

HOME BUSINESS NEWSLETTER

Issue 137

8

**How To Write
Instagram Captions
That Don't Suck**

17

**Stop Pitching At
Clients, Give Them
Up Front Value & A
Plan To Build Your
Authority**

22

**How To Advertise
Using Outbrain and
Taboola**

24

**FAQ:
How to Use Simple
Audio Ads To Build
Your Business**

13

**Exclusive Interview
Matt Garrett**



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.

Just in case you're one of the 12 people who don't have Amazon Prime, it's a service from Amazon that gives you super-fast shipping and free video streaming.

I've been binge-watching, 'The Marvelous Mrs. Maisel.'

Yes, I know it's kind of a chick thing, but it's also awesome viewing about a lady in the late 50's trying to break into the man's world of stand up comedy and I highly recommend it.

Anyway, you know how binge-watching works. You go from one episode to the next virtually without a break. In the old days (you know, like maybe 5 or 10 years ago) you would have to watch the introduction to the show for each episode. Then streaming services got smarter, realized people don't want to watch the show introduction every single time, and they gave you an option to NOT watch the introduction by clicking a button. Cool.

But now Amazon Prime has gotten REALLY smart. They know you are a captive audience because you're on the third or thirteen or maybe the thirtieth episode. You're not going anywhere. So how do they use this information?

To sell you on watching another program. That's right: Starting around episode 3 and for most episodes thereafter, they make you watch a commercial for another movie or show they're streaming on Amazon Prime.

I'm wondering if we, as marketers, couldn't do this as well? Let's say we have a video course with a dozen modules. Why not put in a 30 second 'commercial' for another one of our products?

"Hey, congrats on making it to Module 3, you're doing great! Before we get started, I'm going to use the next 26 seconds to tell you about a resource that will double your efforts and reduce your work by half."

You give a couple of benefit laden sentences, tell them the link to get a 30% discount and then begin the next lesson of the course.

Good?

I think this could be great. Place a link down below for the resource you mentioned. This could even be an affiliate link for just about anything, including a monthly membership type of software, service, information, etc.

And here's one more thing about The Marvelous Mrs. Maisel that I've taken to heart: Perseverance.

This lady wants to enter a man's field in the late 50's and early 60's. And it's not just any field, it's one where the audience is drinking, the club owners don't respect women, and no one thinks a beautiful woman can be funny.

To say her family is not supportive is a massive understatement. Her manager is just learning the ropes and makes mistakes. Mishaps happen, including car break downs in the pouring rain while on the road, canceled gigs, running out of money, club managers who don't want to pay, arrests for saying 'indecent' words and a whole lot more.

And she learns from her mistakes, too. Sometimes she bombs. I mean really bombs. But she also pays attention to what works in the act, and she finds ways to improve upon it and make it even better.

You can see the parallels here to online marketing. Maybe your family thinks you're crazy. Maybe you've got one obstacle after another that is getting in your way. But the people who build massive, profitable businesses online all have one thing in common: Perseverance.

As long as you don't quit and you keep moving forward while taking note of what works and making it even better, you're going to be successful.

Six and seven figure successful.

The Marvelous Mrs. Maisel On Marketing



A man with glasses and a goatee, wearing a light-colored button-down shirt, is sitting and reading a newspaper. The image has a warm, orange-toned overlay.

Resources and news

13 Website Page Load Time Statistics (2022 Data)

We all know page load times are important. But how important are they exactly?
What does the data tell us about how much page load times can affect bounce rate, conversions, and revenue?

And what is the average page speed of a website?

In this post, we're breaking down the latest statistics on website page load times. We'll be answering all of these questions and more.

<https://bloggingwizard.com/page-load-time-statistics/>

How Long Does SEO Take To Show Results?

It typically takes between 3–6 months for SEO to show results. That's according to the 4,300 people who responded to polls on LinkedIn and Twitter.

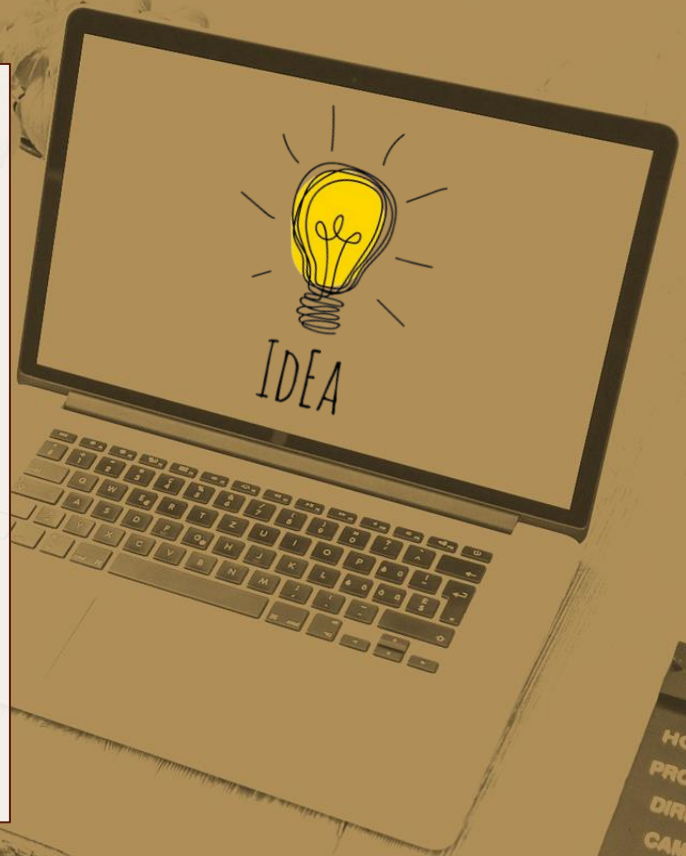
But the reality is that there's no definitive time frame. It depends.

Why does SEO take so long?

SEO isn't advertising. You can't pay your way there. So, if you want to rank #1 for a keyword, you need to demonstrate to Google that you're the best result.

Here's how:

<https://ahrefs.com/blog/how-long-does-seo-take/>



What Jimmy Fallon And James Corden Taught Me About Marketing

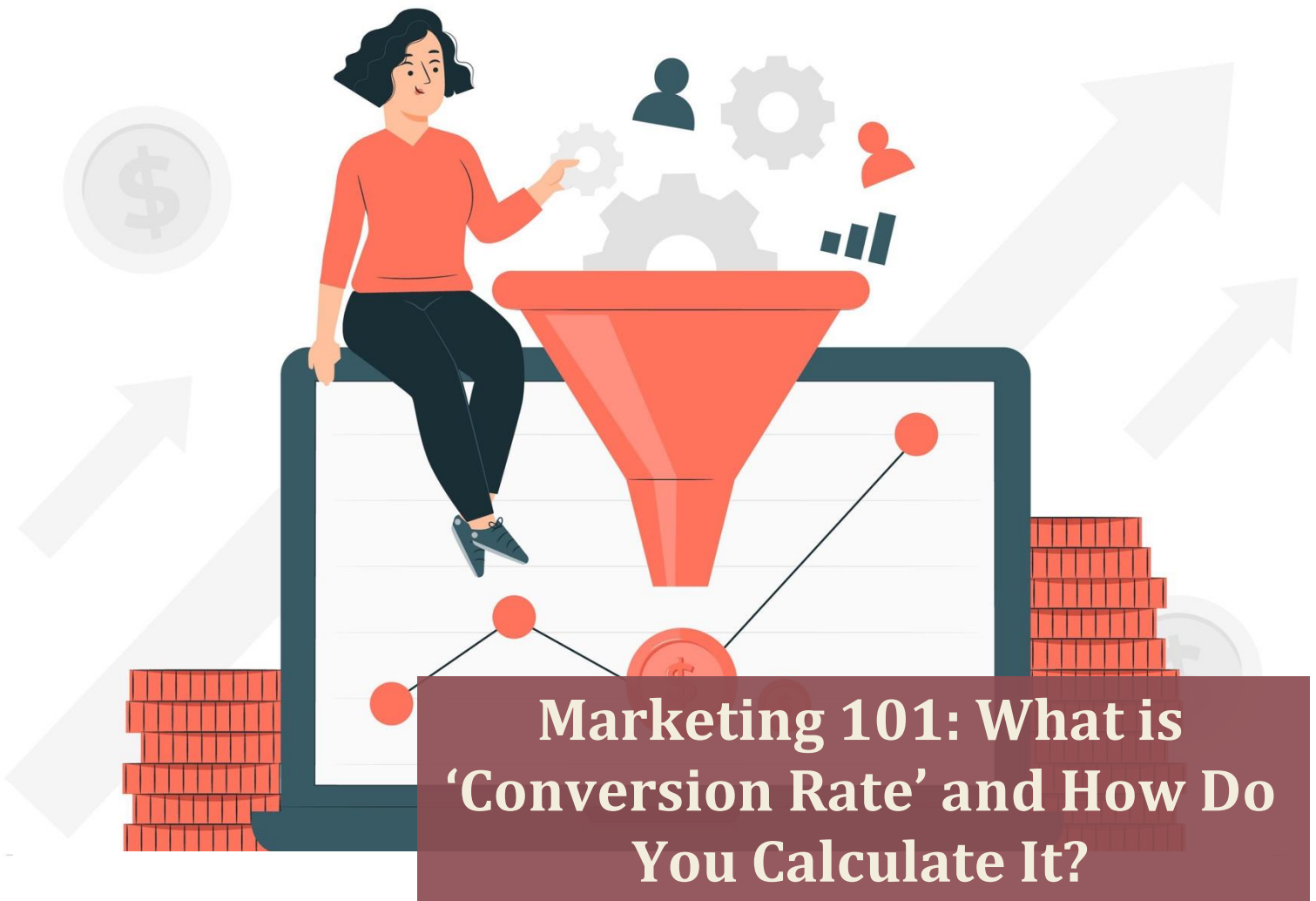
Have you ever watched James Corden's late night show, or Jimmy Fallon's? Well, they both have something in common. Can you guess what it is?

<https://www.youtube.com/watch?v=3EeZNR-hozA>

10 Free Tools That'll Help You Get Your First 10,000 Social Media Followers

Did you know that there's an easy way to get 10,000 social media followers? Best of all, you can do it all with just a few simple tools. Neil Patel breaks down 10 free tools that will help you get your first 10,000 social media followers.

<https://www.youtube.com/watch?v=U8Ze50i1jro>



Marketing 101: What is 'Conversion Rate' and How Do You Calculate It?

As defined by Google...

"Conversion rates are calculated by simply taking the number of conversions and dividing that by the number of total ad interactions that can be tracked to a conversion during the same time period."

First, you need to know what a conversion is.

Depending on your goal, it could be a person who signs up for your email list, someone who makes a purchase or in the case of advertising it could simply be a page view.

Conversion rate is a percentage.

In other words, your conversion rate tells you the percentage of people that came to your site and took the conversion goal action you've defined.

To calculate conversion rate, use this formula:

$\text{Conversions} / \text{Visits} = \text{Conversion Rate}$

Let's say that 1200 people visited your squeeze page and 300 of them joined your list.

300 divided by 1200 equals .25 or 25%.

Thus, 25% of people who come to your squeeze page actually sign up.

Why do you need to know your conversion rates?

Because it tells you what's working, how well it's working and what needs improving.

It gives you a basis to test A against B and see which one converts better. Because the better you are at converting, the less traffic you need to get the same results, and the better results you can get from the same traffic.

In online marketing, conversion rates are everything. Businesses live and die by the conversion rate because conversions result in sales, while a lack of conversions or not enough conversions to cover costs spells doom.



Mother Of God Don't Do This

I was just on a marketing site with great information on the exact topic I was researching...

And I HATED the experience.

Here's why:

Every time I scrolled down the page it was initially blank – BLANK – and then the words would slowly materialize into being.

There I am reading, scrolling and waiting. Reading, scrolling and waiting. Reading, scrolling and WAITING.

About halfway through the article I simply couldn't endure it any longer and I left the site.

This is a website from a knowledgeable marketer who wrote a great article. It probably took her several hours to research, write and polish that article, and it contains at least one affiliate link that should be making her money.

And yet thanks to the continuous wait times I never finished the article...

Nor did I click the affiliate link...

Nor did I check out any of her other content...

Nor did I subscribe to her list.

I'm sure she thought the delayed loading was clever, or classy, or something positive.

But all it did for me was create a lot of frustration as my concentration was repeatedly broken each time I tried to read further.

Please don't get cute and try this on your website.

Just. Don't.

How Much Will YouTube Pay You For 1 Million Views?

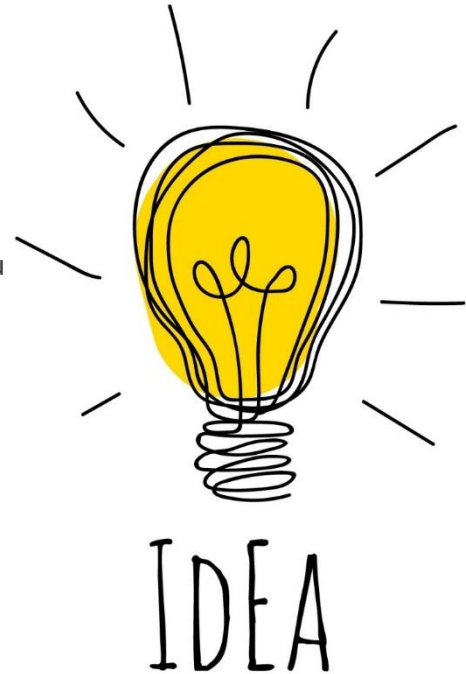
Great question, and the answer is: It depends.

It depends on your video content, the country you reside in, how much engagement your videos get, the quality of your videos, how many subscribers you have... all of these things determine how much you can make.

In addition, there are plenty of other ways to monetize your YouTube videos besides advertising. You can use YouTube to send people to your website, to join your list, to buy your products, to promote affiliate products, to get sponsorships and more.

But if you just want to get an idea of how much you can earn strictly through YouTube's advertising program, then you might try using this YouTube Money Calculator:

<https://influencemarketinghub.com/youtube-money-calculator/>



Modern Love: Taco Bell Takes Wedding Services To The Metaverse

Taco Bell is attempting to port over a far-fetched but surprisingly successful concept to the metaverse as hybrid experiences become more common in marketing.

<https://www.marketingdive.com/news/taco-bell-wedding-metaverse-cantina-modern-love/630496/>



Tiktok Mini-Game Pilot Alludes To Resurgence In Social Gaming

While the video-sharing app is just dipping its toes in, brands like Duracell have recently run in-game experiments on other platforms like Instagram.

Fortunes are going to be made with this...

<https://www.marketingdive.com/news/tiktok-pilot-rise-social-gaming-minigames/630328/>

How To Write Instagram Captions That Don't Suck



The only thing worse than no Instagram captions on your photos are ones that are downright terrible, and I'll clue you in: The majority of Instagram captions are NOT pretty. Don't believe me? Check out your feed and see for yourself.

An Instagram caption is the perfect place to get noticed, spark a conversation, add context, set a scene, create a mood or clue your followers into the message you want to deliver.

With one caption you can make people laugh, cry or maybe even buy your product. And writing a captivating Instagram caption is an artform unto itself. Getting this right is the difference between being ignored and racking up likes.

But writing a great caption is challenging. You've got to be clever and interesting, funny and surprising. In fact, writing a caption can sometimes seem like as much work as writing a great headline because that is in fact what you are doing.

Why Are Instagram Captions Important?

Because when done well, captions...

- Increase engagement
- Make followers take notice and maybe even laugh
- Provide context for your photos
- Communicate a message, story or even a joke
- Make mediocre photos great
- Help you stand apart from the crowd
- Help build connections with your audience
- Can promote your business, brand and products

Here are some tips for writing Instagram captions, and I promise that with a little practice, writing great Instagram captions is going to become second nature to you.

Write a killer first line. Making the first part of your Instagram caption super-engaging will capture eyeballs and keep them on your post longer. Pique your followers' interest with curiosity, stats, an exclusive offer or some kind of benefit to clicking your post.

Use best stuff first. Start with your most compelling content because longer posts get truncated.

Include a call to action in your caption. Invite your audience to comment or like a post to drive more engagement. Inspire your followers to visit your site, sign up for your newsletter or shop online.



Use hashtags to boost discoverability. Instagram will show your post to viewers who are searching for the hashtag. However, don't go crazy here. Between 1 and 5 hashtags tend to drive more interactions overall. Use hashtags that are community and interest based as opposed to generic hashtags.

Ask. "Double tap if you agree" or ask a personal question to encourage comments on your post.

Go short or go long. Globally, captions with 1-20 characters and captions over 2,000 characters get the most engagement. But in the UK/Ireland and North America, shorter captions do better.

Break it up. Use line breaks on longer captions to make it easier to digest.

Use Consistent brand voice. Keep your brand voice consistent and on brand. Captions should ideally mirror your brand's personality, sounding and feeling like the rest of your marketing.

Include eye-catching emojis. Add personality to your Instagram caption with emojis at the beginning to catch eyes and make it more inviting. Use less than 5 emojis in your caption.

Write captions in bunches. It's easier to write captions if you sit down and write a bunch of them at one time, rather than trying to think one up each time you post.

Story tell. Tell a story in your caption that helps drive home the content itself.

Disclose sponsored posts. FTC regulations require you to be transparent about your sponsored posts. If you're being paid to promote a business, disclose that. Do not try to hide ads or they might come back to bite you.

Add captions to your stories. Adding captions to your Instagram stories is effective at capturing attention and conveying information, especially since a lot of people watch stories without sound.

Creating great Instagram captions might seem difficult at first, but if you want to be successful on Instagram, it's important to work on your captions as though they were as important as headlines.

That's because writing powerful captions can dramatically increase the results your marketing gets on Instagram.



How To Pitch Your Product Through The Back Door

Potential customers are searching for solutions to their problems. They're stuck. They need help and they need it now.

To pitch your product through the back door, you first give them the conventional solution. "This is what most people do, here's how it works, here are the drawbacks, here's how long it takes."

And then when they're thinking, "Crap, I don't want to do that," you introduce the better solution. Your solution.

"That's what people have done in the past. And it works. But as you can see it takes time, it's expensive, you have to paint your face blue..." Or whatever it is that's going to deter people.

"We have a better solution. This is what it is, this is why it's better, and this is why today is the best day to get started."

People already have a good idea of what it will take to fix their problem. They've already done some research or talked to someone. By using this strategy, you are meeting them where they already are and then walking with them to the next level. The better level. YOUR level, where your product or service is waiting to solve their problem for them.



Case Study: B2B Cold Calling = Multimillion Pound Business in One Year

In less than a year this entrepreneur has turned her idea into a multimillion-pound business all through cold calling.

And this case study shows that while cold calling is nobody's favorite way to get business, there are times when it is still truly the best way to do it.

This gal started a small niche financial services company and was struggling to onboard clients. She was creating her sales funnels, using SEO and targeted advertising. But after burning through £2500.00 (~\$2950.00) she still had not onboarded a single customer.

That's when she turned to cold calling.

Yes, cold calling; perhaps the scariest phrase in the history of sales.

As I relay this story, please think about the one word that sums up everything she did and at the end we'll see if you came up with the same word that is churning through my head as I write this.

Here's what she did to build her multimillion-pound B2B business in just one year:

1: She found public financial information to set up the parameters of what her ideal client looks like in terms of how many people would be working for them, their turnover and the sort of industries they're operating in.

In the UK this is extremely easy to do. In other countries you may have to dig for it or even pay for it, but odds are it's accessible to you.

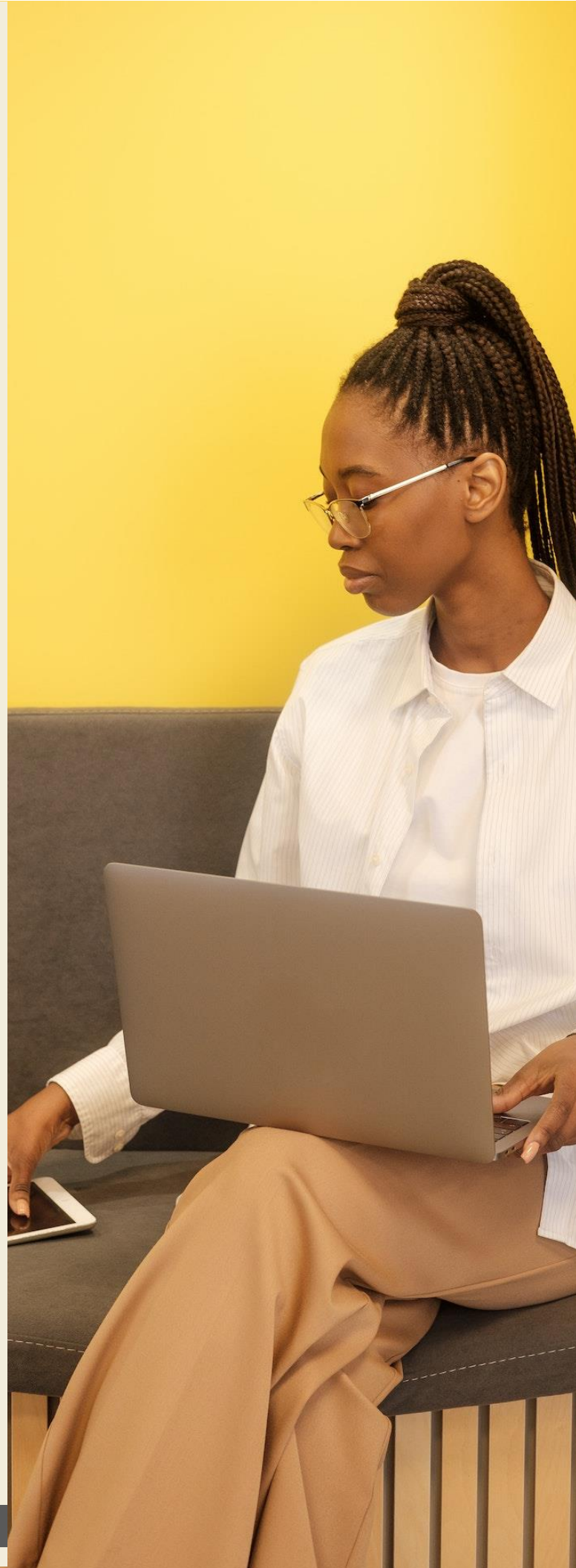
2: She found a scraper to pick up every single company in the UK that matched those criteria.

Every. Single. One.

3: She employed someone to find the generic contact details of the first 10,000 companies on the list. Generic simply means the phone number and email address for the front desk instead of the extension for a particular vice president.

4: She set a goal that for every 100 calls she made, she would get 10 people into a meeting and 1 person converted into a paying customer.

5: She started cold calling. I don't know about you, but those 4 words send icy fingers down my spine. She. Started. Cold. Calling. She had no cold call training other than what she found on YouTube videos.



The first week, she blew 80% of the calls and made a lot of mistakes. But the other 20% were starting to perform because she was learning from the mistakes she made. She got 6 appointments booked, only 1 showed up and they didn't buy.

If this was you, would you have given up at this point?

She learned that instead of saying, "We do this and this and this," which was boring prospects to death, she instead began asking, "Hey, I'm from [company name] and I was just wanting to find out how you're coping with [a certain financial problem] process?"

That lead into a conversation of their needs and how she could help them. She solved one or two small problems quickly over the phone for them and then suggested they book an appointment to get into the heart of the matter.

She says that you don't want to make your outreach your sales pitch.

6: She continued on, learning from her mistakes. At the end of the first month, she got her first paying customer. 2000 calls, one month and only one paying customer.

She says what was more valuable than that paying customer were the skills she'd learned and the confidence she built.

7: She continued with her calling and her stats continued to improve. By the fifth month she was starting to reach her goal of onboarding 25 to 30 customers a month.

At this point she started employing people to do the work for her. She now has sales agents working the spreadsheet and making 100 calls a day each, as well as 3 sales people to handle the appointments.

Now for every 100 calls they make, 12 people come to an appointment and 2 companies sign up.

In less than one year she has turned her idea into a multimillion-pound business that is onboarding nearly 100 clients a month.

Her big takeaway is to not believe the B.S. when people tell you that you have to build your business a certain way. If you strategize correctly, you can build an extremely successful business without spending a fortune to get customers, if you're willing to cold call.

Maybe the best thing about cold calling is the instant feedback you get. You get to refine your message as you go, testing your value proposition and call to action until you sharpen and polish it into a selling machine.

You also get to test buyer trends and find the benefit and story that are connecting with people right now.

Oh yes, and the word that best sums up all of her efforts?

Perseverance.

If you can persevere through the difficulties and do the things you're not crazy about doing, then there's absolutely nothing to stop you from succeeding.



Matt Garrett: interview



Editor:

Joining us this time is an online entrepreneur who focuses a lot of his attention in the area of software solutions and tools. Matt Garrett is based in the UK and has released numerous WordPress plugins and software as a service products over the years. In fact, you may have already heard of some of these because they include well known solutions, such as WToolkit.com and Easypro Marketing. So let's dive right in. Matt, it's great to meet you.

Matt Garrett:

Hi, good to speak to you.

Editor:

Well, lots of people come on talking about information marketing. As I mentioned, though, your background is more about plugins and software, even though you do have info products yourself, but maybe you could start by telling us a little bit about some of the plugins and the software solutions that you've created.

Matt Garrett:

Well, first of all, I've got to give a lot of credit to my partners, because I work with several different business partners and I'm not really a software creation person. So I have these partners who come to me with brilliant bits of software. Sometimes I come up with the ideas, sometimes they come up with the ideas, but yes, the other people do the hard work of actually creating the products and they vary. So I've got one client, one partner called Tony Marriott where we work in the local marketing business. So we have a SAS app that helps local agencies find new clients and provide them with a roadmap of where they can go online, what they can do. So the kind of things that they should have in their business to help them market online, such as Google My Business, the YouTube channel, Twitter channel, et cetera, all these different things.

We'll go through using the software, work out what they currently have and what they don't have and put a plan together for them so that when we get in touch or when someone on an agency gets in touch with them, instead of just going and saying, "Here I am, I can do work for you," you're actually giving them some value. You're saying, "Right, we can see what you've already done. Here's a plan for the bits that you're missing, and if you want, we can work with you on that basis."



So the software prepares all that for you. So it's basically looking at potential problems and providing a solution that you can then go to the client with. So that's one business partner. That's I say, agency client finder, attorney Marriott. The other main guy that I do work with now, I have worked with previous partners in the past on different SAS apps, but main one now is WordPress plugins with John Merrick.

Matt Garrett:

He's been programming WordPress for well over a decade now, and we've got a suite of different plugins that cover different scenarios for website owners. My favourite amongst them is what we call WP Profiler, which basically load it up on your WordPress site, and it'll run a whole bunch of tests to work out if, for instance, your site's running slow, what's slowing it down because obviously speed or the speed with which your website or page loads is a big thing for Google nowadays. It can affect your ranking, and obviously it affects people visiting site as well because if a page is slow to load, they might not stick around. They'll just disappear and go somewhere else. So you've got to have a fast loading page. So this will actually look at your WordPress setup. One of the things that a lot of people tend to do is get too many plugins set up.

Matt Garrett:

They keep adding more and more plugins to their site and that's a big problem. It's a problem for speed, and it's a problem for security because the more plugins you have, the more potential holes, security holes that you have for people to get in. So this plugin will basically load the site and run through and show you visually how long it takes each plugin to load. So you've got a very clear visual profile of your site speed and what's slowing it down for loading speed. So that's one of my favourite ones, because it's just a simple way of visually working out what's causing your site a problem. Then we've got other plugins. So we've got a cash plugin, again, to speed things up. We've got optimization bits and pieces. We've got a plugin for your error pages so we can monetize those. So instead of just seeing a 404 page, you can put adverts on them.



Matt Garrett:

We've got a plugin for videos. So instead of having to use an expensive video host like Vimeo or something like that, you can actually pop them on some of the free services like Dropbox, but you can also pop them on Amazon S3, which is really, really cheap, and then the plugin allows you to deliver those three website very easily, because Amazon S3 can be an absolute nightmare to work out and learn how to use. So this makes it very easy, just upload videos to your S3 account and then the plugin links to that and puts them onto the page for you, so it simplifies the whole process. So that's one that's very popular at the moment. We just released it on AppSumo a couple months ago and that's selling very well. So we're looking at releasing some more of our plugins on AppSumo. So yeah, basically it's all down to ourselves creating websites and doing things like that, we come across problems.

Matt Garrett:

When we come across a problem, once we've worked out what the solution is, if it's something we can create a plugin to fix the solution for ourselves, then we sell it as well. So the practical idea is that we use ourselves. There was another one released last year where Google making changes that if you have affiliate links on your site, they can potentially penalise your rankings for that. So what we did was set up a plugin that will go through those, all the affiliate links on your site and add the different tags to the end of the link to make it no follow and things like that and to tag it correctly so that Google recognise it and don't penalise you for it. So again, we just keep an eye on what's going on in business and what we are experiencing ourselves, and when we come across a problem, create something that will fix it and then offer it to other people.

Editor:

Got you. Now, when it comes to info products, people always want to know how successful you've been. Is it the same with software and plugins or is it people just want to know, will this thing work?

Matt Garrett:

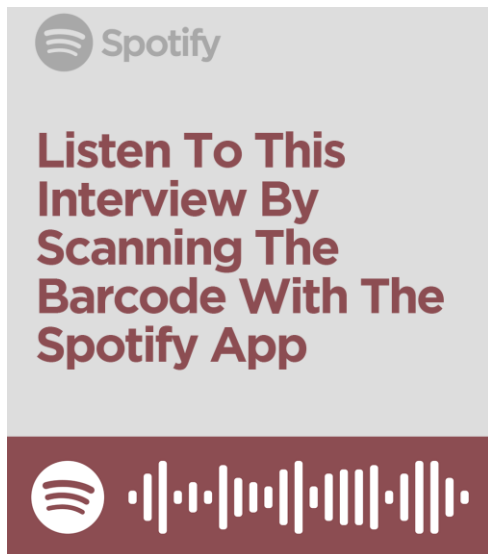
Will this thing work? It's one of the things I love about it, is when you're selling info products, you've got to have a lot of social proof as to how much money you've made and things like that.

With a plugin, the sales page is really down to a demo. This is how it works. This is what it does. So all you're then doing as a sales process is getting that potential solution in front of people that have the problem or are about to have the problem, and that's it. So it's an easier, in some ways cleaner sales process because you're providing solution.

Editor:

What made you move towards this area yourself though, Matt? I mean, was there a catalyst? Was there something that happened that made you go, "Actually, this is the area that I want to pursue more"?

...



Note from the editor:

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



Running a local business agency can be more than just financially rewarding.

The ability to help local business solve their online problems, reach more clients, bring in more leads & sales, and generally make their business more profitable can be very satisfying.

But before any of that can happen you've got to 'get your foot in the door' - and that is usually a serious uphill battle, even for the best trained sales people.

There is a way to turn the standard random scattershot process of lead prospecting on it's head, and give so much value up front that you build immediate authority and have prospects reaching out to you!

To give your agency the best chance of success, it's not just about finding potential clients - you need a way to quickly sift through and find the best quality prospects, businesses that need the simple services you can provide quickly, easily and profitably!

Then you need a way to stand out from your competitors.

A way to demonstrate instant authority and get the clients to close themselves!

Here's the process:

Qualify the BEST clients - Not every client is equal, you should always look for the best clients to work with

Analyze Their Needs - Reach out to a prospect with the wrong offer and you've lost them, you need to know what they need

Show Authority - Deliver value in your first contact instead of just selling and the clients will close themselves for you

Follow Up Hands Free - We all get busy, having a simple follow up process in place can double your new business for free

All of this can be done manually through the search engines and the right free third party sites & tools, if you know where to go, and how to perform the relevant searches.

But doing all this by hand is obviously going to take up too much time to be able to scale your agency in any appreciable way...

The more time you have to spend hopping from one tool to another the less clients you're going to have!

That's why you need an all-in-one client finding app like Agency Client Finder that manages the whole process, you just pick your niche & location and run the app through the steps.

Stop Pitching At Clients, Give Them Up Front Value & A Plan To Build Your Authority

Business Name & Address

Full name and address of local business.



Email & Contacts

Find Email addresses and contact-us web pages.



Validate Emails

Validate email contacts and protect your email quality score.



Web Page Speed Tests

Full analysis of web page load speed performance.



Validate Domain URL

Check website exists and responds correctly



Analyze Website Framework

Is site WordPress, Godaddy or Shopify etc.



Full SEO Analysis

Are web pages search engine friendly?



Full Security Checks

Test for malicious code & viruses and blacklists



Test For SSL

Ensure sites have correct https security and valid certificate



Find Social Sites

Find Facebook, Instagram, Youtube, Linkdin etc. related accounts



Online Reviews

Check reputation with Google and other online reviews and star ratings.



Google My Business

Check the Google My Business (GMB) listing is claimed and completed.



Generate High Quality Leads

Identify all the information you need to get clients.



UK and USA Businesses

Find businesses in any niche in UK or USA.



Google Maps

Check inclusion and correct location in Google Maps.



You'll end up with a bespoke report for each prospect that details their current online presence in detail, with what areas need to be addresses, fixed, or added.

Including:

- **Full SEO Analysis** - Are web pages search engine friendly
- **Web Page Speed Tests** - Full analysis of web page load speed performance
- **Find Social Sites** - Facebook, Instagram, Youtube, Linkdin etc. related accounts
- **Full Security Checks** - Test for malicious code & viruses and blacklists
- **Online Reviews** - Check reputation with Google and other online reviews and star ratings
- **Validate Emails** - Validate email contacts and protect your email quality score
- **Analyze Website Framework** - Is site WordPress, Godaddy or Shopify etc.
- **Test For SSL** - Ensure sites have correct https security and valid certificate
- **Google Maps** - Check inclusion and correct location in Google Maps
- **Google My Business** - Check the Google My Business (GMB) listing is claimed and completed
- **Full Telephone Number** - Find telephone contact numbers for businesses
- **Mobile Friendliness** - Are sites mobile friendly and responsive
- **Check Redirects** - See if website automatically redirects from http to https
- **Web Accessibility** - Test web accessibility for user with disabilities. Legal requirements
- **Directory Citations** - Find and check all listings in important business directories
- And more...

Instead of 'pitching' to the prospect, you are giving them a road map of what their online property is missing and how to move forward - then simply offer to help them move forward with that plan.

Running a Local Agency can be hugely rewarding, but it's more likely to be that way when you can get high quality prospects and provide them with real value up front, without having to fight your way through the gatekeeper, or guess what services the business actually needs...

<https://www.AgencyClientFinder.com>



17 Sneaky Psychology Tactics For Increasing Sales

People love to think they make their purchases based on logic, but in reality it's all about their cognitive biases subconsciously making their decisions for them. Remember that over 95% of purchasing decisions are emotional, not rational.

Marketing is about influencing the prospect in one direction or another, using behavioral science to make sales.

I know the above might sound a little bit jaded, but it's our reality. Humans simply are not as rational as we think we are, and if you're going to influence people to purchase your product, then you'll find it becomes much easier when you use their built-in emotional biases to make it happen.

As they say, people buy with emotion and justify their purchase with logic. When there is no emotion, there is no sale to justify.

1: First and Last Effect – People remember things that come first and last more clearly. Use this to your advantage in sales copy with an awesome benefit headline and by restating the benefit and lack of risk in the P.S.

2: Buy Now Pay Later – This effect of not immediately paying increases an average order value by up to 50%, decreases cart abandonment by 28%, boosts repeat purchases by 23% and reduces refunds by 17%.

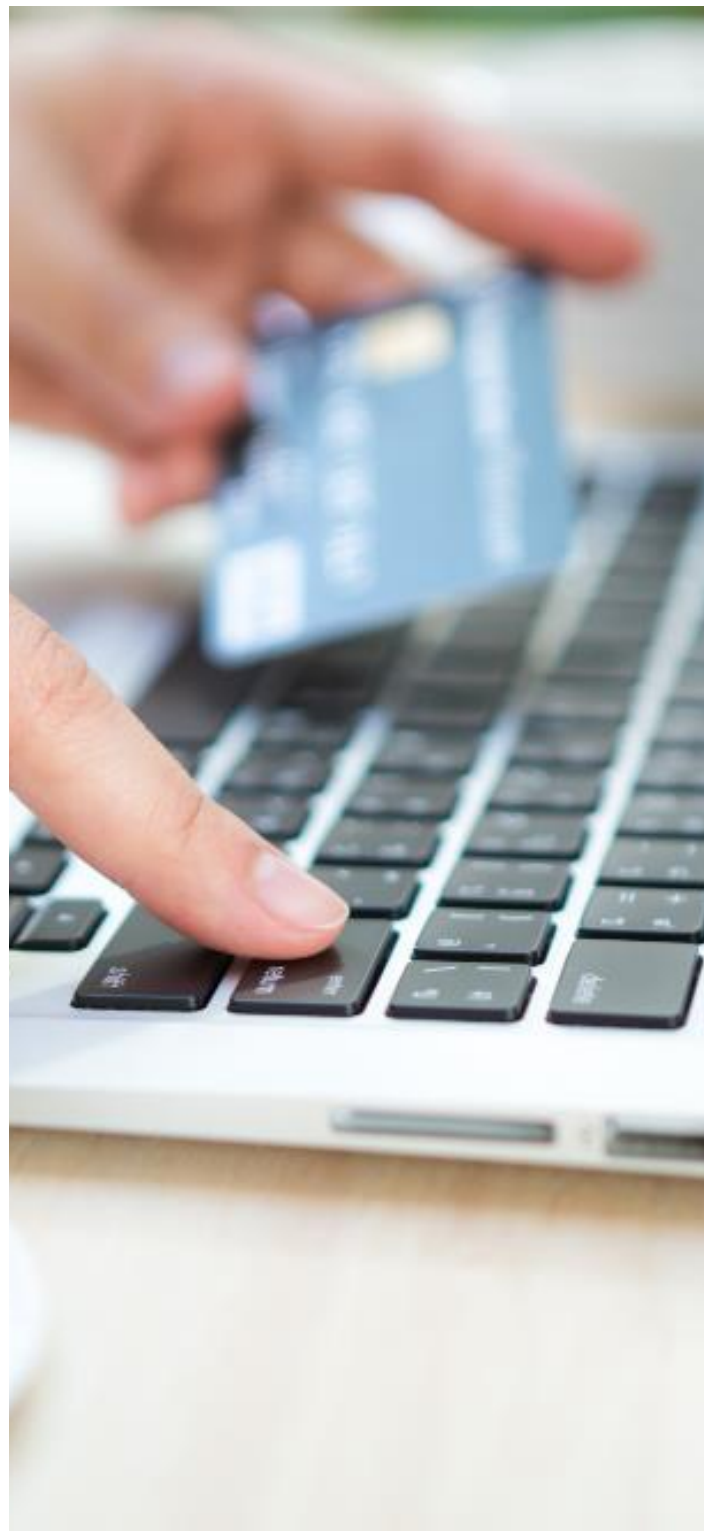
3: Labor in Public – People will value your products and services more when they see how much work goes into them. Continuously update your customers with the new features and upgrades to your products or the steps involved in providing services to make your offerings more valuable.

I remember a beer company that used their advertising to demonstrate all the steps involved in making their beer. Their process was no different than any other beer company, but because they showed everything that went into it, sales skyrocketed.

4: Mistake Effect – If your well-received brand admits to a flaw or mistake, it will be perceived as more authentic and thus more likable.

5: Endowment Perception – Users value something more if they feel like it already belongs to them. Offer a freemium version of your product that gives users a good experience but holds back enough to make them want to upgrade.

6: Default Effect – People tend to accept what they are initially given. If you offer services, the traditional method is to offer the basic service and then ask if they want to add more services on top of that. Instead, include everything in one package and then ask if they want to exclude some of them from the bill.



This could double your sales because your customers have already bought into the idea of getting the whole package and don't want to give up what they've already seen as their own.

7: New Beginnings – This is the fresh start effect, best illustrated by the New Year, New You paradigm. People want a fresh start and if you can show them how your product provides that fresh start, you'll make sales.

8: Foot in the Door – Get them to first agree to a small request before asking them to agree to a big request.

Ask for their email address before trying to sell something to them. Sell them the \$3 ebook before offering the \$97 ecourse. Ask them to participate in one free coaching session before agreeing to sign up for 3 months of coaching.

9: Frame It Low – People make a decision based on how the options are presented. Test making an offer at full price, such as \$365 a year, versus how much it is per day - \$1 a day – and you'll find the \$1 a day converts higher. Sometimes MUCH higher.

10: Risk Compensation Effect – People are more careful if they feel there is greater risk and less careful if they feel they're protected from loss.

Offer a clear and generous refund policy. You might even use the word, "Guaranteed" in the headline, such as, "Lose 10 pounds in 10 days, Guaranteed."

11: Decoy Effect – People change their preference between two options when presented with a third option that is asymmetrically dominated.

If you offer just one option, then the customer has two choices: Buy or don't buy.

If you offer two options, then the customer has three choices: Buy option 1, buy option 2 or don't buy. Option 2 is more expensive than option 1, and so many people will choose option 1 rather than option 2.

- Ebook - \$27
- Ebook and Video Course - \$67

But when you add a third pricing option that is much more expensive than the second option, now the second option looks like a bargain.

For example:

- Ebook - \$27
- Ebook and Video Course - \$67
- Ebook, Video Course and Coaching Calls - \$297

In this case you will likely sell the heck out of the second option.



12: Goal Gradient Effect – People are more motivated as they get closer to the goal. Let's say you sell bags of dog food and the 12th bag is free. When the customer purchases the first bag, give them credit for having purchased two bags. This gives them a boost to return again and buy more.

If you offer a points reward system on your site, start each new customer off with some free points when they make their first purchase or even when they sign up prior to purchasing.

13: Life Event Theory – People are more likely to change habits or do something new during a major life event. People are 3 times more likely to switch brands during a major life event. Target people who are getting married, moving, graduating and so forth.

14: Place of Origin Effect – People's perceptions are influenced by a product's place of origin. Watches from Switzerland, olive oil from Italy and wine from France are good examples.

Did you know that Philadelphia cream cheese is NOT from Philadelphia? Consider this when naming your next product.

15: Stepping Stones – Every step in a journey needs to be attainable. If you're creating a course, make sure that each module of the course is easily achievable on its own. If one of the modules is too big or too difficult, break it down into smaller, easier sections.

The first stepping stone is the most important. Give them a fast win with that first module to prevent refunds.

If you sell coaching services, make sure your new clients get some fast, easy wins and they'll stick with you longer.

16: Discount Burnout – If you offer major discounts all the time, then people will learn to ignore them because you're creating a low perceived value for your product. Be careful with discounts. Offering them once or twice a year can result in more sales than offering them every month.

17: Be Funny – People remember and respond to information better when there is humor involved. Even something as simple as using funny GIFs in your copy can increase conversions by 25%.



How To Advertise Using Outbrain and Taboola

<https://www.outbrain.com>

<https://www.taboola.com>

While I'm mainly going to talk about OutBrain here, realize that OutBrain and Taboola are nearly identical services and virtually interchangeable, at least in my opinion.

Have you ever made it to the end of an online article when you've seen something that says, "From Around the Web" or "Recommended Content?" Underneath you see several eye-catching images, each with a weird or shocking headline such as, "10 reasons your wife is about to leave you" or "This toxic vegetable is in your fridge" or "You won't believe what they found in this abandoned car".

These are probably OutBrain or Taboola ads. Although technically, they're not ads because they must be content, even if that content is what you might call an 'advertorial', or an ad that appears to be a story.

Outbrain was founded in 2006 and bills itself as a "content discovery platform." Taboola was founded in 2007 and is their biggest competitor. In fact, there was nearly a Taboola and OutBrain merger back in 2020. The combined company would have made a huge native advertising platform, but the deal fell apart and they are still competitors today.

I like using these services because you know the traffic is made up of readers and because I believe they're still both grossly underused by advertisers.

Just remember that these aren't technically ads, and they're not PR, either, which means they don't fit into your typical online marketing model. But they are cheap and they give you access to premium online publishers. Plus, they appear exactly when a reader is looking for something else to read – at the bottom of the story they just finished.

Here's how it works: You create a post on your PIM that you want to promote. You then use OutBrain or Taboola to advertise your post on websites that are just as well targeted as a Facebook ad, only with far more reach.

As an example, if you were to take a traditional ad on CNN.com, you would pay something like \$10 per thousand impressions (which gives zero guarantee of any clicks). But by using OutBrain, you would pay about 35 cents per CLICK. (These numbers are approximate and as of this writing).



The catch is that your advertisement is not an advertisement, it's a promotion for your post or article. It has to be content and not a straight up ad or offer.

That said, both of these services allow the lines to get blurry here, so if your article provides great content AND contains a promotion, you're probably fine.

By using these services you're going to get cheap, yet incredible reach as long as you play by their rules.

Here's how you might use it: Write an article on the top 5 worst foods for your heart. Promote that article on OutBrain, but at the end of your article you promote a free book on heart care in exchange for their email address, or even promote a paid heart supplement that immediately puts you into profit.

Just remember that the traffic must first go to a real piece of content and not a straight up advertisement.

Signing up to either service is simple and straightforward. Spend some time getting your locations, placements and devices set to find your true target audience. And be sure to layer your options rather than betting on a single setting to do it all. Your entire focus should be on getting qualified traffic that you can optimize, so track as much data as you can.

One huge improvement OutBrain has made lately is to allow you to bulk upload content and use their software to automatically test different version of content. For example, you could post 5 different versions of your article and offer to see which one performs the best for you. You can test headlines, images, content and so forth to truly optimize your results.

Once you submit your content it will be reviewed and approved, and then you can work it as you would any other paid ad campaign. You'll want to track your data, improve upon it and test it some more.

Be sure your content is easily shareable on Twitter, Facebook and so forth. This way your OutBrain visitors can share your content with others, possibly making it go viral.

OutBrain's audience is looking for content, which is why you are likely to find success if you offer more information in the form of a lead magnet. Offer them a free report, a free book, cheat sheet or whatever is relevant to the initial article in exchange for their email address. If you can successfully get emails with your content, then OutBrain will be one of the cheapest ways to drive traffic to your content.

To get started with OutBrain, first decide what you want: Social shares? Email sign-ups? Immediate sales? Then decide what content will best help you to reach that goal.

Go to OutBrain.com to set up your account, define your test budget, submit content for approval and watch analytics when your content goes live. Analyze your results and decide from there what to do next.

Check out Taboola.com, too. Choose whichever service speaks to you, or try them both out and then decide.

It's an underutilized, cost effective way to advertise and in my opinion it's well worth testing.





FAQ: How to Use Simple Audio Ads To Build Your Business

Audio ads are everywhere now. Podcasts, smart speakers, audio search, music streaming services and of course traditional radio all use audio ads.

Digital audio advertising space is projected to grow by 8% in just the next year. And some studies indicate that audio ads are, believe it or not, MORE effective than any other form of media.

Pandora commissioned a study that demonstrated long term memory is 49% better than traditional radio when audio ads were integrated with participants' personal music playlists.

And thanks to the affordability of professional grade recording equipment as well as the variety of digital platforms that now host audio ads, it's never been easier to get your message heard.

"Where Can I Distribute My Audio Ads?"

Just about anyplace people are listening without viewing.

Podcasts

You can run your ad on podcasts or become the sponsor for a specific podcast. Podcast ads can be distributed through all of the major audio streaming platforms, including Spotify, iTunes, Amazon Podcast, Pandora, Stitcher, SoundCloud, Podbean, Buzzsprout, Google Podcasts and many others.

According to Edison Research, podcast listeners often take action in direct response to hearing a sponsorship message or advertisement during a favorite podcast, including:

Visiting a sponsor's web site (45%)

Considering a new product or service (42%)

Gathering more information about a product or company (37%)

Alexa Skills / Google Home Action Audio Streaming

Flash briefings are essentially audio advertising on Amazon Echo devices and a great way to reach your market. You could also have create, sponsor or advertise on an Alexa Skill or Google Assistant Action.

Music

You can run your audio ads between music selections on audio streaming platforms like Spotify, Apple Music and Pandora.

Audio Blog Posts

You can embed your own audio ads within your audio blog posts as well as within your own podcast.



YouTube

Many people use YouTube to stream music. And while YouTube Premium allows users to have an ad free experience, the rest are going to hear your audio ads.

WordPress

You can embed audio files into your website or a partner's site through WordPress or other website hosting platforms.

"But Why Would I Use Audio Ads?"

Long story short, because it works.

Audio ads are proven to be more effective than traditional radio ads. Traditional radio is trying to reach a large, broad audience while sites like Pandora are tailored to reach specific listeners. You can even customize your ads with the exact type of music your market is listening to.

And podcasts are even more specific. For example, if you have a product for gardeners, then advertising that product on a gardening podcast is a no-brainer.

Audio streaming platforms can send traffic directly to your site. The right ad to the right audience with a simple URL can result in a steady stream of highly targeted listeners as they tune in to their favorite audio channels.

And you get instant credibility for your offer because it's coming to listeners from a podcaster or service they know and trust.

"How Do I Create Audio Ads?"

Your first step is to start with a great script because everything else you'll need for the ad will be dictated by the script you write.

If you're like me, this is the step that gives you pause. When you write a book, you can use all the pages you need. When you write an article, it can be as long as you like. But when you write an audio script, every single word must count. Think of it as writing a super short sales letter that will be read out loud and you've got the idea.

Here's how to go about writing your script:

Step 1: Decide what you want the listener to do. Do you want them to visit your opt-in page to join your mailing list? Visit your homepage? Go to your sales page? Join you on a social media page?

Ideally, it's best to entice them with either a free offer or a major discount on a product that is super easy to explain and sell.

If it's a free offer, then make it something that sounds like it has enormous value. Ideally it needs to solve a problem your ideal customer is having.

If it's a major discount on a super easy to explain product (remember, you only have a minute or less to explain) then be direct about your offer, the time sensitive nature of it, and why they need to grab it right now.



Here is a 20-30 second example that is 100% off the top of my head, but it will give you an idea:

“Are you always tired? Do you wish you had more energy to get more things done and enjoy your day? Over 5,000 people have given our XYZ Super Energy Vitamins a five star review and now you can try them for free when you cover the shipping, today only, here’s the URL. They give you tons of natural energy without the jitters and we’re so confident you’ll love them that we’ll send you a bottle for free, here’s that URL again.”

You get the idea. Knowing the action you want your listeners to take will set the tone for the script you’re going to write.

Step 2: Choose the length of your ad. The average Spotify, Apple Music and Pandora ad is 30 seconds long. But some audio streaming platforms run ads up to 60 seconds long. The length of your ad will determine how much information you can fit into it.

Step 3: Set the tone. While you always want to sound like you’re having a conversation with the listener rather than talking at them, you can choose the tone of your message. Is it confidential? Friendly? Excited and enthusiastic? Academic?

Are you using a male or female voice? Young, middle aged or older? Will you use any sound effects?

Think of how your ideal prospect communicates and then choose a style that will resonate with them.

Step 4: Use a call to action to tell your audience exactly what you want them to do. If you want them to go to a URL, keep it short, catchy and easy to spell. For example, www.ILoveCats.com is easy to remember, while www.KathyMacyCatSite/freeoffer.com isn’t memorable, it’s too long, there are multiple ways to spell Kathy Macy and the forward slash is going to confuse some people.

Okay, those are the basics just to get you started. But simply conveying your information in the ad isn’t enough. You’ve got to grab the listener’s attention and hold it by making your ad compelling.

Ideally, your ad should be as interesting as the content of the podcast or the music stream where it appears. In fact, it needs to be even more compelling.

Think of the last time you heard a commercial and you were annoyed when it ended because you wanted to know even more about the product. I know this only happens rarely, but it DOES happen, and that’s the exact reaction you want when your ad hits the ears of your ideal prospects.

“Easy for you to say, but how do I make my audio ad compelling?”

There are three things that make an audio ad compelling: Brand Voice, Mood and Emotional Connection.



Brand Voice: Depending on your brand, you might use humor, cheeky language, a no-nonsense serious approach, motherly love, a professorial tone or whatever speaks to your brand.

It could be that your brand is new and you've never recorded any audio for your brand. You don't know what your voice is yet. If that's the case, then now is the time to choose your voice.

Imagine your ideal prospect. Who would be the best person to tell them about your product? Would it be a peer? A parental figure? A professional?

If in doubt, choose a peer or a teacher. A peer is someone they can easily relate to because it sounds like them. "I had this exact problem and here's what I did." And a teacher is someone who is showing them how to solve their problem. "We've shown hundreds of people how to fix this problem or achieve this goal, and now we'd like to show you how you can achieve this in no time at all, too."

Mood: Music and sound effects can be used to create almost any mood. Imagine you sell meditation recordings. Your ad might start with the sounds of multiple voices, phones ringing, noisy street traffic and so forth. Then you juxtapose that with the sound of a quiet stream with birds singing in the distance.

What a great demonstration of how meditation reduces stress, and you haven't even added your script yet.

Emotional Connection: The right person reading your script will make all the difference in creating the right mood, and when you find just the right voice for your ad, you'll know it.

You might have to listen to 50 or a hundred samples from voice-over artists before you find the right one. Don't overanalyze why you react as you do. Simply realize that if a voice-over delivery has caused you to sit up and take notice, then it will likely do the same for your audience.

Casting the right voice is both an art and science. On the one hand you don't want to over think it. But do realize that the voice you choose, if it works out, will be the voice you continue to use for a long time to come.

When you nail all three of these – Brand Voice, Mood and Emotional Connection – you've got an ad that can potentially build your entire business for you and maybe even earn you a fortune.

Put yourself in the listener's shoes as you create your ad and you'll do fine.

"Okay, I'm almost ready to sit down and write my first ad. Any tips before I start?"

Oh my yes, I have several tips for you:

1: Keep your audio ad simple. Giving your listener 5 things or even 3 things to remember is asking too much of them.



Your listeners are multi-tasking. Choose one important message and then focus 100% of your efforts on conveying that message in a catchy, memorable way.

2: Lead with the most important information. Cut to the chase and let them know immediately why they should keep listening. “Hello, my name is Jane Smith and I run Hair Grow for Men” is not cutting to the chase.

Instead, say something like, “Are you tired of losing your hair?” or “Would you like to stop losing your hair and start growing a full head of hair immediately?” Either one of those is going to catch the attention of anyone who is experiencing hair loss and they are going to listen very closely to what else you have to say.

3: Make your ad conversational and friendly. Even if you’re appealing to academics and engineers, and even if you’re selling funeral plots or investing advice, you still want your ad to be conversational and friendly in tone.

Choose a voice-over artist who speaks clearly and in a conversational manner.

4: Pronunciation and pacing are important. Have you ever been watching a movie when a character said something you didn’t catch? Or they spoke so slowly or so quickly you missed the meaning?

To make your ad sound conversational, you’ll want to use less copy rather than more. Too much copy in too little time and it sounds like a pitch rather than a conversation.

Most voice-over artists are professionals who understand they need to enunciate clearly, pronounce words correctly and pace their speech to make the listener’s job easy. But you still need to have a few people listen to the ad and make sure they clearly understand it before you use it. Because you know the script by heart you might not realize if there is a word or two that doesn’t come across clearly, which is why you want to test the ad with people who were not involved in making the ad.

I’m reminded of a documentary narrated by Benedict Cumberbatch. He’s a famous actor whose been in numerous movies and shows, and yet he completely mispronounced the word, “penguin” numerous times in the documentary.* Even the best of the best can make mistakes, and you need to catch them before your ad is broadcast.

5: Dial down the background music. We’ve all heard ads where the background music is too loud and the words are too soft. It’s better to err on the side of making the music too soft because at least then your words will be heard.



While we're on music, be sure that if you are going to use music that you have the right to do so. License a track from a music provider that represents your brand and matches the style of the voice talent.

Create a smooth transition at the beginning and end of your ad. Remember that your ad will be sandwiched between other content. Don't use a pause at the beginning or end because this will sound like dead air. Don't use a long fade out, either. Make your start and end clean and clear.

One last thing... remember to make your call to action clear. There's no sense running audio ads if you don't get results, and your best results will come from clearly stating the benefit to taking action and then telling them exactly how to take that action.

61% of audio audiences keep listening through the ads, according to a new Audacy report. Compare that to TV, where around three-quarters of viewers admit to tuning out ads by grabbing their phones, laptops or tablets.

Entire businesses can be built using nothing more to drive traffic than audio ads. Better still, integrate audio ads into your traffic driving schemes to supplement your other traffic sources. Track everything, figure out which ads and ad placements are bringing you the most profitable traffic, and increase those ads for maximum profits.

Want to learn more about making audio ads? Spotify Advertising Academy offers free online courses and certifications to help you create, optimize and measure effective digital audio campaigns.

<https://advertisingacademy.byspotify.com/student/catalog>

*Benedict Cumberbatch Can't Say 'Penguins' - The Graham Norton Show

<https://youtu.be/9GHPNKUMf70?t=198>

THE BIG SECTION



Free Traffic Methods That Work For Brand New Websites

Last month we covered 10 methods for getting free traffic to a brand new website and this month we're continuing the series with 10 more.

As you know it can be difficult to drive free traffic to a new website. There hasn't been time for SEO to kick in, the email list might be skimpy or non-existent and even social media can be an uphill climb at first.

But with these methods you won't have to wait months to see targeted traffic hitting your site.

I especially love Method #11 because the potential for new traffic is out of this world. I've seen six figure businesses built in a very short time using this method.

Enough of this introduction, let's get started!

Method #11

Give Away a Valuable Tool

This method is something that flies under the radar for most marketers. They don't think of doing this, and even when they see it being done by someone else, they don't fully understand how it works or the power of what they're seeing.

Let's say you've got a valuable software tool that your crowd would love to have. Yes, you can sell it and make some good money. But if you GIVE IT AWAY, you can become rich.

Think of a small stream versus a mighty river. If you redirect the stream then you can fill a pond. But if you redirect the river, you can fill multiple large lakes.

And that's how this works. Instead of selling your tool (the small stream) and getting a few hundred or a thousand new customers, you're going to give your tool away to thousands and thousands (millions?) of people. This is going to create a mighty river of traffic that you can then continue to sell to over and over again by capturing their email addresses.

I know a guy who built a software tool that online marketers love. He does offer some paid upgrades, but for most users the tool is completely free to use for as long as they like, including updates.

And when he looks at his traffic stats, where is most of his traffic coming from? It's not from people searching for his name or even searching for his URL. Instead, the bulk of his traffic comes from people wanting this free tool.

They land on his page offering the tool, they sign up to get it, and it's theirs. If they want deluxe features later, then they can upgrade to a paid level.

Do you see what happens here? This marketer is building a huge list of people in his space. These people love him because they get this tool for free. The marketers who need the deluxe version pay to get it, which covers all of this expenses including upgrades to the software.

This marketer says that this one technique alone, of giving away his best software, has made him millions. He's made this money selling other products, software and services to the folks who signed up for his free tool.

Now I want you to think about your niche and what kind of tool you can give away for free. No matter what your field is, there's something that you can offer that people will climb over each other to get for free.

You can hire someone on Upwork <https://upwork.com> or Toptal <https://toptal.com> to create the software for you.

Or you can go to Code Canyon <https://codecanyon.net> and find something that works in your market. It will cost you maybe \$50 and then you can rebrand it and make it your own. Choose a clever, memorable name. Then hire someone to keep it up to date and bug free.

The downside of offering a software type of tool is that you need to keep it updated. But the upside is it is much (MUCH!) easier and faster than SEO. Yes, SEO is absolute dynamite at driving traffic once you have a lot of great content, links and so forth. But it takes a great deal of time to create the content and then update the content. And with software, you might only need a new update every few months or so, depending on what the software does.

You might think this won't work in your niche, but I think it will work in nearly every niche.

Let's pick three niches at random: Rose gardening, dog training and your home town. Here are three ideas just off the top of my head:

Rose gardening software idea #1: Input your location, the size space you have and the amount of work you're willing to do. It gives you a list of all the roses that will grow in your specific climate according to how hardy they are or how delicate, depending on the effort you want to put in.

Rose gardening software idea #2: Input the name of the rose you have the specific problems you're having with that rose, such as leaves yellowing, black spots, tiny red insects, not blooming but great foliage, etc. The program then tells you what your problem might be and how to treat it.

Dog training software idea #1: Input the breed, age, and diet and so forth of your dog, along with the behavioral problem you are experiencing, and the software tells you what the problem might be and what to do about it.

Dog training software idea #2: Input the dogs information and the desired behavior you would like, and the software tells you how to best train your specific dog to do that specific behavior or trick.

Your home town software idea #1: Enter the types of activities and events you like to attend and then the software lets you know what's happening in your town during the next week or month that suits your interests.

Your home town software idea #2: Enter a job that you want done (pulling weeds, painting, walking your dog) along with how much experience the person needs and other pertinent criteria, and then people can bid to do that job. Think of it like Upwork, only locally.

Those six ideas are completely off the top of my head and I know with a little time you could come up with something even better. The point is that almost every single niche can use some type of software tool to simplify things for the user. And in return you can receive a never-ending supply of people who give you their email address in exchange for using your software.

Method #12

Post on Medium

In case you haven't heard of Medium yet, it's a \$5 a month site where anyone can post articles for others to read. And if enough people read your articles on Medium, you can get paid, too. But that's not why we're talking about it today.

Keep in mind that Google does NOT penalize for duplicate content. This means you can post the same article on Medium that you post on your own website.

However, you're not going to post the entire article. Instead, post the first 3 to 7 paragraphs on Medium. At the end of these paragraphs, you'll write, "To continue reading, click here." And you will link this back to the full article on your own website.

A couple of key points to making this work: Just as anywhere else, your headlines are super important for getting people to click on your article in the first place. And you've got to leave your readers with a cliffhanger, an open loop that they want desperately to close. For example, if you were writing about how to get massive traffic with Medium, then you could start out talking about the benefits of doing this and then letting them know that the secret to making it work is...

And this is where you would have your link to your site. If they want to know the secret (and they do!) then they'll have to click the link.

When they get to your site, give them a popup or a content upgrade that collects their email address. In our above example, your content upgrade might be an additional 9 methods for driving free traffic to a brand new website.

Why post on Medium? Because even if you're brand new and don't currently have a following, you can pick up visitors from the Medium site, drive them back to your site, collect their email addresses and then notify them each time you publish new content.

Method #13

Post on LinkedIn

This time instead of posting just the first few paragraphs, you're going to post your entire article on LinkedIn.

Why not just post a few paragraphs like you did on Medium? Because on the social sites people like to stay on site, so it can be a little more difficult to get them to go to your site. You'll need a bit more incentive, as we'll cover in second.

Plus, the social media sites like LinkedIn want their traffic to stay on their sites. If you're trying to get people off the site mid-article, then LinkedIn is going to be less likely to display your article in the search results.

Okay then, how do you get readers to leave LinkedIn and go to your site? First, of course, you're going to write a great article that is extremely helpful. Second, you're going to offer a content upgrade such as a cheat sheet. This cheat sheet could be covering what's in the article in outline formula, or it could be something related to the article. For example, if you have an article about how to set up a sales funnel, then your cheat sheet could be the steps to setting up the funnel or it could be 7 ways to get free traffic to your funnel.

Now here's the secret to getting twice as many people to click through to your site to get the cheat sheet: Make it visual.

For example, if your 7 ways to get free traffic is in the form of an infographic, then people will love that. Place a picture of the infographic in the article so people can see it's visual, and make the picture clickable along with the link in the article.

Method #14

Once Press Social Locker

This is a WordPress plugin that allows you to lock certain things on your site and people have to share your site to get access to the content upgrades.

When someone begins reading your article and they want to get the rest of it, they've got to share your content. Or maybe you've got an ebook that is only available to people who share your content.

Getting them to share your content does a couple of things:

First, it creates a psychological shift from lurker to ownership. They are now owning the fact that they like your content well enough to share it. Compared to a passive person who simply reads your article, sharing the content increases the odds they will remember you, that they will consume other content you create and that they will continue to return for more.

Second, sharing like this can create a viral effect. While the majority of people won't generate a lot of traffic for you, a few of them will generate a ton of it.

In turn, these new visitors then have the option of sharing your content in order to get their own content upgrades, thereby creating a viral effect.

Hint: Use a cliffhanger at the point where they have to share your stuff in order to continue reading. Using the right cliffhanger can skyrocket the number of shares you get.

Method #15

Repurpose Your Content Through Live Video

When someone is watching a video, they are more engaged than at any other time.

Notice which of your content is getting the most traction and then discuss it on live video. You can go live on Facebook, YouTube, Twitter, Instagram and LinkedIn all at the same time.

When you're live and you're telling people how to do things and discussing different strategies, you can then send people to your site to get the PDF you mentioned or the book or even the product.

You can pitch people on your products and services to generate sales. This is an awesome strategy not for producing a ton of random traffic, but for producing highly targeted and super responsive traffic that will buy your recommendations.

People who come to your site via your live videos are super engaged with you and your content, and thus they are much more likely to convert than someone who just reads a tweet or post and clicks a link.

Method #16

Post on YouTube

YouTube is the second most used search engine and it can provide you with a ton of traffic if you know how to use it.

When you first post a video to YouTube, you want to promote it like a wild person. Tell your friends about it, ask them to share it, send out the link via social media and to your list if you have one.

Ask people to leave a comment and to like the video. Getting them to leave a comment is easy if you just ask a question in the video.

YouTube's algorithm gives a tremendous amount of weight to how well a video does in the first 24 hours it's posted. And they're not just looking at view count. They also pay attention to how many people like the video and how many people engage by leaving comments.

Let people know on your video that you have something for them, such as a checklist or cheat sheet, that they can grab from your website. Give them the URL in the video and also post the URL beneath the video with a reminder of why they want to click it.

Method #17

Offer a Free Udemy Course

Udemy gets a ton of free traffic that you can tap into by offering a course for free. And the great thing about Udemy traffic is that it's highly engaged and motivated to learn.

You can give away something on your site to move the traffic from Udemy to your site. Give away another free course, the PDF's to the Udemy course, workbooks, checklists and so forth.

You're building a powerful connection, rapport and trust with your Udemy students that can translate into conversions like almost nothing else.

When you're preparing your course, you might want to make it longer rather than shorter if that is an option for you, because longer courses fair better than shorter ones.

1 hour long courses average 2,100 enrollments per month, while courses whose length averages 20 hours have an average of 11,400 enrollments per month.

The average course rating is 3.1 for courses that are less than an hour long, 3.6 for courses ranging between 1 and 2 hours, 3.8 for those between 2 and 4 hours long, 3.9 for courses between 4 and 8 hours, and 4.1 for those longer than 8 hours.

Method #18

Pinterest Combined with Tailwind Tribes

Pinterest is the number two driver of social traffic to websites. And with 75% of all the content on Pinterest coming from brands, people are very open to branded content that is useful and attractive.

Your goal on Pinterest is to get a ton of pins because the more pins you have, the more traffic Pinterest will send you.

Start by looking for boards with 20 or more pins on them to do well with this strategy. Add your own images that you've created on Canva.com (for free) or even that you've hired someone on Fiverr to create for you. These images must be related to your niche and especially to the blogpost you'll be linking to each one.

Now you're going to improve your reciprocity and collaboration by subscribing to Tailwind's free trial account. Tailwind will let you schedule your pins throughout the day at the perfect times to help you get exposure and rank higher in the Pinterest algorithm. In other words, it's a time saver that also gets you a significant amount of re-pins.

Next, you're going to click the 'Find a Tribe' tab inside Tailwind and start looking for tribes within your niche by typing in keywords. Share the best content from other members in these tribes and others will start sharing yours, too.

By doing this you'll start getting more and more pins, which will get you a higher chance of bringing more people to your own site. And with this added exposure, you'll greatly increase the odds of getting in front of some of Pinterest's biggest users. One repin from them and you'll have thousands of eyes on your content.

Try to share 30 to 50 pins per day for maximum effect.

And if you've had trouble getting group moderators to allow you join in the past, you'll find that with Tailwind you can join group boards with just a request, gaining almost instant access to most tribes.

Other members will be scheduling your pins in their Tailwind scheduler, which can help you get massive repins and rank higher in Pinterest algorithms.

Method #19

Host Virtual Summits

Choose a tightly focused topic for your summit. For example, 'marketing' is too general, but 'free traffic from Facebook' could work nicely. When you get super specific, you're likely to do much better.

Use a hook to make it really interesting. For example, instead of 'how to do email marketing,' you could package it as, '30 Days to 1,000 Email Subscribers and \$500 Weekly Income.' That could be the goal of your summit; to teach people exactly how to achieve that milestone in 30 days.

Offer PDF action guides, templates, interviews with experts, super special limited time deals from each expert, swipe files, checklists, cheat sheets and more. Your goal is to make it a no brainer for people to want to sign up with their email address to get all this stuff that will help them to reach their goal.

Your summit format could be something like 20 interviews with 20 experts, or you could do crash courses, videos, slideshows or a combination of stuff. Decide if the interviews will be live, if you'll take questions, if you want to add separate Q and A sessions and so forth.

Your first step to hosting a virtual summit is to build relationships with other influencers so that you can have them as guests. Have each guest push the event to their list and tell people about it via social media, too.

You might let everyone into the event for free and then offer a \$47 or \$97 option of getting everything recorded for future use.

Have all of the downloads hosted on your site to make sure people go to your site. You'll be capturing the email addresses of everyone who joins the event and upselling to them to get the recorded version. Give each influencer an affiliate link to earn commissions on the upsell.

This can drive a ton of traffic for you. Imagine 20 influencers and experts all telling their lists about the event, pushing it for several days and promoting it via social media, too. While hosting an event like this is a lot of work, the traffic you receive can literally build your business overnight once you launch.

Optional: Let each influencer make a very special offer at the end of their interview from which you get a commission. This offer should take just a few minutes at the end of the call, with the rest of the call being filled with awesome information.

Method #20

Facebook Groups

Facebook Groups hold huge potential to get traffic to your website.

Your first step is to join Facebook Groups that are relevant to your industry and start interacting with your fellow members. Answer their questions and find ways to be helpful and build relationships. Share other people's content within the group. Participate and engage by leaving comments to become a recognized authority in the group.

Follow the rules of each group, promoting your own content only when it is allowed. When you've established yourself as a valuable member of the group, then you can start posting articles and videos that you've created.

Within your articles and videos you'll be talking about how people can download a cheat sheet or ebook by going to your website. Videos are easier to get seen, since people can view them directly on Facebook. From there you direct them to your site to grab the relevant and valuable freebie in exchange for their email address. Then send them directly to another piece of content on your site that builds on the first one they viewed on Facebook.

Create your own Facebook Group, posting relevant content and inviting people to join. While it will take time to grow, you'll have full control over your own group. And in time, if nurtured correctly, your Facebook Group can provide a substantial number of pre-sold leads.

Time to Get Started

Okay, I've given you 20 different places to get started getting free traffic to your new website.

Now it's your turn to take action. Choose just one of these tactics and implement it this month to start driving traffic to your site. You don't have to use all 20 methods; just use the ones you like. And to get this started today, you only need one method to start driving traffic to your website for free.

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