a way to get it removed, or you can reply to it.

A Chinese takeaway restaurant in Pudsey, Leeds in Yorkshire, England responds to all negative reviews in a 'take no prisoners' sort of manner, and the results are sometimes hilarious.

Here are just a few examples I culled from the internet:

**Review: 45 minutes late won't be ordering again.**

Oriental Express: Hi Nathan, for the one millionth time stop exaggerating. 10 minutes max if it was late and I very much doubt it was.

**Review: Two stars and no comment**

Oriental Express: Thank you Tina, let me guess, too much food, too hot, too tasty, delivered too quickly.

**Review: Food order was wrong.**

Oriental Express: Ethan, you ordered a Sirloin steak meal with no veg, that is what we sent, then you said we had not put the steak in, it would have been an empty bag. What would be the point in delivering that?

**Review: Overpriced, Portions are small.**

Oriental Express: Sorry our food is not free and the size of a swill bucket.

**Review: Ordered the deluxe box. Chicken wings not cooked properly.**

Oriental Express: Hi Joanne, please get in touch so we can arrange for you to come in and show us how to cook chicken wing properly.

**Review: The food was terrible. I ordered a chicken dish and got chicken mixed in with battered prawns totally ruined this dish.**

Oriental Express: Hi Laura, will you please open your eyes and read the descriptions, you ordered the 'Special sweet and sour' which contains king prawns. You got what you ordered so how is this our fault. The food was fresh and perfectly cooked. We are good but mind reading the stupid is not one of our skills.

BAM!

From Bored Panda – "The person behind the blunt review responses is owner Alice Cheung, who feels it's just fair to let others know if the negative reviews was unreasonable."

<https://www.boredpanda.com/chinese-takeaway-restaurant-funny-owner-review-responses-oriental-express/>

These responses have gotten a ton of play on social media, providing lots of free advertising and no doubt more business.





Here's what people on social media had to say about Oriental Express' replies...

*"These could be genuine reviews of genuinely bad food. The owner is very clever to respond in this way and sow the seeds of doubt in our minds. All in all, extra publicity for the Oriental Express, so it's a win for them any way you look at it!" – Hanya Sabawi*

*"To be fair I wish this was the norm. I don't like that whole 'customers are always right' mentality. People are too entitled." – Marina Alexis Lacoste*

*"This whole, 'the customers are always right' thing has created loads of entitled moaners. I'm glad she's defending her reputation. That's her business/life they're playing with." – Sarah Bijou*

And Oriental Express isn't the only restaurant refusing to let customers beat up on them in the reviews. Here are a few more examples:

**Review: burnt food, missing items an extra 4 pounds on top after a minimum 25 pound order and 5 pound for delivery. In total 34 pounds for some dried re warmed up food.**

Rice Bowl's response: (This is long but keep reading to end) response very disappointed? R u killing me, u r 8 miles away, placed order 2 mins before we close, tried to ring u to cancel your order, but the number u left was invalid, n u paid already, so all that push us have to work longer for u, that is fine, we accept it, but the following happening is the point which really making us mad: After 15 mins knocking awake an old lady at 12:30 am, excuse me, 12:30 in the bloody snow night, we knew the bloody address u left is your mum's address, which is another 2 miles away from u, by the time driver finish, was 1 am, anyway, I am still quite happy to see u left this review, which means our driver did not kill u.

**Review: Worst duck ever**

Restaurants' reply: Worst people get worst duck.

**Review: Food don't have taste and it wasn't enjoyable service was good I asked hot food it was hot but no taste.**

Restaurant's reply: Please get a COVID test

I've always been a big believer in figuring out what others are doing, then doing the opposite just to see what happens. If I remember correctly, this is how Warren Buffet claims to have made his fortune.

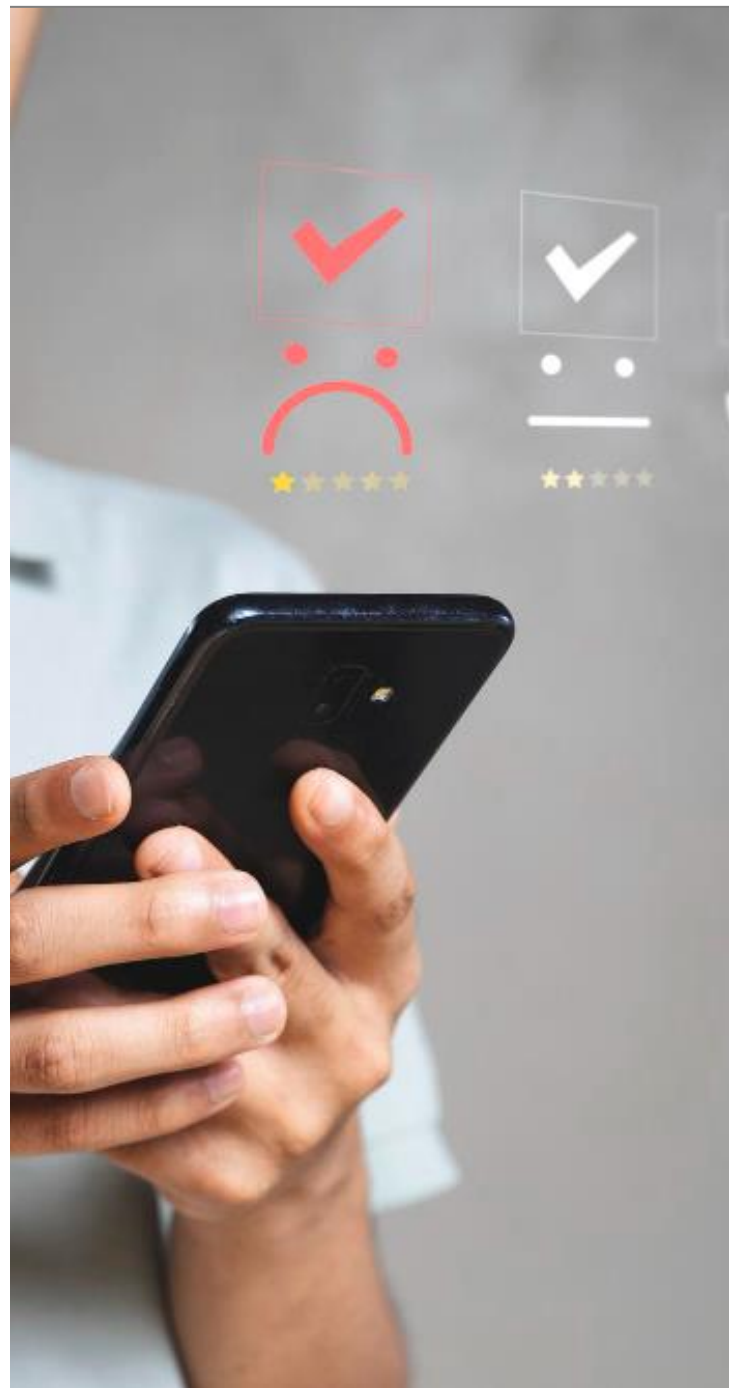
Still, if you're running an agency, you might want to offer this service and see what happens. Write snappy responses to negative reviews, and then share those responses on social media.

For example, an almost universal response to a bad review might be, "When competitors post fake reviews, we know we're doing something right."

Boom!

When social media sharing and revenue increases as a result of your review responses, use that as a case study to show other businesses what you can do for them as well.

One last thing... how about starting a service for businesses to leave reviews of how well customers behave? It seems to me that reviews should be a two-way street. What do you think?



# Case Study: Badass Tornado Built The 'Best Buy' Billions

This is, pure and simple, a lesson in flexibility and adaptation.

All too often I see new marketers who KNOW what their customers want and KNOW how to best market that product to them.

And these are almost always the marketers who fall flat on their face because no one can tell them anything different - not even their customers.

Once upon a time there was a retailer called "Sound of Music" that sold stereo equipment using commissioned salespeople. They did well enough for over a decade before a tornado ripped through their store on June 14, 1981.

The roof was sheared off, the showroom was destroyed, and turntables, speakers and stereos were strewn all over the parking lot.

But miraculously, the storeroom survived intact.

Within hours all 65 Sound of Music employees were on the scene, cleaning and salvaging items that could be sold as-is at reduced prices.

The store owner, Richard Schulze, decided to do what any good entrepreneur would do in this situation – sell what he could from a trailer in the parking lot.

They set up all the salvaged items that were still working, along with open box items, overstock items and anything that could be marked down.

They advertised the Tornado Sale as the place to get the "Best Buy", and they sold out of stuff in just one day.

Here's the kicker: Richard Schulze observed the customers as they moved through the temporary store and he realized that customers...

- ...weren't concerned with the brand names...

- ...liked the no pressure style of shopping...

- ...enjoyed picking up the merchandise and handling it themselves...

- ...loved the "best buy" prices.

What did Richard do with this new knowledge?

First, he brought out more merchandise from the warehouse and staged a second Tornado Sale, making more money in 4 days than the store usually made in a month.

Second, he changed the name of the business from "Sound of Music" to "Best Buy."

Third, he did away with commissioned salespeople to create a no-pressure sales environment.

Fourth, he placed all merchandise on the sales floor so customers could touch the items.

These changes grew the business from one store to a mega chain of stores all over the world.

Here's the lesson: Your customers will tell you what they want to buy and how they want to buy it if you will only pay attention.

I know all too well how easy it is to fall into the trap of thinking you have the perfect product, the perfect sales process and delivery system and so forth.

But until you get actual customer input, odds are you're not doing it right.

Let's say you've got a course that's selling okay. Ask the people who took the course what changes they would have liked. Did you miss something important? Would they prefer less writing and more videos? Or would video transcripts have helped? What problems did they have implementing the information? How are they using what they learned?

These are just a few of the questions you can ask them.

Get them on a call and see what they have to teach you. You'll be amazed. And if you're wise enough to implement the best suggestions, you should see your sales soar, too.





# Creating a Killer Instagram Bio in 7 Steps

When you implement the tips in this article, your Instagram Bio can help you stand out from the crowd and create a lasting impression on your audience.

Because your Instagram bio is one of the first things people see when they visit your profile, it's crucial that you make a good first impression. Give people an idea of who you are and what your Instagram account will offer them. Show off your personality and attract followers to your brand.

You can also include a call to action in your bio that encourages people to join your email list or any other action you would like them to take. And you can use your bio to promote special events such as contests, live webinars, your latest blog post and so forth.

## **Step 1: Tell users what you offer.**

This seems like such a basic step and yet many Instagram users never tell others what they do.

For example, if you have a business or service, tell people what it is. "We help brand new authors get their first book published."

Or perhaps, "I help small business owners to double their revenue through social media advertising."

Maybe you're a blogger: "I write about the latest news and discoveries in organic chemistry."

Or perhaps you're a coach: "I guide new entrepreneurs on building their first profitable business within 6 months."

## **Step 2: Add a call to action.**

This could be anything you like, such as downloading your report or book, visiting your blog, entering your contest, joining your free membership or following you on another social media.

Be sure to include the link that takes them where you want them to go.

## **Step 3: Use keywords and hashtags.**

Keywords are vital on Instagram because people search by keywords. If you sell stuffed animals, then be sure to use "plushies" and "stuffed animals" in your bio so people looking for those can find you.

Hashtags are similar to keywords. If you sell paintings or art supplies, you might be using the hashtags #art, #painting, #art supplies, #acrylics and so forth.



Hashtags improve your chances of showing up in hashtag search results, allowing the people most likely to buy your products to find you.

You can also include your own branded hashtag in your Instagram bio. That might be your name or the name of your business or product, such as #CatsRUs. Using your own hashtag enables audience members to connect with each other and with you.

**Step 4: Use emojis for more personality.**

Using emojis makes your brand more expressive and visually appealing. They're also a great way to communicate in a quick and easy way, and they add an element of fun and humor, too.

As examples, if you're making a joke or pun, you might use the winky face or grinning face to help get your point across. If you want to communicate that you care, you might use a heart.

**Step 5: Place links at the beginning and end of your bio.**

Did you know that people tend to remember the first and last things said in a conversation, a presentation or a movie? Your bio is no different. By placing your links at the beginning and end of your bio more people will take notice of them and click them, too.

You can use the same link twice or even have two different links.

For example, if you offer a free book or report, you might place that at the end and a link to your special sale at the beginning.

You also have the option of using a tool such as Linktree or Tailwind's Smart Bio to create a single page with multiple links that you then link to your Instagram bio.

**Step 6: Less is more.**

You only get 150 characters for your Instagram bio. That's why you want to be choosy in what you say. Don't try to fit in too much or resort to abbreviations people might not know. Short sentences and a call to action are what you're after.

Think of your bio as a teaser to make the reader want to learn more, and then provide that additional information through the link(s) you use.

**Step 7: Add a bit of levity.**

By adding a bit of humor to your bio, you'll send the message that you are someone fun and interesting and you don't take yourself too seriously, either.

I'm going to give you plenty of examples below of what this might look like. Keep in mind that you can use any of these as a template for your bio humor.

For example...

"I don't believe in skills. Passion is my thing!"

...could become...

I don't believe in a desk. Travel is my thing!

I don't believe in exercise. Laziness is my thing!

I don't believe in drugs. Caffeine and wine are my things!





“Waiting for an app that delivers six-packs.”

...can become...

Waiting for an app that cleans my house.

Waiting for an app that delivers rich hunky men.

Waiting for an app that beams me to Saturn.

The #1 rule of using humor is to NOT make anyone feel bad. Calling people stupid, for example, won't win you a lot of friends. It's fine for you to call yourself a name, just not anyone else.

Here's my list. Please use this to inspire your own bit of humor for your bio:

- Billionaire. Dreamer. Liar. Poor.
- Follow me because there's no excuse for laziness.
- My life is made up of two jokes. 1. My job. 2. My salary
- If you look very closely, you will see me not caring.
- Soul shiner. Deep thinker. Great drinker.
- I love coffee because it's a lot like me. Bitter, dark, and

too hot.

- Graduated from the University of selfies.
- I am one in a melon.
- Fitness freak: I burn calories by jumping to conclusions.
- My life has only one BS- Bags and Shoes!
- If I were you, I would totally adore me.
- I don't believe in skills. Passion is my thing!
- FML: Food's my life.
- I do believe in bad memory and a good adventure.
- You can't scare me, I raise tiny humans.

#motherofthree

- 2% girl, 98% anxiety.
- I could give up smoking, but I'm not a quitter.
- Overthinking and overdrinking.
- Only here to troll. Do not expect anything

knowledgeable.

- 30% Slayer. 70% Sleeper.
- Waiting for an app that delivers six-packs.
- I am sunshine mixed with a little hurricane.
- Constantly pursuing my next beach trip.
- I love to run. Always running out of money.
- If adulting is a soup, then I'm the fork.
- Author of "101 ways to fail at everything."



# How To Write Copy That Sells Without Selling Out

Some copywriters can't sleep at night. They hate themselves because they stoop to psychological mind tricks and deceptive marketing practices just to make a few bucks.

Here's the thing: You can sell like crazy without selling your soul. Here's how..

## 1. Share Results

One of the easiest ways to sell lots of products with honest copy is by telling a story and sharing specific results.

This story might be about you and how you overcame a problem using a specific product. Or you might share a case study about a third party and how they used your product to get rid of their frustrations.

Either way, be sure to provide lots of details, results and proof (such as pictures, videos, or screenshots).

## 2. Offer a Fast Action Bonus

Creating a sense of urgency – especially if you create a fear of loss – spurs sales. And one way to legitimately introduce urgency is by offering a “fast action” bonus for a limited number of customers who click the order button first.

*Example: Maybe the first 100 customers get a free consultation or access to a membership site.*

Alternatively, you can also offer a fast action bonus to those who order within the first 24 to 48 hours after you launch.

## 3. Cap the Number of Units You Sell

Another way to create urgency and boost your conversion rate is by limiting your offer to a set number of customers. For example, you might cap an online workshop to just 200 seats, or limit the number of members in a PLR membership site to just 500.

**Tip:** Capping the number of units you'll sell works best if there's a legitimate reason why you're capping the number. For example, if you're offering a personal consultation bonus or other personal training, then it makes sense that you need to limit the customers.

Likewise, if the product is more valuable if membership is limited – which is the case in a resell rights site – then your customers will know there's a legitimate reason for the cap.

## 4. Explain Why Your Offer is Unique

No matter what you're selling, you probably have competition. And that means that your prospects always have this question in the back of their minds: “*Why should I order from you rather than your competitor?*”





You need to be able to answer that question for your prospects, otherwise they WILL go to the competitor. And you can do that by telling prospects why your products or offers are different and better than the competitors' products.

For example:

- You're an authority in the niche (e.g., you're a lawyer writing a law book or a nurse writing a health book).
- You offer a strong guarantee, such as a “double your money back” guarantee or an unusually long guarantee.
- Your product includes dozens of case studies, which proves people can replicate your results.

#### **5. Presell the Offer**

Instead of having your prospect's first exposure to your product being via a sales page, you should spend a few days or a week preselling the offer. That means offering related content (for free) to build anticipation and curiosity about the offer.

#### **6. Avoid Hype**

If you have a good product, then you don't need to exaggerate your claims to sell a boatload. And indeed, many people simply won't believe you if you present hype-filled claims like, “You too can make \$100,000 this month!” So, skip the hype and stick to the facts.

#### **7. Don't Mislead Prospects**

In other words, be honest.

Example: If you're offering a membership site, then don't hide the forced continuity. Not only does this mislead and anger prospects, it may be illegal where you live.

#### **Summary**

You don't need to sell your soul in order to break sales records. Just use these seven tips to create honest, persuasive copy that doesn't disappoint your customers... and they'll become repeat buyers!

# 4 Ways To Increase Sales Right NOW

Are things not going the way you'd like? Want more sales? Feeling kind of helpless?

You're not alone. As marketers, sooner or later we've all been there.

The important thing is to DO something. Any action is better than paralysis, because it gets you moving. You can always course correct as you go.

Here are 4 ways to increase sales and increase your income right now.

You might balk at one or two of them. All I can say is try them before you pass judgment.

## 1: Get More Affiliates

Get more affiliates. LOTS more affiliates. How much time do you spend creating products? Or getting new people onto your list? This is also how much time you should be spending on recruiting more affiliates, and especially GOOD affiliates.

If you can afford it, I highly recommend getting an affiliate manager. If you can't yet afford it, then become your own affiliate manager. Watch launches and see which affiliates do well, as well as which product owners are building a list that's perfect for your offer.

Recruit bloggers who are list building. Ask your list and especially your product buyers if they want to be affiliates.

Every where you go within your own niche, watch for people who might be your next affiliate, even if they're not currently doing affiliate marketing.

Then cultivate relationships with these people. Don't just approach them and forget them. Send them personal emails, comment on their blogposts and act as though you are friends, because that's the best way to MAKE friends.

And don't discount little affiliates, either. I once had a new affiliate who made exactly ONE sale. However, that sale was to a super affiliate who contacted me, asked to promote my product, and sold 420 copies in one week. You just never know.

## 2: Grow Your Lists

Grow your lists. Yes, this is obvious, isn't it? But I know marketers who aren't aggressively list building, and they wonder why they're not making sales.

On a typical list, you'll have attrition. And I don't just mean people unsubscribing, either. The person who is hot to buy your product today will have forgotten who you are in 6 months, or they moved on to another interest, or whatever. You have to be continuously building your lists -- all of them.

This includes your email list, your Facebook group and any other list of potential prospects you're building. Be continuously building, because if you're not, then your list is shrinking.

Do more guest posting, more webinars for other people's lists, more JV's and anything else that will further fill your lists with prospects.





### 3: Double or Triple Marketing Messages

Double or triple the number of marketing messages you send to your lists and prospects.

If you're placing ads, place more and better ads. If you have a Facebook group, send them more marketing messages. If you're doing webinars, do more webinars for your lists.

And by all means send more marketing messages to your lists. A lot of people are scared silly to email their list more than once or twice per week, but here's what happens when your list doesn't hear from you every single day:

They forget about you.

They even forget who you are and why they subscribed to your list.

Plus, just about no one on your list is going to open every email you send. It just isn't going to happen. You might have to send 4 or 5 emails on the same offer before some folks will open even one of them.

Yes, you will get a few more unsubscribes from your list when you email daily, or even twice per day.

But that's okay, because you will also keep the rest of your list engaged and interested, and you will likely double or perhaps even triple your sales.

Email daily. Email twice a day if you can keep it interesting.

And here's an alternative if you don't want to write two different emails in one day -- send the same email twice. The second time you send it out, only send it to those who didn't open your first email. Nearly every email program now gives you this option, so take it.

### 4: Raise Your Prices

Raise your prices. If your sales page is converting well, then raise your prices and see what happens.

Even if you wind up converting at a lower rate, you'll likely still be making more money because your prices are higher. Consider a \$20 product converting at 7%, versus that same product priced at \$35 and converting at 5%. You're looking at \$140 versus \$175 per 100 visitors, or a \$350 increase for every 1,000 visitors. It adds up.

In addition, by raising your prices you automatically rebrand your product into a higher-perceived level of quality. This is why - oddly enough - there are times when an increase in price can actually result in an increase in sales.

When you raise your prices, some of your steady customers will stop buying. But you'll also get new customers who want to pay for quality, and you will make more money.

When marketer Dan Kennedy advises any business owner on how to increase revenue, the first thing he tells the owner is to raise prices.

Nearly every time the business owner will balk and tell Dan it's a terrible idea. And nearly every time it results in a MAJOR boost in revenue.

And there you have it -- 4 ways to increase your sales and revenue right now. These might not be for the timid, but I can tell you from experience that they work.



# THE BIG SECTION





# How To Build Your Six Figure Business With Just One Book

With one book, you can build a six-figure business that pays you year in and year out, even if you never write another book again.

Your book can be a physical book, ebook or even an audio book.

Frankly I recommend you start with an ebook so that you can instantly send it to anyone you choose and not have to bother with mailing a physical copy.

Then when you're ready, you can offer a printed version and even an audio version, too.

Keep in mind the vast majority of your profits won't be directly from the book. Rather, you might think of your book as the leverage that opens doors to vast opportunities and sales of products and services.

It's the book that will make you known to the world as the expert. It's the book that will get you interviews on podcasts and radio shows. It's the book that will give you enormous credibility that turns strangers into prospects and prospects into lifelong customers.

If it sounds like your book will possess nearly magical powers, you're right.

I don't know of any other one thing that has the power to make you as much money as a book does, if you do it correctly.

To explain how this works, I'm going to assume that you have some sort of product or service to offer, even if it's simply as an affiliate.

And I'll couple that with the expectation that you'll be writing a non-fiction book. True, if you write the next Harry Potter series you can be rich indeed but doing that is akin to winning the lottery. Not to mention that you must continue to churn out books for some time to have a complete series.

Of course, if you can write fiction that grabs people's attention in the first paragraph and doesn't let go until the final page, then I encourage you to write fiction.

For the other 99.9% of us mere mortals, let's talk about your non-fiction book.

## **Instant Credibility and Influencer Status**

First, I'd like you to imagine a podcaster introducing you as the AUTHOR of your book.

BOOM! While this audience has never heard of you before and you haven't yet uttered a single word, you already have credibility with the audience because you wrote the book on this subject.

Imagine you're being introduced at a business gathering as the AUTHOR of your book. Or you're being introduced on stage, or at your kid's parent-teacher board meeting, or talking to that gorgeous person you've been dying to meet.

Just being able to say the words; "Author of..." can gain you more points than a six year college degree.

And maybe you didn't even write the book yourself. I'll cover ghostwriting in just a moment.

Now then, you're the author of your book, but what is your book about?

That depends on what you want to accomplish with your book.

Are you selling swimming pools? Then writing a book that tells everything someone needs to know before buying a pool is perfect.

Do you sell real estate? Writing a book on how to buy your first home can get you more clients than you can handle.

Do you offer products to online marketers? Then how to make money online could be your perfect topic.

Whatever your business is or is going to be, that's what you want to write about. But here's the thing... you're not going to give readers the entire story.



Let's say you offer a software to build sales funnels. You'll write a book on creating the perfect high converting sales funnel, but you won't tell them how to actually set up the web pages, write and test the perfect copy and so forth. For that, they can get your software.

If you offer advice and coaching on building an online business, you'll cover it in general terms and then offer specific advice to their individual needs when you coach them.

Think of it this way... you're going to tell them what to do but not how to do it. For that, they'll need your product or service.

Or another option is to tell them EXACTLY step-by-step how to do it and overwhelm them to the point where they are begging you to do it for them.

See the pattern here?

Your book is the introduction to the end result you seek.

### **"How much should I charge for my book?"**

Book price isn't really an issue here because your six or seven figures a year isn't going to be made in book sales (unless you are JK Rowling or Stephen King). You want to charge enough to make your book look valuable but little enough that people buy it without much thought to price.

You could price your book at \$20 or more, but then have plenty of special deals where you charge maybe \$5. "Because you are a subscriber, you get it for just \$5." "Because you follow me on social media, you get the special deal of just \$5." This is the best of both worlds because your book looks valuable – people do believe higher price means higher value – and they also get a special deal that makes them feel good and removes any barriers to buying.

Once a certain time period or number of sales have happened, you may even decide to give your book away for free. "When this book came out it cost \$20. Since then I've sold 24,000 copies, gotten 1,412 5 star reviews, and now today I'm giving it away for free because I want you to have it right away.

### **"What do I write about?"**

We already talked about writing the book in your niche as an introduction to your products or services, but now let's get a little more specific.

Your book needs to solve a very real problem for your target audience or show them how to get a specific benefit.

Just go to Amazon and look at the books in your niche. Make some notes from the ideas you get and then narrow those ideas down to a half dozen. Work on each one, creating more notes and an outline.

Which one does the best job of setting the customer up to want your product or service? That's your topic.

### **"Don't I need an idea no one else has written about?"**

Having a totally unique idea such as using goldfish to stop global warming (is that a thing?) isn't what you want. It's best to enter an existing market with existing problems that people want to solve or benefits they want to receive. Otherwise, you're attempting to open up an entirely new market which difficult, time-consuming and costly.

That's why you don't have to be completely original. If you have a problem you can solve and you can put your own unique twist on the solution, you might have a book idea that will work.

Your book is the door through which people enter your sales funnel. And in this funnel are one or more products and services with lovely price tags that put some very real money in your pocket with each sale.

Let's say you're a personal development coach with a specialty in controlling anxiety. You write a book called, "101 Ways to Overcome Anxiety and Lead a Stress-Free Life." (I'm making this up the fly.)

People buy your book, read it and realize they cannot do this alone. They need help. They need YOU.

And you charge \$500 per month for this personal coaching service.

### **"But how do my readers end up buying my products or services?"**



You're going to provide them multiple points of contact.

If they are buying the book directly from you, then you already have their name and email address.

If they're buying the book from a third part like Amazon, then inside the book you will invite them to get something from you, such as a cheat sheet, a 'missing chapter' or something that helps them to achieve their goal.

Now that you have their email address, you're going to email them with tips and offers.

You're also going to invite them – from inside your book and via email – to avail themselves of your free 30 minute consultation. Or show them where to try the software for 30 days free. Or some sort of offer that moves them along the funnel. And you'll be making these offers in the sales funnel as well.

You'll also be inviting them, through the ebook as well as through email, to join you on whatever social media channel you're on.

And every time you appear on a podcast or guest blogger or you update your own blog or whatever content you're putting out there, you will email your list and notify your social media followers that you have new content for them to check out.

As you can see this funnel has many branches all leading to making the sale. The idea is that even if you sell on Amazon and don't get them on your email list, you can still get them to follow you on social media or hear your podcast or something that reinforces you as being the expert in your niche.

You are always there in front of them with your book, your emails, social media, possibly SMS, podcasting and blogging. That's why when they decide they need your service or need your software or need your \$2,000 coaching program or \$10,000 in-person seminar, you will be the only person they think of because you're that guy or gal who wrote the book, who sends them emails, who updates them on social media and so forth.

Your book is the gateway to turning strangers into prospects into customers.

### **“How do I get my book into people's hands?”**

This is the part that stumps a lot of people. They understand they need to have a book and that the book is the entry into their sales funnel. But how do they get complete strangers to BUY the book?

There is, of course, Amazon. Getting your book seen on Amazon is an entire course unto itself, but it's also well worth it in many cases. Think of all the traffic Amazon gets and how profitable it can be to turn a teeny tiny fraction of the traffic into your own paying customers.

But for the rest of this report, we're going to focus on getting prospects to your own website to buy your book.

And the easiest, most consistent way to do that is through paid advertising.

Remember that you're going to be charging for your book. If all goes well, the price of the book is going to pay for your advertising. This is what we call a self-liquidating offer and when you achieve this you can advertise to your heart's content essentially for free.

For example, let's say you sell the book for 5. It's an ebook, so there is no printing or shipping cost. It costs \$5 to show your ad to 100 people, and 1% buy the book. I've greatly oversimplified the math here, but you can see that you are paying \$5 and receiving \$5 and a new customer.

It's entirely possible that with some testing and tweaking, you can increase that conversion rate considerably. For example, that same \$5 of advertising would buy 5 sales if your conversion rate increased to 5%. This would give you a profit of \$20 every time you spent the \$5. You could then use the profit to test advertising in other venues as well, creating an avalanche of new customers.

It could be too, that by advertising on Facebook, Twitter, YouTube, Instagram or wherever your market is, you might lose money up front.

Yes, it could actually cost you more than \$5 to sell one book (In this example). If this happens, test charging more for the book to see if you can even it out. But if you can't, don't panic. There are ways to increase profits on your initial sales by offering something in addition to your book. Plus, the



real money is made on the backend, not the front end, and I'll give you an example in just a moment when I answer what I suspect some people are asking at this point...

**"I'm still not clear on how the book relates to my business and other products and services and oh cripes I'm kinda confused – help!"**

Right, perfectly understandable.

Let me give you a hypothetical example:

Let's say you're an SEO expert. Given a couple of months or more and enough money, you can get most webpages to Page 1 of the Google search results.

But your service is not cheap; not cheap at all.

How do you get new clients?

You write a book on how a small business could get their site on Page 1 of Google. You tell them all the many things they need to do along with the nuances that might be particular in certain cases.

But you don't tell them how to do it. Or if you do tell them how, then you make it sound difficult for a non SEO expert to do it, because it IS difficult for a non SEO expert to do. You're not exaggerating; you're being honest and truly showing them what needs to be done and even giving them encouragement to do it themselves.

But a small business owner doesn't have time for SEO. They want to pay someone to do it for them and BOOM! You offer your service.

You might also offer an in-between sort of product that is a course on doing SEO, something much more extensive than the book. Sell the book for \$20, sell the course for \$500, and sell your services for \$1000 a month for six months and \$300 a month after that (I'm making these numbers up, btw.)

Notice in this case that the topic is the same for all products – SEO for small businesses. It's simply a matter of how much they want to spend and how much work they want to do themselves.

Maybe 5 out of 100 book buyers take your course and maybe 1 out of 100 hire you. If you're selling 100 books a day, that's one new client a day and I think you might need to outsource the SEO work itself just to keep up.

I hope that clarifies things a bit, and in a little while I'll show you how to make your book sales even more profitable on the front end.

**"But I don't have any skills like SEO. What do I write about and what do I sell?"**

That's a good question, isn't it?

I think the vast majority of people do have something they can teach, either one-on-one or better yet in courses.

But let's say that you really, truly do not have a single skill you can teach that others will pay to learn.

No problem. You've still got at least three options and they're all dynamite.

**Option 1: Become an expert at the beginner's level.**

For all three of these examples I'm going to use Internet Marketing, but these will work in most if not all niches.

Let's say you don't know the first thing about Internet Marketing, but the topic of making money online fascinates you and this is the niche you want to work in.

Here's what you're going to do: You're going to give yourself a crash course in how to market online.

You're going to learn everything a brand-new marketer needs to know by consulting the works of the experts.

You're going to base your book upon what you learn, crediting your experts along the way. "I learned from Tom Smith that..." Give TONS of credit to the experts. Do not pretend any of this information is your own but put it ALL in your own words.

Create a list of the courses, products and websites you used.

Place affiliate links for those courses in your book and suggest that your readers might want to avail themselves of these as well.



BONUS POINTS: As you are learning then DO. Do start your own online business. Create the website, do the advertising, see if you can turn a profit. You are experimenting and what you discover from your experiments will go into the book as well.

Do NOT pretend to be an expert. You are a beginner just like your reader and together you and the reader are going on this journey of discovery.

Use humor. Be self-deprecating. HAVE FUN and the readers will enjoy themselves as well.

Have a super eye catching title such as...

## ***Internet Marketing for the Clueless As Written by the Biggest Moron of All***

*With the help of 22 experts earning an estimated combined \$74 million annually*

Wow. I wrote that title off the top of my head but I would BUY this book IN A HEARTBEAT without any further convincing.

When you've got your book nearly finished, send a copy to every single expert you quoted in the book. Give them your utmost thanks for the help you received from their websites and products.

Tell them you know they are super busy, but if by chance they want to give a one or two line review, you will proudly display it in your book, on your site and you'll have it framed and hung over your bed, too. (humor!)

Play your cards right and a few of these marketers might even give a shoutout to their fans or list members about your book.

What will you promote to your new readers?

First, you'll get them to join you on social media and your email list so that you stay in contact with them.

Next, you'll let them follow along on your journey of discovery.

And finally, you'll promote products to them that are essential for both teaching them Internet Marketing (instruction) as well as doing Internet Marketing (tools).

### **Option 2: Let experts write your book for you**

This is an old school method that will work far better in some niches than others.

You're going to approach experts in your niche and ask them to contribute a chapter. If they already have an article on their site that would work, then ask if you can use it in your book. Tell them what the book is about and drop names of the other experts you want to get involved in the project.

**Mini Case Study:** I knew someone who was rather sneaky with this method. He wanted the very best of the experts in his book but knew they would never agree because he was completely unknown himself.

Here's what he did: He ranked all the current experts in his niche by how well known they were, with those who weren't all that well known being 3's, those who were more well known but not superstars being 2's, and those who were superstars (practically household names) being 1's.

Then he approached all the 3's and asked them to be in his book. They were the easiest because they needed the exposure.

Once he'd gotten a good handful of them to agree, he then went to the 2's and asked them to contribute a chapter to his book, showing all the names of the 3's he already had on board. Seeing all these other people were involved, some of them got involved, too.

Next, he went to the 1's and showed them the 2's who were in the book, and because they recognized their peers, they figured it was a good idea and some of them got on board, too.

Finally, he went back to the 1's and 2's who hadn't responded and gave them an updated list of who was in his book. Seeing other superstars had agreed, more of the 1's and 2's joined in.

Realizing he now had far too much content for just one book, he then broke the book into 5 different volumes and placed them on Amazon. People could purchase just one volume or all 5, and



because there were 5 volumes and lots of well-known names, his sales went through the roof and that was the beginning of his seven figure (yes, SEVEN figure) business.

He also sold the set via advertising on several social media platforms.

Keep in mind that when he started all this, he was a complete unknown in his niche. But he was resourceful, tenacious, funny and especially adept at putting his authors at ease and building trust with them. I'm not sure this would work for just anybody, but I was terribly impressed with his results.

### **Option 3: Ghost it**

This one is almost self-explanatory. You're going to hire a write to write the book for you. Don't skimp here. It will pay to hire the best writer you can afford. Tell them how you intend to use the book. Work with them to create the outline and point them to any resources you want them to reference.

Optional: Offer them a set fee AND a percentage of profits from your entire business for the first year. This will incentivize them to do the very best job possible for them.

Let them know you will be giving them credit for helping you with the book as well. There is nothing wrong with admitting on your book that you had a co-author. This can be as simple as using the phrase, "As told to" or thanking them inside the book for their help in the book's creation.

### **How to Make Even Unprofitable Book Sales IMMEDIATELY Profitable**

I mentioned earlier that you can make more money up front on your book sales by offering one or more additional products when they purchase your book.

If you're selling your book on Amazon or any other third-party site, then this won't work.

But if you're doing your own advertising to sell your own book on your own site, then you've GOT to implement this because if done right, it ensures you will never come out of pocket for advertising again.

We've talked about the money being on the backend. As an example, we mentioned the \$5 SEO book followed by the \$500 SEO course and then the \$1000 a month service of doing the SEO for the customer.

This is going to add one more product and one more step, but it's a doozy and I think you'll love it.

In our example, as soon as a customer purchases your book, you're going to offer them a very special deal that is available right then and there. In our SEO example, it might be access to a live call where you answer their SEO questions.

You might hold this group call once a week or once a month, depending on how your book sales are going.

Access to this call might be \$17, \$27, \$37... you might offer access to multiple calls for \$47 or more... it's all up to you. Test to see what converts the best.

Not every book buyer will take the offer, but you don't need every one. As long as some are taking it, you should never have to worry about being in profit with your book sales.

And here's where it gets even better: In this example you're offering access to a LIVE call with you. Of course you could offer anything that is moderately priced and topic compatible, but here you're giving them the chance to get to know you on a call. A chance to LIKE you. And a chance to TRUST you.

You might even offer a one-on-one call instead of group call.

This is the perfect time to get them thinking about taking your course or even using your SEO service.

By doing a live call, either group or one-on-one, you will make more money by charging for this call and more sales of your more expensive products because now the customers have relationships with you.

I cannot overstate how powerful this is.

**"But what if I don't want to do live calls?"**



You can offer anything you like for your upsell after they buy the book, as long as it makes sense. In our SEO example, you might offer them a set of videos demonstrating some of your techniques for \$47.

If you don't have a product to use as your upsell, you can use an affiliate product that is product compatible. Be sure it's something you truly believe in because in your customers mind it will be inextricably connected to your own book. If you offer a lousy product, your customer will think your book and your other services must be lousy, too. Offer an outstanding product that is a huge value for the money, and your customer's trust in you will be increased.

### **"If one offer makes me more money, should I offer 4 or 5 of them for even more profit?"**

Let's say someone buys your book and in the sales process is offered what we call an "Offer Bump;" an additional product that adds to the price of the book. Doing this can be as easy as adding a tic box on the order page with the additional offer.

But then there is a second offer bump and maybe a third and fourth. Mind you, they still haven't bought anything because you're busy trying to get them to add more and more to their order.

Some customers will balk at this and run without ever buying anything, while others will take every offer bump you make.

Next, after they've checked out, you make a "One-Time Offer" and maybe a second one-time offer and possibly a third one-time offer. Each of these appears on its own page and requires the customer to either accept or reject each offer before they're taken to the next page.

Do you see where this is going?

My own personal feelings are that you shouldn't treat a brand-new customer that way. If they need all of these offer bumps and one time offers to solve their problem then your book must be pretty damn useless.

Mind you, those are my feelings and my feelings in this are totally irrelevant. What is relevant is that for any offer you make, you test, test and test some more.

Perhaps you offer your book and a single one-time offer. You tweak this funnel until it is performing well.

Then you test adding ONE offer bump and see if you can do even better.

Keep in mind that it's not just a matter of how much money you make up front. It's also a matter of how many people become buyers and how many of those go on to take your additional, more profitable offers later.

If you are clearing \$30 up front on a new customer but none of them ever buy your \$1000 product, then you might want to reevaluate what you're doing.

If you're only breaking even up front but a good number of people are going on to pay you \$500 a month for coaching for 6 six months, then you're getting a much better result.

Personally, I don't like inundating a brand-new customer with a half dozen offers when they haven't even had a chance to read the first page of my book. But again, that is my opinion and means little to nothing.

Test.

Test everything and always keep the backend in mind. What's important is how much you earn for the lifetime of the customer and not necessarily how much you make the day they join your list.

### **Can I have a totally automated, 'set it and forget it' book sales funnel?**

Yes! And no.

If you want a set it and forget it sales funnel, then you won't be offering any kind of service, live call, coaching and so forth.

Everything will be sales of products, usually e-products but it could be tangible goods, too.

You'll still need to advertise and you'll have to stay on top of it to make sure your ads and funnel are converting well. If not, you'll need to make adjustments.

You might have to deal with customer service issues, but you can hire an assistant to do that for you.



You can write many of your emails in advance and program them into your autoresponder. But you'll also want to write timely emails to give them updates, make special offers and so forth.

So yes, you can make your funnel nearly set it and forget it, but not completely. Once you have everything set up and running, you will still need to put in maybe an hour a day or so for optimum results.

### **What might my sales funnel look like?**

In its simplest form, it will look like this:

1: Customer clicks on your ad, is taken to either an offer of a free chapter in exchange for their email address or directly to the ebook sales page.\*

2: You might include an offer bump prior to checkout and/or a one time offer after check out.

3: You promote a series of products through email.

\*A third variation is customer is taken straight to the book sales page, and if they don't purchase, a pop-up offers them a chapter of your book in exchange for their email address. (This one is my favorite, but as always, TEST to see what works best).

### **What sort of money can I make doing this?**

That's like asking how long is a piece of string? (The answer is "42" for those who get the reference, and "That depends" for everyone else.)

But let's take a total hypothetical example and run with it:

You charge \$5 for the book and \$47 for the upsell.

You reinvest any profits from the book and upsell into more and more advertising.

In other words, you're building a heck of a buyers list but you haven't made any money yet.

You promote various products and services to your list. Over the course of a year, the average customer spends \$10 on these products. Remember, this is a buyers list and if you're in a high end niche then your profits might reflect \$10 per customer. Or \$1 per customer. Or \$20.

Through your advertising campaigns you're adding 100 people to your list per day.

100 people times \$10 times 365 days – I'm going to let you do the math because it's getting kinda crazy.

Then you offer an inner circle coaching program at \$10,000 per person per year. You allow just 20 people to join.

Other people in your niche read your book and offer you deals, joint ventures, guest appearances and more.

Your income continues to increase.

But this is all conjecture. I don't have a clue what you could make, but I do know it could be a lot. A LOT.

The details are up to you, and it all starts with choosing your niche, choosing your topic and yes, writing the book.

Or outsourcing the book.

Or getting experts to write it for you.

Forget 'get rich overnight' and realize you can in fact get rich over time.

Take the above scenario and imagine the money you could earn in five years' time.

Are you getting the picture?

One book, if done properly, can be all you need to succeed in a very big way, both financially and professionally.

What are you waiting for?

**See you next month!**



Includes  
3 High Value PLR  
Licenses  
(Worth \$388)  
**FREE.**

# A Program That Will Teach You How To Make The Easiest Money You've Ever Made...

"This stuff has taken me years to learn. Not because it's difficult but because it's really hard to find any information about this process. It's generally the kind of stuff being passed around in a small inner-circle of info-entrepreneurs by word of mouth."

—Nick James



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