

# HOME BUSINESS NEWSLETTER

*Issue 136*

8

**Mini-Case Study:**  
Avatar = \$1,000 in  
24 Hours

17

**The 10 Catchiest  
Slogans of the Last  
70 Years**

21

**Case Study -**  
\$200,000 First Year  
Digital Marketing  
Agency

28

**Lil Nas X Case Study:**  
From Couch To  
Breaking Mariah  
Carey's Record  
In Just 5 Months

13

**Exclusive Interview  
Travis Ketchum**



**CAMPAIGN  
REFINERY**



Copying the content of this newsletter is a sin paid back in full automatically  
by nature in due time with an interest.

©2022 Stone Evans • Home-Business.com

All Rights Reserved Worldwide.

All images ©Pixabay.com & Unsplash.com  
All rights reserved worldwide. Extraction of images from this publication  
and/or any other use of them is strictly prohibited.

Here's a super simple method to:

- Increase the apparent value of your product
- Place your product among the very best in the business
- Make your product an instant mainstay by association

I was surfing Amazon when I clicked on Larabars. These are terrific snack bars because they contain very few ingredients and no nasty chemicals.

My favorite flavor is Peanut Butter Bar. Don't judge, I know peanut butter is a truly American thing and I'm from across the pond. But I like it anyway.

I notice they added a few pictures to the listing, one of which contained books. I love books and immediately zoomed in to see what the titles were.

Lo and behold, they're "Fortune Favors the Brave" and "Big Magic."

Imagine you're looking at these bars for the first time and you're not sure you're going to order. Then you see the title, "Fortune Favors the Brave." Are you now more likely or less likely to try them?

And what if you're wondering what they taste like? "Big Magic" might be the answer you're looking for.

#### **Idea #1**

This got me thinking... what if you placed your information product on a stack of related books? These could be the classics in your niche, meaning the books everyone knows and respects. Or they could be titles that give a subtle push in the right direction, like the two in the photo.

Really, I don't know why we haven't been doing this all along.

I'll give you an example: Let's say you've got a book, a course or some sort of information product about becoming rich.

You either have a physical copy of it made or you create a picture of it. You might create a course that's delivered 100% digitally but you create a graphic of it as though it were a real life hold in your hands product.

Then you take this image and place it on a stack of other titles such as, "Think and Grow Rich," "Rich Dad Poor Dad" and "The Millionaire Next Door."

Now your own course or book is awesome by association because of the company it keeps.

Add in another book titled, "Just Do It" and maybe "Fortune Favors the Bold" and then test to see if this doesn't increase your sales at least a little bit.

#### **Idea #2**

One more thing... if you're charging big money for your course, you can always give away the other books in the picture as bonuses to every customer who lives where Amazon Prime goes. You might pick out \$50 worth of books and send them out with your \$500 course. Test this to see how much it increases sales.

Remember to choose books that compliment your course rather than acting in direct competition. For example, if your course covers the steps involved in building residual income, then Rich Dad Poor Dad might be a good choice because he talks a lot about the power of residual income in that book but doesn't tell you specifically how to do it.

One last thing... did you notice the grasshopper in the photo? At first glance that seems like a strange addition for a food product. Then again, one remarkable characteristic of grasshoppers is their ability to jump 200 times their own height. If these Larabars can give me only 10% of that kind of energy, then I'm buying a case of them.

## **Make Your Product AWESOME by Association**





A photograph of a middle-aged man with glasses and a goatee, wearing a light-colored button-down shirt, sitting and reading a newspaper. The image has a warm, orange-toned filter. The text 'Resources and news' is overlaid in the top right corner in a white, italicized serif font.

# *Resources and news*

## **Google Tests New AR Prototypes - Watch Out Google Glass**

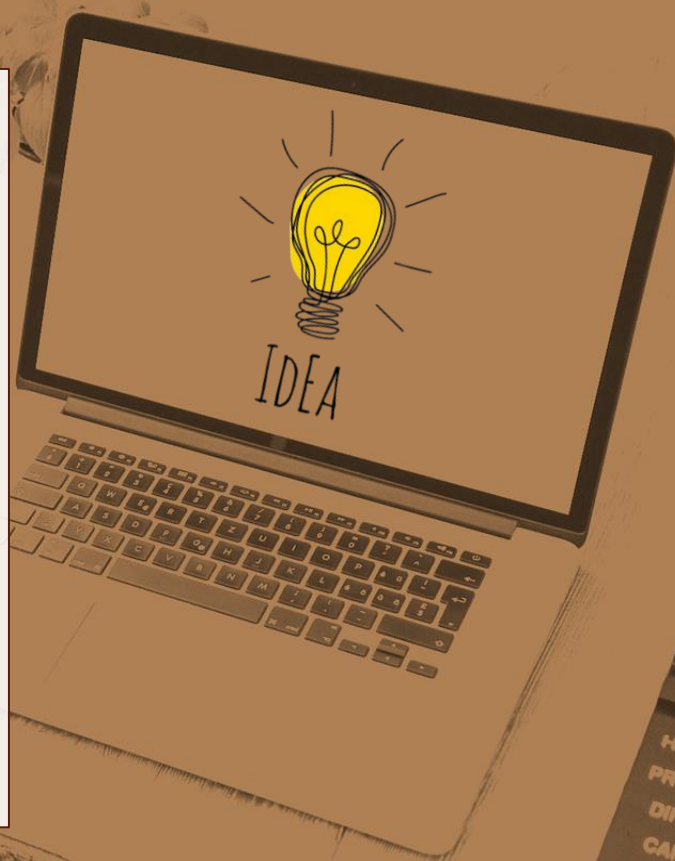
Google announced it will begin testing new AR, augmented reality, experiences in the public with a limited number of Googlers and trusted testers. These include in-lens displays, microphones, and cameras, that Google will start to test next month in the real world.

<https://www.seroundtable.com/google-testing-new-ar-prototypes-33783.html>

## How to Plan Your Instagram Posts [+22 Free Instagram Planning Templates]

90% of people on Instagram follow at least one business nowadays. To compete with other companies in your industry, you must have a solid Instagram strategy, especially if your intended audience uses the app.

<https://blog.hubspot.com/marketing/plan-instagram-posts>



## New Searchable Instagram Map Gives Visibility To Local Businesses

Instagram is making it easier for users to discover restaurants, cafes, hotels and other local businesses.

<https://searchengineland.com/searchable-instagram-map-386606>

## How to Use Keywords to Combine the Power of SEO and Google Ads [Case Study]

When approached correctly, using SEO and PPC together can unlock significant opportunities for your brand.

<https://moz.com/blog/use-keywords-to-combine-seo-and-ppc>





# 10 Tips For Making Money With Apps Today

Ten or fifteen years ago the 'get rich' advice usually included making apps. Remember hearing things like this? "Make an app, sell a million copies for 99 cents each, and you're practically a millionaire!"

Can you still make money today with apps? Absolutely, which is why Mike Ron, author of the Udemy Course 2022 ASO and app creator with 20 million app downloads, offered a few words of advice for the aspiring app maker.

Mike decided to make apps 10 years when his colleagues were all joining startups, so he does know a thing or two about app development.

Here's what he has to share about app building:

1: It used to be a lot harder to make apps than it is now, thanks to advances in software. This means almost anyone can get into the business today.

2: It used to be easier to rank your app than it is now, thanks to a great deal more competition. That's why you'll want to spend time up front deciding exactly who your app is for and how you will reach them before you even build the app. Expect to do more work to get your app seen and downloaded.

3: Release a POC (proof of concept) as soon as you can to get feedback from early adopters. Then use their feedback to refine your app before launching.

4: Learn when to listen to people and when to ignore them. Mike's first app was a super simple entertainment app to simulate drawing in sand. He received immediate feedback like, "Who is going to use this crap, even for free?" But a short time later his app hit the top ten list in Amazon.

5: Use Firebase + Flutter for app development. Get the initial result as fast as possible to avoid wasting time on something that won't sell. Pivot technologically if "god forbid you succeed too much."

6: Target a niche with a deep need, such as dating for vegans. Get specific. Your market isn't everyone; it's a very specific group of people in a community you can reach. If you are involved in this community, so much the better because you want to promote organically.

7: If you can't get organic users to like your app and pay for it, then don't pay to try to get them. Learn APO (app search optimization) and optimize like crazy.

8: The best methods to make money today with an app are ad revenue, app purchases and especially selling subscriptions to your app, such as a dating or fitness apps.

9: Apple is a pain, so go for Android first. Optimize your app and then deploy it to the Apple Store.

10: It's a huge advantage to be the programmer. This is an approachable profession you can self-teach yourself and avoid a lot of frustration relying on other programmers.

App development can be an incredibly lucrative hobby. Spend a few weeks learning the basics of programming, keep your eyes open for ideas and then get busy.

It might take you several apps before you create one that is a winner, but as you know it only takes one super popular app to make your million dollars.



## Double The Impact of Testimonials With THIS

Testimonials, testimonial headlines and even regular headlines are twice as likely to be read by your prospect if you do this one little thing...

...add quotes.

Look at the difference:

For Years I Struggled with Arthritis, But No More!

Vs

“For Years I Struggled with Arthritis, But No More!”

Quotation marks give your copy instant credibility.

And because the second example stands out, it’s twice as likely to be read. You can even use this trick on headlines to get skimmers to STOP and pay attention.

Here’s another little testimonial trick:

Find out what your customer wants, and then use a quote to show them they’ll get it.

For example, if super-fast delivery is important to your prospect, then find a quote about this very thing and place it next to the order form.

“I received my Miracle Arthritis product in just 2 days!”

Not only are you showing the customer they get fast delivery, but you’re doing it in a way that breaks down resistance. You’re not saying that delivery is fast – one of their fellow customers is saying that.

The testimonial goes a long way towards proving the claim of fast delivery is real, and you never even had to make the claim yourself.

## 10+ B2B Influencer Marketing Predictions From Top Experts & Influencers

What does the future of B2B influence look like, and how will top global brands succeed with B2B influencer marketing in the push to 2023 and beyond?

There's no better time to put these questions to some of the top B2B industry influencers, leading B2B marketers from major brands, and influencer marketing technology platform executives.

<https://www.toprankblog.com/2022/07/10-expert-b2b-influencer-marketing-predictions/>



## 6 Steps to Create a Facebook Funnel That Converts

Want to improve your Facebook lead generation and conversions? Wondering what types of content will make a Facebook marketing funnel work better?

<https://www.socialmediaexaminer.com/6-steps-to-create-a-facebook-funnel-that-converts/>

## NFT Project Launch Success: Crypto Tech Women

Here's how to plan and execute a full NFT launch from brand alignment and establishing pre-mint community value to setting up a social media and website presence.

<https://www.socialmediaexaminer.com/nft-project-launch-success-crypto-tech-women/>





## Mini-Case Study: Avatar = \$1,000 in 24 Hours



Noah Kagan of AppSumo is known for starting several companies and growing them to 7 or 8 figures in revenue.

Recently, while participating in a 24-hour business challenge to prove that anyone can start a business today, Noah asked his followers what business he should start.

The answer? Believe it or not, the answer was beef jerky.

One day later Noah reached the goal of earning \$1,000 in 24 hours. In fact, his total revenue in the first day was \$3,030.

Here's how he did it:

- He located a source for his jerky.
- He made a basic budget to work out how much he needed to sell to clear \$1,000.
- He made a customer avatar to determine who he needed to target.
- He sought out people who fit the customer avatar.

Yes, it really was that simple.

The question is, what action did Noah take that most aspiring marketers fail to do? Did you catch it?

The avatar. Noah made a customer avatar so he would know who to target. Once he knew who his customers were, he looked online to see where they could be found and he reached out to them.

Knowing who his ideal customer is has been a cornerstone of all of Noah's business success stories. And creating the avatar, crafting personal messages to the avatar and then finding people that match the avatar has enabled him to be successful in just about any business he starts.

If you don't know who your target audience is, then it's nearly impossible to find your customers or create an effective marketing strategy.

*"But I don't need an avatar for my little business, right? Noah is a big time marketer, so that's fine for him. I just want to sell my stuff, not waste time with some silly marketing exercise."*

If that's what you're thinking, you're not alone. You want to get busy making money as fast as possible and I totally understand that.





But creating an avatar for your business will actually SAVE you time and MAKE you more money, I guarantee it.

First, what is a marketing avatar?

Simply put, it's a fictitious person that represents your ideal customer.

And your ideal customer is the person most likely to repeat buy from you, be loyal and recommend your product or services.

Naturally, your ideal customer is the one you want to attract with your marketing.

And before you can create an effective marketing campaign to attract your ideal customer, you must first know who that is. In other words, know your avatar so that you can locate and accurately engage with those most likely to buy from you.

Simply targeting anyone and everyone doesn't work because it's too general and not cost effective.

Imagine if you target everyone: You might reach a thousand people before you stumble on one buyer.

But by targeting your perfect customer, your advertising costs will plummet and your conversion rate will soar.

Once you have your avatar then the conversations you design will address your audiences' wants and concerns. You'll know where to reach your customers and you'll know how to make offers they naturally respond to.

When you create a customer avatar, you'll...

- Be more effective in your advertising
- Learn which social media platforms your customers follow
- Won't waste advertising budgets on the wrong platforms
- Create branding that specifically appeals to your ideal audience

Entire books and course have been written on how to create your customer avatar, but for now let me give you a few pointers...

First create a name and physical description.

Think of a loyal customer who champions your products and is quick to leave a stellar review. What will you name this person? What do they look like?

Next, zero in on demographic details

Create a well-rounded vision for your avatar. Determine demographics such as:

- Age
- Income
- Amount in assets
- Geographic location
- Job
- Homeownership status
- Marital status
- Parental status
- Pet ownership
- Educational status



Finally, flesh out their humanity

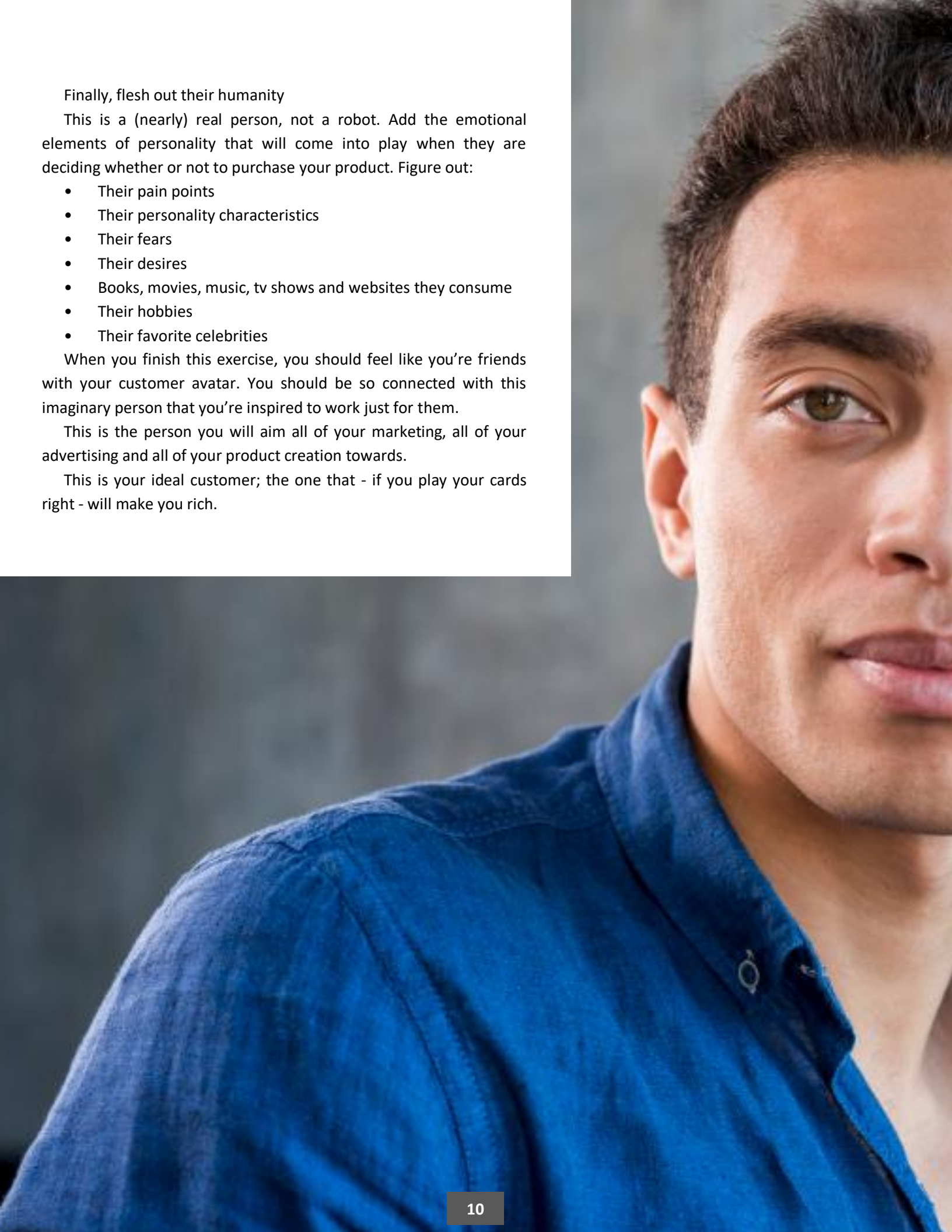
This is a (nearly) real person, not a robot. Add the emotional elements of personality that will come into play when they are deciding whether or not to purchase your product. Figure out:

- Their pain points
- Their personality characteristics
- Their fears
- Their desires
- Books, movies, music, tv shows and websites they consume
- Their hobbies
- Their favorite celebrities

When you finish this exercise, you should feel like you're friends with your customer avatar. You should be so connected with this imaginary person that you're inspired to work just for them.

This is the person you will aim all of your marketing, all of your advertising and all of your product creation towards.

This is your ideal customer; the one that - if you play your cards right - will make you rich.





# Case Study: How to Turn One Blog Post Into a 7-Figure Business

Amy Morin never thought her article would be read by millions of people in just days.

In fact, she initially didn't even write the article for public consumption – she wrote it for herself.

The blog post was titled, ***13 Things Mentally Strong People Don't Do***, and it was written as a letter to herself during one of the lowest points of her life. When she was 23 her mother suddenly died from a brain aneurysm. 3 years later to the day, her 26-year-old husband died of a heart attack.

If that wasn't enough, her father-in-law was diagnosed with terminal cancer. Overwhelmed at the thought of losing yet another loved one, she reminded herself that indulging in a self-pity party wouldn't help.

That's when she made a list of all the things mentally strong people don't do. She published the list on her blog, hoping it might help someone else.

And that's when lightning struck. The post went viral, garnering millions of views within days. Soon Forbes.com picked it up and more than 10 million more readers saw it.

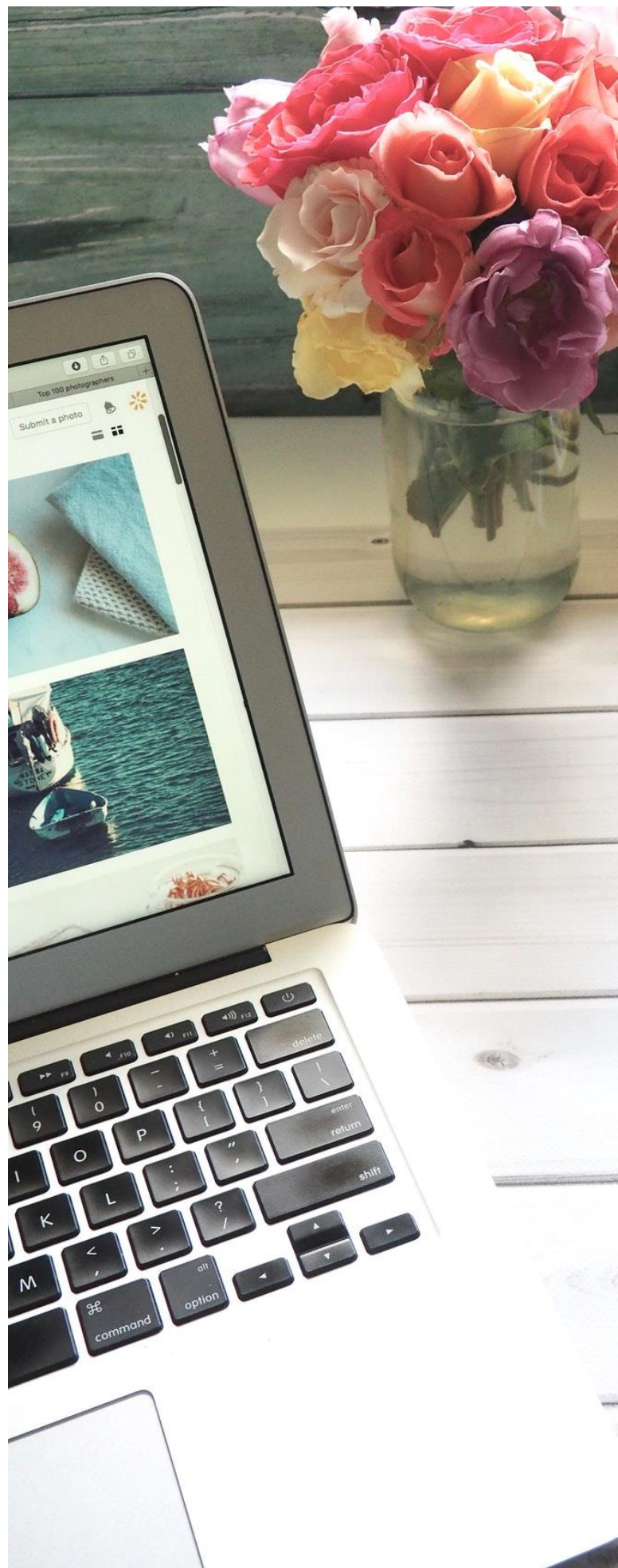
Within a week national radio shows were talking about the article. Major publications wanted to reprint it and news channels wanted interviews.

A literary agent contacted her and within a week of submitting a book proposal to the agent, they had multiple offers from big publishing houses and a new career was born.

She took the deal with Harper Collins and spent the next few months writing the book. 13 months after publishing the article her book came out and quickly shot to the top of several major bestseller lists. She also got publishing deals in more than 20 other languages.

She has since written a sequel to the book. She does speaking engagements at corporate events, global conferences and TEDx. She provides webinars to companies on mental strength.

She's created an eCourse for passive income and as an affordable alternative to individual coaching. She writes for magazines and other websites, and she consults with business leaders and executives.





As she says, “One piece of content could change your life.” Her monthly income now exceeds what her annual salary as a therapist used to be.

Keep in mind that this was not the first blogpost she ever wrote. Her other posts were not met with anywhere near this kind of enthusiasm, but those posts gave her experience in writing and publishing online.

**A few tips when creating your own content:**

Just keep writing. Like Amy, you never know when your very next post will be the one that goes viral and is seen by millions.

Make sure your website is ready to capture email addresses and social media followers when you get a viral hit.

Keep a professional headshot handy. If the media wants to interview you, they’ll also want a picture of you.

Update your bio. Media outlets want to know who you are and what you’ve done.

Go for quality, not quantity. It can be tempting to throw as many blogposts into the stratosphere as possible and see what sticks. But unless your posts are well researched and well written, none of them will go viral.

When lightning does strike, take full advantage of it. Say yes to interviews, joint venture deals, publishing deals and anything else that comes your way that makes sense for you.

Ride the wave and make the most of it while you can. That way even if it doesn’t lead to an entire career like it did for Amy, at least you got to have fun and make money while it lasted, and now you’ll have a much better idea of how to go viral again.





# Travis Ketchum interview



## Editor:

This time, we're chatting with another heavyweight in the online space. For the past decade, Travis Ketchum has been the CEO of Campaign Refinery and Contest Domination, helping tens of thousands of businesses build bigger email lists filled with qualified leads. If your focus is email marketing, analyst building, then you're going to love what we have for you today. Travis, welcome. It's a pleasure to chat with you.

## Travis Ketchum:

Oh, wonderful being here. Thanks for having me on.

## Editor:

Well, I'd like to start by asking a little bit more about you and your background.

## Travis Ketchum:

Sure. Where should we start? How far back do you want to go?

## Editor:

Let's go back to the cradle. No, no, let's go back to when you first decided that you wanted to have a business in the online space.

## Travis Ketchum:

Sure. I've always been interested in entrepreneurship in general, right. I'd go a little bit further back, the car washing and lawn mowing and paper routes. I was always hustling to make something happen, right. I always had this dream of having my own thing. That's always been in the periphery, right. Technically, my first legitimate business, you had to be 18 to have that, be here in the United States, was actually started in high school. I remember having to get past the school filter and do all these things and apply for a business licence. It was actually a drop shipping business on eBay and was drop shipping laptops all over the place and building high-end game machines. That was where I got my taste of money, the value of your own business and the leveraged ability of a business to generate revenue.

In fact, in just a couple months, I went from basically a broke 18 year old to being able to pay for at least the first full year of college, room and board, the whole deal. That was a really eye-opening experience.



Once I got through school, got the normal job, hated it, quit right after nine months and went and worked for a best-selling author and speaker, filling her events live in-person events, filling her affiliate programme, all that stuff. But I realised I'd been building a list and building assets for someone who wasn't me. Right. I had basically replaced one job for another and that's when I thought, "Okay. I need to build my own list as fast as possible. What's the best way to do that?" A contest is what came to mind, but I didn't like any of the contest solutions that were out there.

I went and dabbled around and tried to find some developers and had some false starts and errors and wrong alleyways and all that stuff. But eventually, I did get this little WordPress plugin idea that worked and it followed my very simple, minimal viable product vision of what it should look like. I had been blogging on the side for years and it only collected a couple 100 leads over about four years. Then I ran this contest and I generated 2000 leads in a week. That to me was the aha moment that A, this works and B, you know what, software is kind of fun. That's what kicked things off and got me down the path of being really, I guess a software entrepreneur.

**Editor:**

Are you a coder yourself, Travis?

**Travis Ketchum:**

No, I know just enough to be dangerous, to go break things, but not enough to actually build it myself. When I was at school, I actually, even though I went to school for marketing in a minor international business, but I've always been technically minded because I was building computers and nerdy in that regard. When I was at school, I actually self-trained myself to build enterprise IT. By the time I started as basic help desk, like "Hey, my Outlook doesn't work." To by the time I left, I built, it was a \$14 million server system for the school. I worked my way up that way.

I have some technical jobs and I know enough about database structures and that stuff to at least know what to ask for from a developer, but not enough to go build it myself, right. But I can investigate technologies and weigh their pros and cons and say, "Hey, I think these are what we should maybe be weighing." But not be deep enough into the code to know, "Hey, we need to pick this technology and go this route."





I leave that up to the people I hire, because they're experts in that space, but I can weigh in and say, "Let's investigate these pathways and see if that makes sense." But I don't actually do the development myself.

**Editor:**

Got you. That's outsourced, is it you found some coders that can take your vision, if you like, and bring it to life?

**Travis Ketchum:**

In the early days, that was the case. Yeah. I mean, now obviously I hire people full-time, but in the early days it was actually a pretty big risk because when I was creating that first version, that client, that best-selling author and speaker I was working for, we basically had a difference of opinion. They told me to take a hike and I was like, "Well, I just signed an 18 month lease with my then girlfriend, now wife. It was literally the next day she wanted to part ways. I was like, "Oh no, I just signed the longest lease of my life for more money than I'd ever paid for a place to live and I have no income now." Like, great. I actually financed that first version on a credit card. I had no idea it was going to work out. I figured if it really went to heck in a handbasket, I could go down to the Apple store and start slinging iPhones to people or something. I could figure out how to make it work, but yeah, just hire people outsource in the beginning and eventually hire them full-time now.

**Editor:**

That's an amazing story. Your back is literally against the wall and you've got to make this a success. What were the steps that you took to give yourself the best chance of success?

**Travis Ketchum:**

Well, being under pressure is definitely a good way to do it, right. Having a big rental check to stroke. I still had a car payment at the time. I had student loans, the whole deal, right. Pressure makes diamonds sometimes, right. Then, basically what I did is I tried to really trim down the scope. I think a lot of people, when they get the software and this still happens to me sometimes still, I have to rein myself back in, but you get what's called feature creep, right. It's like, the first thing is deciding what does it really absolutely have to have? It won't work without it. What does that feature list look like? Everything else is version 2, or version 1.1, at least. For me, that literally meant, I didn't even have a members area in the beginning.

My delivery was an AWeber autoresponder with a link to an Amazon S3 file that was unprotected on the first version. Right. Then I knew I needed enough sell, but I didn't know how to do that. Instead of saying, "Oh, let's make a bunch of crazy features." I said, "Well, I could sell a different licence to the product." I knew just enough to go in and literally rename the file to a different zip and rename it, so when you installed it, it said, "Business licence." But it was actually the same software. I wasn't trying to scam people, but it's like, "This one has our blessing to use with clients, and this one is for individual use." But it, simplify, simplify, simplify, and once you can really trim it down, I think you'll find that 90% of a software thing...



*Note from the editor:*

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





I'm going to reveal the slogans and taglines that have stood the test of time. Odds are you're familiar with every single one of them, and as you read this I'd like to issue you a challenge:

See if you can use these as inspiration for creating a slogan for your own business. No copying, of course, but maybe one of these will be the spark that creates your own million-dollar slogan.

#### **"Just Do It"**

Okay, I know you must have guessed Nike's 1988 marketing slogan would be on this list. But did you know it was inspired by a murderer? Utah Gary Gilmore's last words when facing a firing squad were, "Let's do this."

Inspiration can come from anywhere when you're open to it.

#### **"Got Milk?"**

This slogan almost didn't make the cut in 1993 at the Goodby Silverstein agency. It was deemed lazy and grammatically incorrect. But after a series of ads featuring people struggling uncomfortably after having dry or sticky treats without any milk to wash it down, it was an instant success. Even celebrities joined the campaign, being featured proudly wearing a milk mustache.

If you're stuck for a slogan, consider using a question instead of a statement.

#### **"We Try Harder"**

In 1962 Avis embraced its position as the second largest car rental company with this slogan. The following year, the campaign helped the company go from losing \$3.2 million to turning a profit of \$1.2 million.

After five decades the company retired the slogan in favor of, "It's Your Space." Whatever that means.

#### **"Gimme a Break"**

Originally worded as, "Have a break, have a Kit Kat," this slogan was coined to sell chocolate to working people in 1958.

The word "break" was used to signify both break time at work and breaking a finger off the Kit Kat bar.

This is another slogan with poor grammar, but it's how people speak which is one reason why it works. The double meaning of the word break is clever and memorable. If you can do something similar with your own slogan, it's almost certainly going to be a winner.

## The 10 Catchiest Slogans of the Last 70 Years



### **“A Diamond is Forever”**

To me this is the corniest slogan of all and makes me cringe every time I hear it. And yet, this 1947 slogan from the N.W. Ayer Agency increased sales of diamonds by 55% in two years and made diamond engagement rings a cultural mainstay.

The slogan itself was coined in a moment of sheer panic after Frances Gerety realized she'd forgotten to include a signature line in her series of advertisements for DeBeers. Just think, if given more time to work on it, she might not have chosen this slogan. Sometimes the pressure of a deadline can truly work wonders. In fact, in 1999 Advertising Age named this the, “Slogan of the Century” just two weeks before Frances passed away.

### **“What Happens Here, Stays Here”**

Las Vegas launched a major marketing campaign back in the 90's that promoted the city as a family vacation spot. Apparently, it didn't work as well as hoped, because in 2002 they commissioned R&R Partners to begin researching what it was that people wanted out of Las Vegas. A year later they had the answer: Freedom. People liked the freedom to do what they couldn't do at home, and thus, “What Happens in Los Vegas Stay in Los Vegas” was born.

Was it successful? Judge for yourself: Every \$1 spent on the advertising campaign with this slogan generates \$26 in returns for the city.

### **“The Best a Man Can Get”**

After nearly a century of bad branding, Gillette finally hit upon the slogan that would revitalize the brand and allow them to dominate the shaving industry.

“The Best a Man Can Get” has been used in 14 different languages. Notice the double meaning: It can be interpreted as both the best shave a man can get and the best a man can be, offering product quality and self-empowerment in one simple phrase.

### **“Breakfast of Champions”**

In an early version of influencer marketing, beginning in 1933 Wheaties has featured famous athletes on its cereal boxes with the slogan, Breakfast of Champions.

What athlete doesn't want to be identified as a champion? This tagline has made countless athletes agree to be on the cereal box and endorse the product.

### **“Because You're Worth It”**

Imagine the year 1973 when women in the U.S. and U.K. were campaigning for equal rights. L'Oreal's slogan was the first ever written from a woman's perspective and broke new ground for equal rights.

It's interesting to note that the original line was, “Because I'm Worth It.” Women may not have felt empowered enough at the time because a survey found the original line, “too boastful” for their tastes. L'Oreal quickly changed it to “Because You're Worth It” and then in 2009 they changed it again to, “Because We're Worth It” in an effort to brand L'Oreal as a lifestyle and philosophy for empowered women.





# How To Get More Word Of Mouth Marketing

Frank was just unlocking the door to his shop when he heard the phone ringing. Grabbing it off the cradle while he laid down his things, he answered with his customary, “Good morning, Frank here, how can I help you?”

“Hi Frank, this is Gloria. I was talking to a mutual acquaintance this weekend, and she recommended I hire you for our next big job. When can you send the contracts over?”

Not a bad way to start your week, is it?

Frank used to work like a madman to sell even a single person on his services. But since he started using more testimonials and word of mouth marketing, he’s making 4 times his previous income with less than half the work.

Let’s talk about how to get and use testimonials first, since a testimonial is a form of word of mouth marketing. Then we’ll cover how to get others talking about your business and telling others about what you do.

## **Steps to getting and using more testimonials:**

Ask for them. As soon as you render a service or sell a product, either ask for the testimonial or let the customer know you will call on them or email them in a day or two to see how things are progressing.

If all is well, ask for the testimonial.

If there is a problem fix it and then ask for the testimonial.

Use testimonials every where, not just on your sales page. Use them on your blog, social media, in emails and on your podcast.

Keep testimonials short. Few buyers are going to read or listen to a 1000 word testimonial. That said, on more expensive products it’s good to provide the short testimonial with a link to the full version if there is one, just in case someone wants to read it.

If appropriate, turn some of your testimonials into case studies. Ask your customer if you can interview them. Get all the details on their problem before the product or service, and then how the product or service has made all the difference for them.

Offer your case studies as PDF’s. Use a title such as, “How Blue Bunny Publishing Increased Profits by 1294% in 30 Days” or “How the Puppy from Hell Became a Good Boy in 7 Days.”

## **Steps to Getting More Word of Mouth Marketing**

Do remarkable things for your customers. Surprise them in a way that makes them want to tell others.

When iPhone debuted it could do things no other phone could do, which made it immensely newsworthy.



Lily has gained immense word of mouth before ever being released because it's the first drone that will automatically follow you and film you – sort of a flying stalker for sports people.

Run contests where people get more entries by sharing the contest with others.

Offer a reward to customers who refer others. This could be an affiliate program for customers, or you could offer gifts or free products for referrals. When Dropbox was new it offered additional free storage space for each referral.

Ask your very best customers to become advocates for your business on social media. Give them a discount or even free access in exchange for being your evangelists. Tesla gives \$1,000 to advocates and to referred friends, and it works. Tesla vowed from the beginning to run a \$0 marketing budget with no advertising, no ad agency, no chief marketing officer and no dealer network. And yet Tesla is now a trillion-dollar company.

Give away your product to those who have an audience. UA's founder Kevin Plank made an initial run of 500 moisture wicking sweatshirts and gave them to his former NFL teammates. Today, UA has overtaken Adidas and is the second highest grossing sports brand in the world.

Start a movement. GoldieBlox wasn't marketed as just another toy for girls. Instead, it's sold as a movement, a way of improving the world by correcting the gender inequality in engineering. That is how they raised \$285,000 on Kickstarter, smashing their \$150,000 goal.

Do it for charity. TOMS shoes give away a pair of shoes for every pair you buy, and they've given away well over 100 million pairs of shoes to charity.

Nomad List started donating 5% of revenue to remove CO2 from the atmosphere and conversions increased 200%.

As you can see, a little creativity can garner you immense worth of mouth business and a bevy of glowing testimonials.





# Case Study – \$200,000 First Year Digital Marketing Agency

No real names allowed (we'll call him Gary) and I'm not allowed to tell you his niche, but I can reveal pretty much everything else.

As you know a digital marketing agency is simply a business that works for other businesses, performing one or more needed services.

SEO is a classic example, but the work could be anything a business needs to have an online presence and get leads and sales including email marketing, content creation, advertising, paid search, social media marketing, video marketing, mobile marketing and so forth.

This agency is essentially a one-man operation. Gary does outsource a lot of the actual work\* but he acquires all new accounts himself and is the one who deals directly with the businesses.

In other words, you can do this yourself by focusing exclusively on gaining new clients and keeping current clients happy while the actual work is performed by outsources.

Gary just launched his niche digital marketing agency 6 months ago, and he's just passed \$100k in total sales.

I'll outline how you can follow in his footsteps, and keep in mind this will work for you whether you're building an agency offering SEO, PPC, content, social media, web design, copywriting or all of the above.

## Step 1 - Solve One Problem

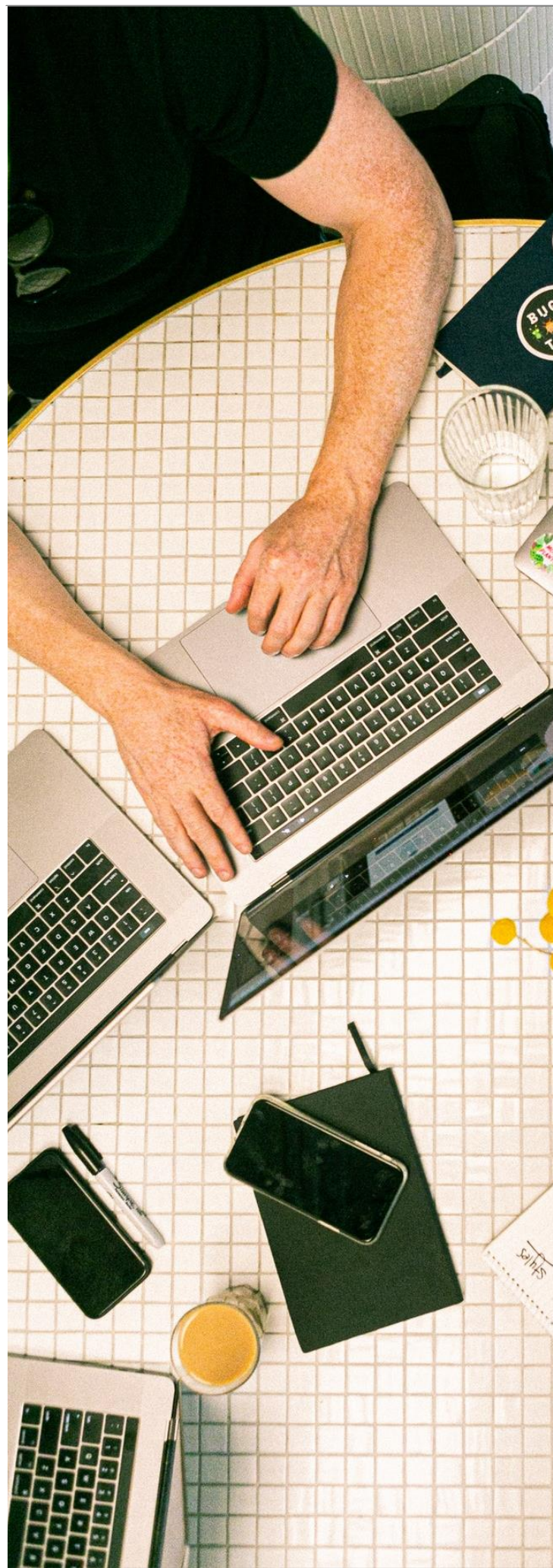
You already know that a successful business solves problems, but what you might not realize is that a highly successful business goes all in on solving one problem extremely well.

For example, let's say that you're craving ice cream.

There are two places in town that offer great ice cream.

One of them is a restaurant that serves all kinds of food including sandwiches, meals and ice cream. The ice cream is really good and the place is always packed.

The second place offers only one thing: Home made ice cream. Really great, awesome ice cream. They have every flavor you can think of and some flavors that are out-of-this-world unique. They use all fresh, local ingredients. They support local farmers and they're owned by a local family. You feel welcomed like you're one of the family the moment you get to the door, and every bite tastes like heaven. No one does ice cream like this place.





So where do you go when you want ice cream? It's not even a close contest, is it?

You want to be the ice cream place, because when people want ice cream, they will come to you and to you only.

Your agency should do one thing, and it should do that thing better than anyone else. Then when people want that exact one thing, they're not even going to think about going anywhere else.

### Step 2 - Copywriting

Your website design doesn't need to be drop dead gorgeous. In fact, if it looks okay then that's good enough for now. You can use WordPress if you like, or a service such as Squarespace. Just get a decent theme or page builder and don't sweat it.

Later you can use profits from the business to design a fancier looking website, but for right now just focus on getting your site up as quickly as possible. This is not the time to win awards for website design.

While appearance isn't all that important in the beginning, what you say on your website is.

On your homepage, you're going to create copy that converts on the spot.

Here's the formula I use for writing that copy:

#### A.I.D.P.G.A.

*Attention. Interest. Desire. Proof. Guarantee. Action.*

**Attention:** Quickly grab your reader with the problem and the solution (you). Your goal here is to get them reading the page.

**Interest:** Get your reader thinking hard about the problem they're facing and how it's negatively impacting them. Make them want to solve the problem as fast as possible, preferably right NOW.

**Desire:** You have the solution they want. You are going to make their life far better. Everything is going to be great if they work with you.

**Proof:** Prove it. Use testimonials and link to case studies if you have them.

**Guarantee:** Show them why it's 100% safe for them and how they are taking zero risk.

**Action:** This is where you issue the call to action. They need to (insert action here) right now to get this solution and make their life better. The action you want them to take might be contacting you or it might be signing up right then and there. For most services, you'll be wanting them to get in touch with you and then you'll sell them via email or Zoom.

This formula works no matter what you are selling.

If you can't write this yourself, then get a copywriter to write it for you.





### Step 3 – Make Sales

Let me say right off that you're not a salesperson; you're a problem solver. They have a problem. You want to solve it for them. So don't think you need to sound slick or use some trick to get them to hire you, because you don't. You don't need to manipulate, you don't need to be pushy and you don't need to do or say anything cringeworthy.

Let's say you're getting inbound leads via email, since that's exactly how Gary does it.

When Gary gets a lead, he wastes NO time in responding, and he never sends a boilerplate response.

He does send a highly personal response that is short in length, friendly and professional, like this:

Hey Greg,

Thanks for getting in touch. We'd love to (insert service) for your business. I love what you've done with your (homepage copy, testimonials, blog content – whatever it is that you can compliment and that shows you've spent time on their site.

We can jump on a zoom call if you like (no worries if not), or I can just send you pricing and details if you prefer.

What would work best for you?

Thanks Greg,

(Name)

The main goal is to get a conversation started. People buy from people they like and are already engaged with. Your competitors are going to send a template response. You're going to stand out by being down to earth, engaging, accessible, and actually interested in THEM and THEIR BUSINESS, not just talking about yourself and yours.

### Step 4 - Communication

Once you've made the sale, you're going to regularly check in and make sure they're happy. Have a system in place where you track client communications and ensure they feel looked after.

The key is to build relationships, get referrals and get to know them as a person. This will ensure they keep buying from you and no one else.

### Step 5 - Testimonials

Testimonials are your digital salespeople, creating interest, trust and sales for you.

Ask for testimonials when they are loving working with you and when you've achieved success for them.

This works tremendously because everyone says yes. This costs them nothing and you'll do the work for them.

Write a testimonial that exactly hits the pain point and solution that you offer, then feature their real name, business and photo alongside it.

How easy is that?





## 5 Ways To Sizzle Your Listicles for Massive Views

A listicle is an article in list form such as, “Ten Best Crockpots,” and most of them are too boring to remember.

In fact, I’ll admit here and now that I’ve written some pretty mundane, run of the mill type listicles, too.

But no more.

Let’s cover why most listicles all read the same (yawn!) why listicles can be awesome traffic drivers and how to make your next listicle sizzle like a steak on the grill.

Most list articles have a title like, “The Top 10 Washing Machines” or “The 5 Best Ways to Drive Traffic.” Reading these is like eating dry toast. Unless you’re starving, they just don’t cut it.

And even if you get your listicle to rank well, it won’t rank for long if it looks like all the others. Pretty soon your competitor will write one with the top 15 washing machines and yours will be forgotten.

When written with some flair and panache, your listicle can become a massive traffic driver. Not only is it easier to get list articles ranked in the search engines, but it’s also easier to get people to forward them if they are truly interesting and different from all the others.

Which brings up my first point...

### **1: Use a strong, novel hook**

Most list articles are researched with a quick Google search, resulting in a list of the first 10 things found on Google.

The top ten plugins for WordPress, the 10 best herbs for insomnia, the 10 ways to clean windows on the second floor. Do a Google search, find the results and rewrite them.

Snore.

This type of article isn’t even useful since the information is already out there.

A truly great listicle needs a truly great hook.

Instead of using a word like, “Best” or “Top”, use something like, “overlooked” “overrated” “craziest” and so forth.

Target a particular reader for your article. Instead of the top ten natural energy boosters, write something like, “10 Under-the-Radar Energy Boosters for Online Marketers.”

Or you might focus on a particular product trait, such as being free, low-cost, never-heard of, available only to a certain group of people, undiscovered, easy to use, newly released and so forth.

And you might want to include the end result in your title. If you’re doing the best traffic generation software, then you might only include results that bring in at least 1,000 new visitors per day. “10 Free Plugins that Drive 1,000 or More Visitors per Day to Marketing Blogs.”





## 2: Be Persuasive

Rather than simply dumping stuff into your listicle, why not add your opinions as well?

Think of the difference it could make. Instead of the top 10 diet tricks, it becomes 'The 10 So-called Diet Tricks I Hate the Most' or 'The 10 Diet Tricks that Shrunk My Butt 2 Sizes'. I'd read either of those articles even if I wasn't looking to lose weight.

You really do want to make a case that your list is the truly best or even the worst. Persuade your reader that your selections make sense for your criteria and explain your thinking behind each choice.

You're taking your reader along for the ride and showing them your thought process in addition to listing out the items.

Why did we include this one? Because my brother-in-law Phil swears by it, or because it's sold a gazillion copies so we thought there might be something to it.

Why didn't we include others? Because they were all about the hype and not delivering results. Or because we excluded anything that didn't include a free 30-day trial period. Or because it was too new and completely unproven.

Why did we include something that at first glance doesn't fit this list? Because one of the features is that it can do this exact thing and lo and behold we've found that it does it really, really well.

## 3: Put even more of yourself into the list

Here's where you share your own firsthand experience and your results. "I tried this and here's what happened and this is the result I experienced."

By putting your own experience into the article, you are offering information that no one else on the planet can offer.

Use your own anecdotes, screen shots and photos to back up your story and show that you really do use the product or that you've tried it for the purpose of adding it to the list.

## 4: Add other people's experiences, too

If your list is 10 items and you've only tried 3 of them, what are you going to do?

Well, you might hit social media and ask people if they've tried the other 7. Get a personal anecdote or two for each item, and again you now have content no one else offers.

If the products are sold on Amazon, then read the reviews to find anecdotes, both good and bad.

If you're listing the best companies to use for a certain purpose, hit their websites to find case studies.

It really doesn't take much legwork to find stories for every item on your list, and it adds an entirely new dimension to your article that makes it truly worth reading and sharing.



## 5: Go out on a limb

Here's where you're going to choose one of the items on your list and take a stand that this is your personal recommendation.

10 herbs to help you sleep? You recommend they try this one first.

10 different plugins to drive traffic? Your favorite is this one and here's why.

Your job as the author of a listicle is to help your reader to make a decision. While all the other list articles are simply listing stuff and not helping the reader to make a choice, you're going to come out and say, "This is the one and here's why."

You're showing that you did your homework, you did the research, you discovered what's good and bad about each, and this is THE ONE you recommend.

You're not hedging your bets. You're not trying to be dry toast to please everyone. You are stating your opinion for all to see.

***"Wait a minute, that all sounds good, but if I can get people to read the same old generic listicle, why should I add in these extra steps?"***

It's true that long copycat articles without opinions, anecdotes and recommendations can still get pageviews.

But they don't generate fans. They don't make readers want to see what else you offer. And they sure as heck don't generate revenue.

One last note...

### 5.5: Add humor

If you can, where you can, insert some humor into the article. I can tell you that if I'm reading your listicle about 10 tastiest chocolate cake recipes for kitchen klutzes and you tell me in a humorous way about your chocolate cake failures, I'll be joining your list and reading more of your stuff.

I need more humor in my life, and I think that's true for most everyone.

If you're not funny in print, then don't try it.

But if you can insert a little levity here and there, by all means do it. The Tens Weight Loss Methods You Tried This Month? Make #2 a story about trying to walk your cat for your own exercise (talk about your severe blood loss and cornering the market on bandages because kitty does not share your weight loss goal). And #7 might be a day of nothing but cabbage soup (which you detest and which allowed you ample time to catch up on your reading in the bathroom) and you've got the makings of two humorous stories. The other eight items can be serious and then you make your recommendation at the end.

See how easy that is?

It will make a refreshing change from all the other list articles out there that are simply offering the same old drudge.





#### **A few more quick tips:**

Make your list scannable. One of the great things about listicles is how easy they are to quickly scan, searching for what a person might be looking for.

Give each item either the product name as the title or a catchy title that evokes curiosity. If you're talking about ten products that give a certain result, then use the product name as each item title. But if you're talking about methods, you might want to make your titles catchy.

Insert images. The images should be highly relevant, funny or both. Using images will create a better reading experience and can improve your SEO.

Use an odd number for your list or use 10. Research shows that odd numbers work well for listicles, and so does the number 10. And some people swear by the number 29, but how often do you really want to make a list that long?

The more list items you have, the shorter each item will generally be. If your list is 5 items, then each item might have several paragraphs, whereas if your list is 29 items long, then each item will likely have just a couple of sentences.

Use the ending to recommend your choice. This is a strong way to finish and lets you give a call to action, too.

# Lil Nas X Case Study: From Couch to Breaking Mariah Carey's Record In Just 5 Months

Have you heard of Lil Nas X?

This rapper went from broke to selling out concerts seemingly overnight.

The questions are, how did he achieve this success so quickly, and can you use some of his techniques to launch your own business into the stratosphere in just 5 months?

Lil Nas X was a college dropout sleeping on his sister's couch. His bank balance was less than zero, meaning he owed overdrafts and fines to his bank. His prospects were terrible and no one would bet he would be anywhere in 5 months' time, much less breaking Mariah Carey's record for the most consecutive weeks at number 1 on the charts.

Most musicians, artists and even many entrepreneurs take entirely the wrong approach to their work. They spend all their time creating and little to no time promoting and marketing. They think if their product is good enough then it will sell by itself, but that simply isn't true.

When Lil Nas X dropped out of college to pursue music, he spent the majority of his time on Twitter making friends. He discovered that posting memes won him followers, and in no time he had 30,000 new followers.

What's this? A musician who spends far more time on Twitter posting memes than making music? That's right. As an online marketer you'll find that building an audience pays far more than creating the perfect product. After all, once you have the audience, you can sell them affiliate products if you don't have your own yet.

Back to Lil Nas X. His plan was to use these followers to promote his music. But he quickly ran into a problem. In his words, "I'd post a funny meme and get 2,000 retweets. Then I'd post a song and get 10."

This is where a lot of artists and entrepreneurs might say that Twitter doesn't work, but Nas got creative. He stopped tweeting music links and started writing a song he could promote through memes. As he says, "It had to be short. It had to be catchy. It had to be funny."

It's all about giving people what they want rather than what you would like them to have. Nas wanted them to have his songs, but his followers wanted short, catchy and funny instead.

As a result, he made Old Town Road. Nas paired it with a video of a dancing cowboy and shared it with his followers.

When this video went viral, Nas knew what to do next. He made more short videos with the Old Town Road tune and the full song linked underneath.

The views started piling up and Nas went from a completely unknown artist to a rising star.





Next, he moved from Twitter to TikTok and then onto Billboard's country music charts. "Wait," you're thinking, "Old Town Road isn't a country song."

No, it's not, but the country music charts are less competitive than other categories. Again, Nas was thinking like a marketer, listing the song as country in order to get it to the top of the charts and get the free publicity.

A week later Billboard removed the song for not being country. As they say, there is no such thing as bad publicity, and Billboard's decision turned Old Town Road into a national talking point. Two weeks later it was number 1.

Did Nas stop there? Of course not. Next, he began creating remixes with some of music's biggest names.

Billboard has a loophole whereby remix plays count towards the original song's chart placement. With each remix millions more streamed the song, locking Old Town Road onto the number one space on the charts.

17 weeks later Mariah Carey's record for most consecutive weeks at number 1 was shattered.

Remember, just 5 months earlier Nas was sleeping on his sister's couch with a negative balance in his bank account.

5 months. What at first seemed impossible now seems simple as pie.

There was no luck involved here and no great skill. Anyone can make funny, short memes and videos that go viral. True, you might not be a musician but that doesn't matter. Figure out what people will share with others in your niche and give them lots of that to grow your followers.

A few marketing tips we can take from Nas:

**Make your product easy to find:**

Nas knew that people watching the video would search for the full song. That's why he changed the song title on YouTube and SoundCloud to include the lyric from the viral video, "I got the horses in the back."

He also posted on the subreddit, NameThatSong to get ranked on Google. This made it easy for anyone who was searching from the video to find the song.

**Jump in and take action:**

Nas didn't get lucky. Things didn't just happen for him. He made things happen. He didn't wish people would forward his songs; he found a way to make people WANT to share the song with others.

**Market to people the way they want to be marketed to:**

People want to share short and funny, so that's what he gave them. He wrote a song that he knew would be infinitely shareable. Some musicians will no doubt say that Nas "sold out" to commercialism, but if you want your music to be heard or your product to be sold, you had darn well better find a way to get it to the people.

**Play by the rules to win:**

Old Town Road is shorter than most songs because he didn't include the last chorus. This made listeners replay the song to hear the chorus again.

A 'stream' doesn't count as a stream unless it's streamed for over 30 seconds. Would you like to guess how long the chorus is? Yup, just over 30 seconds. By making a small change but still following the rules he was able to nearly double his streaming listens.



### **Anything is possible, including massive success in a ridiculously short time**

Would you bet that someone living on a couch with zero money could unseat Mariah Carey in just 5 months? And if he can do that, what are you capable of achieving?

### **Going viral is indeed something you can do:**

They like to say that if you put out enough great content, sooner or later some of it might (MIGHT) go viral. It sounds like winning the lottery, doesn't it?

But what if you engineered your content to go viral? As you can see, it's already been done, so why not do it yourself? Study your market. See what goes viral. Analyze why it goes viral. And then take appropriate action.

### **Build the audience first:**

It's great to create the best ever, biggest and most spectacular product ever engineered. But if you have no one to sell it to, does it even matter?

Build your audience first, observe what they want and then give it to them. I know this sounds backwards, but it's the surest way to success, even if you fail.

What do I mean by that?

Let's say your niche is online marketing. You build an audience of 50,000 people on social media, through your blog and on your email list.

You create that biggest, best ever product and offer it to your audience, but the reception is mediocre. You sell maybe \$5000 or \$10,000 worth, which is a nice payday but nowhere near what you hoped for.

But guess what... your greatest asset isn't that profit you made or the product you built – it's the AUDIENCE you have.

Because you can continue to market to the audience over and over and over and over again with all sorts of affiliate products and future products that you create yourself.

The product might have made you several thousand dollars, but it's the audience that will make you rich.

Build the audience first and you cannot fail.





# THE **BIG** SECTION



# Free Traffic Methods That Work For Brand New Websites

SEO is terrific... if you have an established site.

Email marketing is fantastic... if you've already built a list.

Paid advertising is awesome... if you've tested and optimized your funnel and you have an ad budget.

But what if your website is BRAND NEW?

You don't want to wait six months to build the content and links that will finally bring in SEO traffic. You have no list to turn to. And you're starting out on a shoestring budget, too.

How can you bring in traffic to a brand new site?

By using these 20 free methods, that's how.

Let's get started...

## Method #1:

### Do Expert Roundup Posts

You can use this method even if you don't yet have a single subscriber or any people coming to your website.

What you do is pick a highly relevant and intriguing question, and then ask other experts and influencers in your niche to answer that question in just a paragraph or two. You can do this over Zoom, via email, via social media or any method in which you can contact them.

Let's say your niche is online marketing and your question is, "What traffic driving method don't marketers know or use enough?"

You might start with lesser-known people in your niche. Once you've got their answers, go to the better known people and let them know you already have "X" number of experts who've participated, and you'd love to feature their answer, too. This simple method makes it easier for busy, well-known people to say yes because others have already done it.

Create your post by compiling the answers and placing a link to each expert's website. Let all of your experts know that you've posted the article and ask them if they might like to tell their audience. Some won't but in my experience the vast majority of them will push it, especially if your content is great and you make the expert look good.

This is free traffic to your site. Be sure to capture email addresses or ask visitors to follow you on social media.

Once you've done this, do it again and again with new questions, rotating experts as you go.

Here's why I recommend you do this multiple times:

First and most obvious, you'll get traffic from your fellow marketers who share your article with their followers and subscribers. Even if your traffic is zero right now, doing this can provide a huge influx of traffic as others push the content for you.

Second, you'll become known as an expert yourself by association.

Third, you're beginning to build a relationship with all of these movers and shakers. They now know your name, your site and there is a real possibility of getting a lot more traffic from them in the future.

## Method #2

### Do Expert Articles

This is like doing an Expert Roundup, except you're going to interview just one expert or influencer and turn that interview into a podcast, an article and maybe even a free report.



Your expert is almost certain to share the interview with their followers, sending you free traffic. Articles like this will help your site to gain ranking in SEO, along with giving you extra credibility. And the free report can be something you offer in exchange for subscribing to your email list.

Imagine doing one expert interview each week, and then on the page where you host the interview, offer the free PDF report of all the best stuff from the interview.

Your site will become an authority site in no time. You'll be going much further to establish a relationship with these experts in your niche. And you'll get traffic from each expert's own fanbase.

But what if you can't get an expert to agree to an interview? It's true that once you have a few interviews under your belt, it will be far easier to get more of them. The problem is in getting those first few, and here are two methods to handle that:

1: Start with lesser knowns or even completely unknowns in your niche. Even if you have to begin by interviewing someone with a list size of zero, do it. Your interview will show what you can do and will give prospective interviewees an idea of what they can expect.

2: Do a deep dive on one expert and then write what you've learned. Let's say you want to do an article on the foremost authority on building sales funnels but you can't get past his assistant.

Read everything he's written and listen to the podcasts and interviews he's done. Make extensive notes and then write up what you learned in an article, citing your sources.

Now send that article to him and invite him to share it with his followers. Odds are extremely good he'll not only send it out over social media, he'll also contact you to thank you, too. When he does, ask for the follow up interview.

### **Method #3**

#### **Partner with Other Content Creators**

Now that you've established contact with other experts and influencers in your niche, collaborate with them one-on-one to create even more content. You might co-author an article, report, book, video, audio, course and so forth.

The bigger the expert and the larger their following, the more work you will likely need to do in this partnership. After all, they are bringing the large audience and you're doing the leg work to make it happen.

This content might be shared for free, or a portion of it might be free with an upsell to paid content as well.

Again, your expert will be sending traffic to this content so be sure to capture email addresses when you can and also build your social media followers, too.

### **Method #4**

#### **Giveaways, Contests and Promotions**

When you reach out to other influencers in your niche and offer their audience something valuable, they will often spread the word for you.

This could be something just for their audience, or it could be an internet-wide contest or promotion. You can give away courses, books, tools or whatever you want as long as it's something specific to the audience you want to reach.

Let's say your niche is online marketing. What you don't want to do is offer anyone on the internet a chance to win \$1000 and an iPhone because then you're not targeting your audience.

But if you give away a stack of books on starting an online business, then you are targeting the exact people you want to sell to.

However, if you are doing a promotion JUST to a particular expert's fan base, then you can give away anything you want because you already have a targeted audience.

Be sure to collect email addresses so that you can continue to market to them. And offer them extra chances to win if they refer others to your promotion, too.

## **Method #5**

### **Push Notifications**

This is by far the simplest way to get your new traffic to continue coming back to your website time and time again.

Under normal circumstances, odds are people who come to your site will not find it again on their own. But when you add push notifications, you can send out a message any time you release or update content, offer new features and do promotions. This will get people back to your site in a hurry and ensure the traffic you earned in the first 5 methods will continue to return.

With one click your new visitor can subscribe to your site without giving any personal information including their email address. This is a win-win for both you and your visitors and it's something you want to start doing immediately. Use a service such as subscribers.com to do this.

## **Method #6**

### **Free Paid Ads**

Did you know that in many cases, Google Adwords will give you \$50 or \$100 in free ad spend? Just Google it and you'll find a ton of offers. Use it to get started and get a quick boost in traffic.

And if you get some sales from this free traffic, then use those profits to continue doing paid ads without spending any of your own money.

## **Method #7**

### **Be Controversial**

How this works is going to depend on your niche, your views and your audience.

Your goal is to polarize an issue without crossing the line of being completely obnoxious. Take a stand you believe in, back it up with facts and stories, and then let the sparks fly.

Many new marketers believe it's best to offend NO ONE EVER no matter what. And that is why they are as boring as watching paint dry and no one pays any attention to them.

When you take a stand, you'll have two camps of people: Those who agree with you and those who disagree with you. Those who agree will become your ardent followers and they will spread the word about you to others and send you more traffic. Those who disagree will weigh in with their own opinions creating discussions and yes, sending you more traffic.

It takes guts to have strong opinions but it's also one of the fastest ways to build your audience and your traffic.

## **Method #8**

### **Guest Posting**

I've seen a complete unknown marketer earn six figures from scratch simply by guest posting.

If you can get your posts onto major blogs, then you can also drive a ton of traffic back to your own site where you can build your email list and offer products.

The problem new marketers face is that a blog such as Huffington Post isn't going to accept just anyone to write a post. How then, do you get through the those coveted (and profitable) golden gates?

This is a secret you truly need to know, and here it is: You're going to walk right in through the back door. Find a writer on the website where you want to guest post. This should be a writer you truly enjoy reading.

Communicate with that writer, letting them know you love their stuff. Give them helpful ideas and tips to further improve their already great posts. Share news with them that they can then write about.

In other words, build a relationship with a writer at each of the websites where you would like to guest post.



Once you've made friends with a writer, ask them for an introduction to their editor and you are in the door. An editor is much more likely to welcome you into the fold if you are recommended by a writer they already know.

True, it does take time to build a relationship with the writers, but it is totally worth it. Once you do a good job of guest posting on a blog, you'll likely be able to guest post time and time again, driving more and more traffic.

And if your writer friend is on other blogs, then they can introduce you to those editors as well. And you'll be able to return the favor, too, by eventually introducing your writer friends to other editors on other blogs.

I cannot overstate how much traffic you can gain using this method. I know of one fellow in the online marketing niche who was completely unknown in his field.

He focused all of his efforts on guest posting for six months, driving traffic back to his own website where he was capturing email addresses and adding even more great content.

Within a year this guy was earning six figures and within two years he was earning close to seven figures thanks to the traffic he was able to bring to his own site just through guest posting.

## **Method #9**

### **Comment on Other Blogs in Your Industry**

Leave detailed comments that provide the author and other readers with helpful tips, information, advice and anything worthwhile that you can contribute.

When you leave a comment, it will ask for your name and website URL. People who like your comments will click on your URL and go to your website.

Have you heard of a 'little' website called Mashable? When its founder was just starting out, this is the exact method he used to grow his site's massive popularity. So yes, this technique does work.

And if you don't have time to leave these helpful comments, you can always outsource it to someone else to do it for you.

## **Method #10**

### **Get Interviewed**

Do you realize that a single interview can result in massive traffic and sales? I've even seen certain marketers close six figure deals that came from the right person hearing them being interviewed.

And thanks to the internet, the interview you do today could be listened to for months and years to come, providing not just one burst of traffic but ongoing traffic for a long time to come.

Multiply this by numerous interviews done over time, and you can bring an astonishing amount of new traffic to your site. Having listened to the interview, this traffic is already presold on you as an expert and half sold on any offer you want to make.

How do you get interviewed?

The secret is found in one simple three letter word – ask.

Find the podcasters who are interviewing people in your space and ask them if they want to interview you.

Here's how you do it:

**Step 1:** Ask them for a quote. Do an experts roundup like we talked about earlier and then ask each expert for a quote. *"Hey, I follow your podcast, love your work, and I'm wondering if I can quote you on..."*

If you don't want to ask them for a quote, find something they've written or said, paste it into the email and let them know that's the quote you want to use.

When you publish your article, send them an email and let them know it's live. Then maybe a day or two later, send them a second email letting them know you've received great feedback on their quote.

Now then, wait a bit before doing this next step. How long should you wait? A few days is probably good. Not so long they forget you and not so fast they think this was your primary goal all along.

**Step 2:** Send them an email telling them what you want to talk about (other than your business) that provides massive value to their listeners. You've got to provide value, meaning you're giving their audience information they need and want.

For example, if you teach people how to do public speaking, then the value you can provide is showing how to become a much better public speaker as well as how to get paying speaking gigs, too.

Use your initial interviews on small podcasts to help you get interviews on bigger podcasts, YouTube channels and publications. For example, you might start out being interviewed by people who are brand new in your niche. This is going to be excellent practice for you, and when you approach the bigger players in your space you can link to interviews you've already done.

To find people's email addresses for free, use <http://Hunter.io> or any similar service.

In your email you might write something like, *"Hey Bob, I have to say I'm a huge fan of your podcast. I know you've been covering X, Y and Z topic, but you missed A, B and C which I know your listeners will love. I would like to come on your show. I've already discussed these topics at the locations on this page."*

(Have a media page on your site where you can show them the interviews and articles you're already done.)

*"Here's why your listeners will love this content and here's how it will benefit them. Let me know if you want me on your show, it would be my honor because I'm a huge fan of your podcast."*

This is a numbers game. The more podcasters, YouTubers and publications you approach, the more interviews you get. Some interviews won't bring much traffic at all, but others will open the floodgates for you and create an avalanche of traffic that might even crash your servers if you're not prepared for it. (Hint: Be prepared for tons of traffic when using this method!)

Pro Tip: Leverage your influencers to get more influencers. You're quoting influencers on your site in your articles. And even if those influencers haven't invited you onto their podcast yet, you can still use their names to get on other podcasts.

*"I've worked with Joe Pinchakowski and Sara Wu; they're featured on my site here. I love what you're doing, and I'd enjoy the chance to talk about certain things we've been doing in the industry and discuss it on your podcast."*

This is such a little thing, but it opens major doors. People are simply more receptive to having you on their podcast when you name drop other people you've worked with, even if it's just getting their quotes on your site.

This flat out works – try it.

### **Method #11:**

#### **Put This On Your Site For ENDLESS Targeted Traffic**

You're going to LOVE this method! It works night and day to bring in traffic and you only have to do it ONCE.

But you will have to wait until next month to find out what it is, along with 9 more free traffic methods especially for brand new websites.

See you then!

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



**CLICK HERE TO FIND OUT MORE**

[www.ProductLicensingFormula.com](http://www.ProductLicensingFormula.com)