

HOME BUSINESS NEWSLETTER

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SWIPED.CO

"Dental News" Advertorial
Compilation
Dental

Important!!-If you just purchased my "Mr X book":
It is extremely crucial that you read the following
letter of introduction without delay.

Three Types Of Entrepreneurs:
Five Ways To Create
Business Wealth.
One Decision/Action Will
Maximize All Eight!

Abraham Factor Sales Letter from J
Abraham
Marketing

REVERSE-ENGINEERED MARKETING & COPYWRITING INSPIRATION

Learn the secret psychology of top marketing

☐ Tested

Q

201 Classic (Early 2000s)

CONTROL

CURRENT AD CAMPAIGN

create your

T-SHIRT STORY

in 60 seconds

Try it free

HEAVILY ADVERTISED IN T-S

Long-Running Banner
Shopping

eCommerce, SAAS (Soft

EAR OCTOBER-NOVEMBER

Moving forward
make things ri

Apology Ad Campaign from W

Fargo

Financial

CONTROL

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

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Did you know that you shouldn't hide negative reviews from your customers? And it's not just because of the new FTC Compliance rules on the term known as 'Review Gating'...

The FTC recently fined Fashion Nova \$4.2Million for withholding negative reviews on their website using the process known as Review Gating.

When it comes to soliciting and publishing reviews, feedback and comments from your customers there are some best practices you should be following or it may become obvious to your prospective customers that you're simply trying to 'game the system'.

- Asking for reviews only from happy customers (known as Review gating) and only showing reviews that get a high rating is a bad idea, not only is it against the FTC rules, people will spot it...

- Positive and negative reviews should be treated equally - in other words you can't use pro-active moderation to 'filter' out bad reviews

- Any incentives should always be disclosed and transparent

- Do not ask for reviews from friends, family, and members of staff

We know that the FTC is understaffed and overburdened with cases to investigate, so if you're not a big company (*yet) and perhaps not receiving multiple complaints, there is every chance you can get away with 'flirting with the rules' for a short time...

... But...

1. Eventually the FTC will develop a series of AI software tools that make this kind of thing easy to detect and chase.

2. More importantly, in my honest opinion, your potential customers ARE NOT STUPID and will easily spot that there are no 1 star reviews.

They will spot if you're 'stacking the deck in your favor' and that you have decided to only publish the good reviews...

Said another way, having no negative reviews at all is an obvious "too good to be true" red flag to most potential customers

A 'natural' review profile will include both positive and negative reviews. The process of reputation management isn't about stopping these reviews from happening, (they are a healthy function of feedback from a business's customers) ... It's more about re-framing the business mindset as to what a negative review is and the opportunity it naturally presents.

This builds more genuine authority for the good reviews you have!

After all, unhappy customers will always leave bad public reviews somewhere whether you attempt to gate your review process or not. So instead why not embrace all customer feedback and respond to unhappy customer feedback as soon as possible instead?

There is a new solution that's just been released called the Power Online Reviews which works as a WordPress plugin and even comes with an agency version that enables you provide additional review handling facilities to clients. Because Power Online Reviews simply requires a single one-off activation fee you can start handling all for your customer feedback for a fraction of the regular cost compared to the corporate SaaS solutions. Plus of course it makes it much easier to handle all your client reviews and help you (or your clients) to stay compliant with the FTC rules!

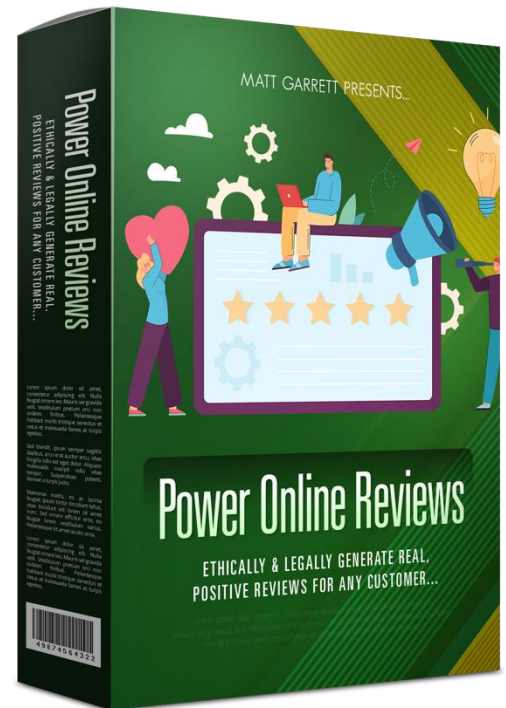
If you'd like to see more details and watch a quick demo of the Power Online Reviews WordPress plugin visit the links listed below:

<https://seouk.com/online-client-review-plugin/>

<https://agencyclientfinder.com/s/jzpor/>

Warning About "Review Gating" AKA Only Publishing Positive Customer Comments On Your Website.

By Matt Garrett



A man with grey hair and glasses, wearing a white button-down shirt, is sitting and reading a newspaper. The image is overlaid with a blue tint. The text 'Resources and news' is written in a white, italicized serif font in the upper right corner.

Resources and news

YouTube Publishes New Guide to Utilizing YouTube Shorts

With over 1.5 billion YouTube users now engaging with Shorts content every month – equivalent to 75% of the platform’s entire user base – it’s worth considering whether Short video clips may be of benefit in your YouTube strategy, and how you can use the format to best effect.

Which is where this new guide comes in – YouTube has published a new, 31-page overview of YouTube Shorts, covering everything from creating your video clips, to editing, to trend tips, analytics and more.

<https://www.socialmediatoday.com/news/youtube-publishes-new-guide-to-utilizing-youtube-shorts/631179/>

NEW: Edit Your Tweets Up To 5 Times

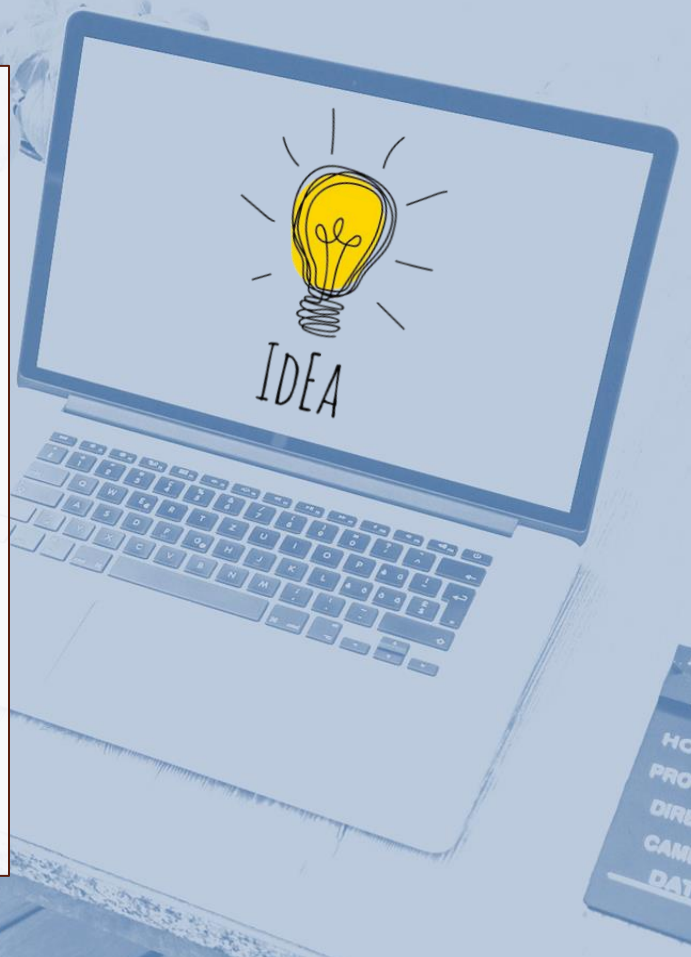
Twitter announced it's implementing a feature that will give users the ability to edit tweets.

Once the feature is available users will be able to edit their tweets for up to 30 minutes from posting. Users can only edit their tweets five times within this period.

The "edit tweet" feature will be first available to users who pay for the Twitter Blue subscription, but it won't be rolling out to all paid users initially.

New Zealand-based subscribers will first get the feature and it will be later pushed to Twitter Blue users in Australia, Canada, and the U.S.

<https://techcrunch.com/2022/09/07/twitter-will-let-you-edit-your-tweet-up-to-five-times/>



TikTok Is Releasing Comment Dislike Button To All Users Worldwide

TikTok is rolling out its comment dislike button globally to all users. The short-form video app started testing the dislike button in April as a way for users to identify comments they believe to be irrelevant or inappropriate.

If you click the dislike button on a comment, the dislike won't be public and commenters won't be notified that their comment has been disliked. Commenters and other users also won't be able to see how many times a comment has been disliked. You can also take back your dislike by tapping the button again.

<https://techcrunch.com/2022/09/23/tiktok-releasing-comment-dislike-button-all-users/>



Quotes

“Be like a postage stamp— stick to one thing until you get there.” – *Josh Billings*

“Things which matter most must never be at the mercy of things which matter least.” – *Johann Wolfgang von Goethe*

“To do two things at once is to do neither.” – *Publilius Syrus*

“Success is simple. Do what’s right, the right way, at the right time.” – *Arnold H. Glasow*

“People do not decide their futures; they decide their habits and their habits decide their futures.”
– *F. M. Alexander*

“Productivity isn’t about being a workhorse, keeping busy or burning the midnight oil. It’s more about priorities, planning, and fiercely protecting your time.” – *Margarita Tartakovsky*

“Efficiency is doing the thing right. Effectiveness is doing the right thing.” – *Peter Drucker*

“Surround yourself only with people who are going to lift you higher.” – *Oprah Winfrey*



5.5 Steps To Maximizing Paid Social Media

If there ever was an easy way to lose money, it's by advertising on social media.

Conversely, if there ever was an easy way to make a fortune, it's also by advertising on social media.

That's why before launching your first social media campaign, it might be wise to review the basics of how to get the most out of your social media advertising campaign.

1: Figure out what you want.

Determine your advertising objectives: Do you want to increase reach? Boost traffic? Create awareness? Build a list of interested people? Build a buyer's list? Get them into your sales funnel?

Determine exactly where you want your new prospects to go and exactly what you want them to do.

2: Choose your social media platforms.

If you had all the time and all the money in the world, you could advertise on all the social media platforms. Of course, if you already had all the money, then you wouldn't need to advertise anything to anybody unless it was to brag about your good fortune.

For the rest of us, we need to pick just one or two platforms and then get really, really good at advertising on those platforms.

Find out where your ideal prospects are hanging out. If your advertising can reach them where they already are then you're halfway home to getting your ad seen by your future customers.

3: Define your message.

You know your audience, you know where they hang out and you know what you want them to do. Now decide what you're going to say to influence them to take the action you seek.

Create multiple variations of your message and test to find the one that converts the best.

Note: When talking about conversions, it's not just the percentage of people who click your link that you want to monitor. You also want to keep track of the percentage of those people who take the action you seek, as well as how much those people spend with you over the course of 2 to 6 months.

4: Decide which options you will use on your ads.

All of the social media platforms give you multiple options for how to reach your audience. Initially you'll want to choose the method most likely to engage with your target audience. And later you might want to test other options as well, just in case they out convert your first choice.

5: Set a budget.

It's easier to spend more than you intend to when you start advertising. Instead, set aside a budget for your paid social media marketing. You can always increase it later if the results merit it.

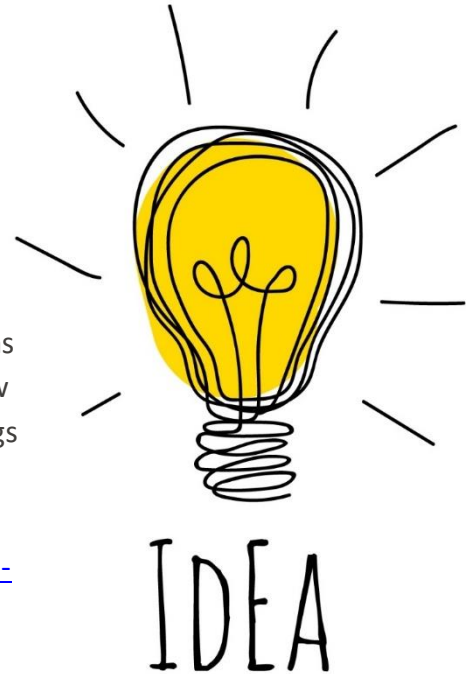
5.5: Leverage organic posts. Take note of the analytics on the content you post to see what's getting the most traction. Do more of what's working. And use this information to improve your paid ads, too.

Unlocking The Full Value Of Consent Mode

Google's making it easier for website developers to manage their privacy permissions and data collection, with some new updates to its Consent Mode in Google Ads which automatically adjusts the data collected from each page in line with visitor permissions.

Consent Mode is Google's management console for cookie tracking, which aligns with the permissions that users agree to (or not) when they visit your site. The new management tools will provide more capacity to adjust your Consent Mode settings to ensure you're operating in line with each user.

<https://blog.google/products/marketingplatform/360/unlocking-consent-mode-value/>



How The Elon Musk / Twitter Takeover Went Wrong [Infographic]

The Twitter/Elon Musk saga has certainly gotten messy.

This saga began with such promise; the electric car, space travel revolutionary Musk pledged to buy Twitter for \$44 billion to, 'save the platform and free speech.' Then negotiations quickly crumbled with Musk eventually accusing Twitter executives of withholding information, lying to the public, misleading investors and a lot more.

The case is now headed to court, with Twitter looking to hold Elon to his original offer, while Musk tries to wriggle out of the deal, claiming that the platform is so riddled with bots that it's not worth what he originally thought.

<https://www.socialmediatoday.com/news/how-the-elon-musk-twitter-takeover-went-wrong-infographic/632403/>



10.5 Ways to Repurpose Your Podcast Content



When it comes to creating content, one of the best things you can do is repurpose your existing material.

This not only saves you time, but also allows you to reach a wider audience. And if you have a podcast, there are plenty of ways to repurpose your episodes.

Here are 10.5 ways to repurpose your podcast:

1. Create a Blog Post

If you have a blog, then you can easily turn your podcast episodes into blog posts. Simply have each episode transcribed or write a summary of the main points, and then add a link to the episode so people can listen. This is a great way to reach people who prefer to read rather than listen.

I use Rev.com to transcribe my Podcast into text.

2. Create an Infographic

If your podcast episode contains a lot of data or information, then you can turn it into an infographic. This is a great way to visually represent your data and make it more shareable. You can hire a designer (fiverr.com) to create an infographic for you or use a free online tool like Canva.

Link this infographic back to your podcast page to get more listeners.

3. Create a Video

You can also turn your podcast episodes into videos. This is especially useful if your target audience is on YouTube or if you want to create more engaging content. You can simply record yourself speaking the episode or add visuals and images to accompany your audio.

YouTube and Instagram won't allow you to upload audio files but you can use Veed.io to take an MP3 of a podcast and add images, animation and captions. This video can then be uploaded to YouTube.com or split up into 'chunks' and used on Instagram.

I then link back to my podcast page where I also capture email addresses for my list.

4. Create an eBook

If you have a series of podcast episodes on the same topic, then you can turn them into an ebook. This is a great way to share your knowledge on a particular topic and reach people who prefer to read books over listen to podcasts.

You can either use a service such as Rev.com to transcribe the episodes or write new chapters based on the topics covered.



5. Create AudioGrams

According to the New York Public Radio WNYC, the average engagement for an audiogram posted on Twitter is 8 times higher than a non-audiogram tweet. And Facebook posts with audiograms outperform posts with photos by a whopping 83%.

Descript.com a great audio recorder / editor and way of making shorter AudioGrams, which is simply a short video version of an audio file. A section of your podcast audio is paired with an interesting image and the animation of a soundwave that's triggered when someone hits play.

Link back to your podcast so they can hear the entire episode and subscribe to your email list.

6. Create Show Notes

You can have someone on Fiverr.com take notes from your show, and then post those notes with your podcast as well as on social media and your blog to entice people to listen to the entire episode.

7. Livestream a Q&A for Each Episode

While you could livestream your actual podcast on Facebook, YouTube, Instagram, Twitter and LinkedIn, I realized most people will not be comfortable doing this.

But an easier alternative is to livestream a Q&A a few days after your podcast as a separate live stream. You're giving listeners a few days to listen to the podcast and then you'll jump on the livestream, do a quick synopsis of what was covered in the podcast just to remind people, and then take questions.

You can get a transcript of this Q&A, clean it up and post it with the transcript of your podcast. Or add it to your ebook, turn it into AudioGrams and more.

8. Social Media Images

You can pull out the best quotes from the podcast and create images for social media. This works even better if you have a guest on the show. Take a few of their wise thoughts and create a quote graphic.

To start a conversation on social media, frame the quotes as questions. People love to give their opinion and the more you get them engaged, the more likely they will become a podcast listener.

9. Create a Newsletter

If you're already getting the transcripts of your shows, you could also take the highlights of each show and turn it into a newsletter.

This newsletter will be one more reason for people to join your email list, as well as an incentive for them to go back and listen to the entire podcast.



10. Mine Content from Older Shows

If you've been podcasting for a long time, you might have hundreds of shows in your vault that are seldom being listened to anymore.

You could have your virtual assistant go through the shows and pull out clips that are still relevant. Let's say you have 100 old shows and your VA pulls out 10 clips from each one. These clips might be tips, tricks, insider info and so forth. They're valuable and your audience would love to hear them again.

100 shows and 10 clips a show is 1,000 clips. Now what will you do with these?

You can use them as email content or blog content. You could package them into a book or course. You could have a new segment on your podcast where you play one or two of these clips. You can make audio grams and social media images. Or you could build an entirely new show around the older clips.

Really, anything you can do with your current podcast, you can also do with the old ones as long as they're not outdated.

Do you have a few dozen or more shows you've already done? Then you're probably sitting on a goldmine if you're willing to put in the effort to get that gold.

10.5 Don't Do Any of This Yourself

If all of this sounds great but it also sounds like too much work, you can always hire a company such as repurpose.com to do it for you.

They'll turn your podcasts into written blog articles and viral social media clips for a price. They have 'real humans writing real articles from your podcast' and they 'look for the most viral-worthy parts and make clips for social media.'

And there you have it, 10.5 ways to repurpose your podcast.

Which ones will you try?



7 Ways Other Bloggers Will Send You Traffic

There's no shortage of advice out there on how to grow your blog.

But if you're looking for concrete, actionable ways to get more traffic from other bloggers, you're in luck.

Here are seven surefire strategies to get other bloggers to send you some of their hard-earned traffic:

1. Find and connect with other bloggers in your niche

This one should be a no-brainer. If you want other bloggers in your niche to give you a boost, you need to connect with them and let them know you exist.

The best way to do this is to comment on their blog posts, share their articles on social media, and generally engage with their content.

But don't stop there. You should also reach out to them directly and let them know you're a fan of their work. A quick email or social media message can go a long way here.

2. Write guest posts for other blogs

If you want to get your name and your blog in front of a new audience, guest posting is a great way to do it.

When you write a guest post, you're essentially getting free advertising on another blog. And if you do it right, you can send a lot of traffic back to your own site.

Just be sure to choose blogs that are relevant to your niche and that have a sizeable audience. Otherwise, you're just wasting your time.

3. Leverage social media

Social media is a powerful tool that can help you reach a whole new audience. And it's not just about promoting your own content.

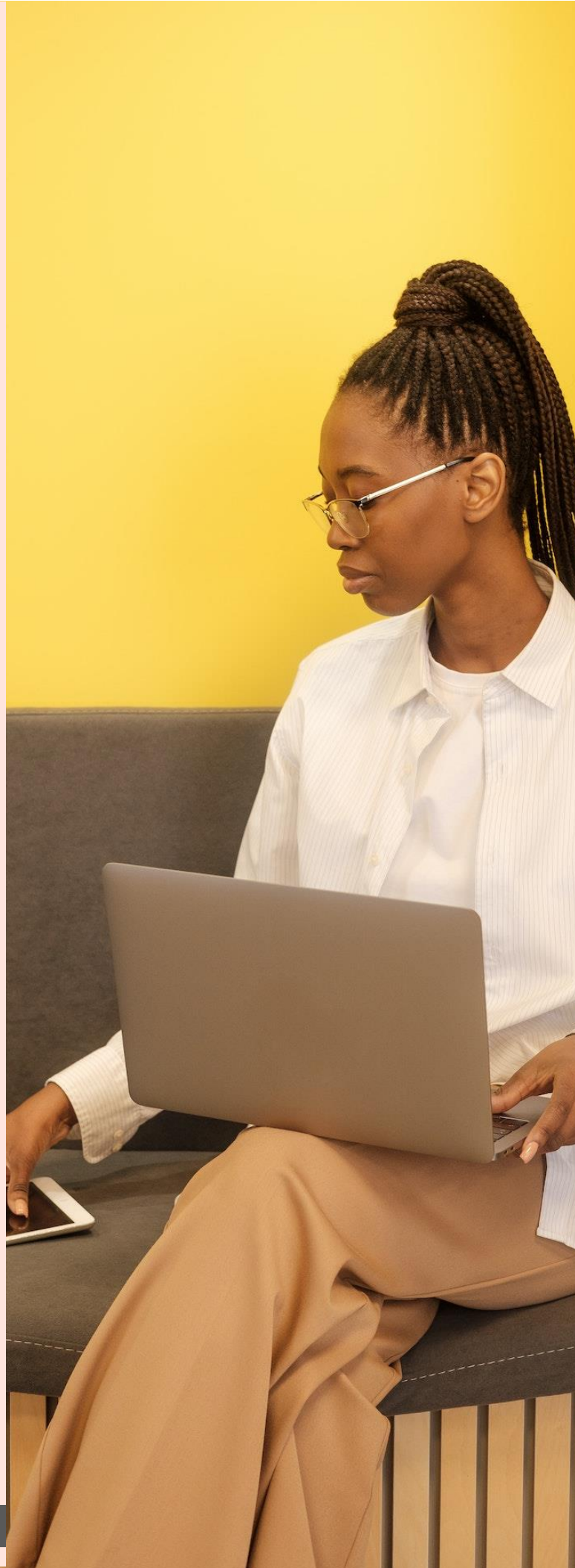
When you share other people's content, they're more likely to return the favor. So make sure you're actively sharing other bloggers' stuff on social media, as well as your own.

4. Participate in link rounds ups

Link roundups are posts where bloggers curate a list of interesting articles or resources on a specific topic.

If you can get your article featured in one of these roundups, you'll get a nice boost of traffic from all the other bloggers who feature it.

To find these opportunities, just Google "[your niche] link roundup" and see what comes up. You can also search for specific bloggers who do regular roundups and pitch them your article.



5. Give shoutouts and testimonials

If you've been helped by another blogger's work, don't be afraid to let them know about it. A quick shoutout or testimonial can go a long way.

And as an added bonus, these types of messages are often reciprocated. So if you give one, there's a good chance you'll get one back.

6. Collaborate on projects

Collaborating with other bloggers is a great way to get exposure to their audience while also building relationships with other influencers in your niche.

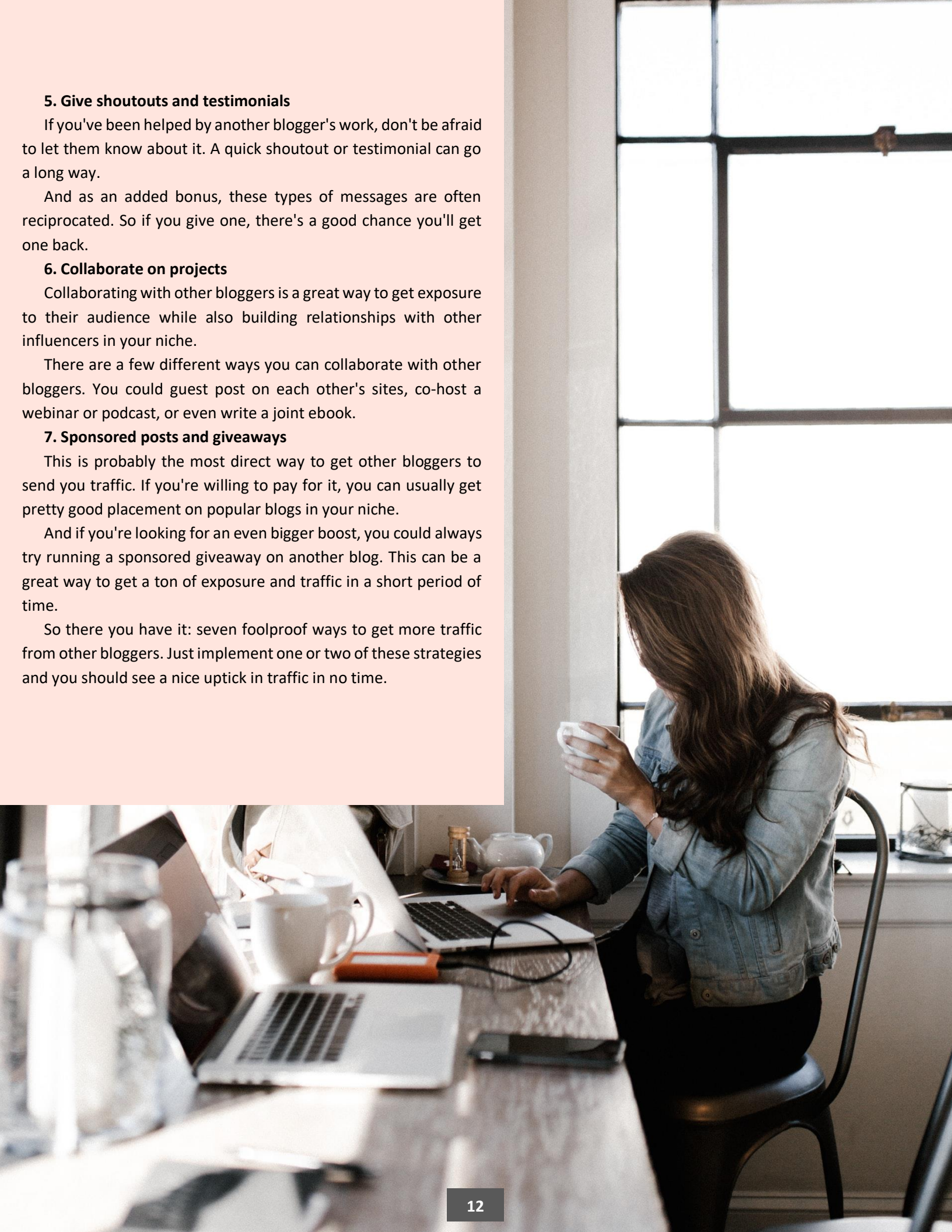
There are a few different ways you can collaborate with other bloggers. You could guest post on each other's sites, co-host a webinar or podcast, or even write a joint ebook.

7. Sponsored posts and giveaways

This is probably the most direct way to get other bloggers to send you traffic. If you're willing to pay for it, you can usually get pretty good placement on popular blogs in your niche.

And if you're looking for an even bigger boost, you could always try running a sponsored giveaway on another blog. This can be a great way to get a ton of exposure and traffic in a short period of time.

So there you have it: seven foolproof ways to get more traffic from other bloggers. Just implement one or two of these strategies and you should see a nice uptick in traffic in no time.



Mike Schauer: interview



Editor:

This time we're chatting with a guy who pretty much owns the copywriting space. For over a decade, Mike Schauer has run Swiped.co, which is a real gold mine for anyone interested in copywriting or marketing in general. The site has an amazing amount of valuable info, which is available for free, but if you want to step it up a level, there's also a paid membership area, which is just insane. If your focus is copywriting, which it should be, then I think you're going to love what we have for you today. Mike, welcome. It's a pleasure to chat with you.

Mike Schauer:

Yes, amazing to be here. That was a great intro.

Editor:

Oh, it's great to have you. Now in time honoured tradition I'd love to start by asking just a little bit more about you and your background.

Mike Schauer:

Yeah, definitely. So we can start at right before, or a few years before I started it, because it's all connected. So my first love and initial skill was design. So I was a designer for a while, would help people with logos, with branding, building websites. And then naturally I started doing the writing when I was building people's websites. And I had no idea that that was called copywriting. So just naturally, if you're coming from, because I would come from a conversion perspective of if I'm going to work on this person's stuff, I want it to convert. And in my mind, just naturally I could not see that happening without the writing being good. So eventually, and thankfully not too many projects in, a friend of mine said, okay, that's delivering way more than you're supposed to. That's not web design, that's copywriting and you should be charging extra for it.

So I did, I started doing that, and I realised that I was very much into this just before I knew what copywriting was, because I was into sales and conversions. So after that, I don't know exactly the timeline, but basically imagine as a designer that I'm visiting sites that are inspiration sites, right? And this is so common in the design world where you have these different sites with other examples and you go there for inspiration.



So as I'm diving more into the copy world, I'm like, oh, this would be amazing if there was a site but it was for copywriting like that, because we have something called the Swipe File that so many people have been selling Swipe File stuff for a long, long time, but no one had anything like that.

Mike Schauer:

And I had learned how to code at that point. I loved design, right? So I built the whole site. I was just on rocket fuel for a few weeks where I was super excited about it and this was just a side project. It was not a grand plan or anything. And from there, I think because of how I got into it, because of my excitement around it, it just, the momentum was huge and all of a sudden I'm getting unexpected messages from people saying, this is amazing. This is so cool. And I'm just sitting there like, oh, that's great because, I think it's cool and I wanted to do this, but I wasn't thinking about what other people were going to think. And I think that that mindset has actually served me a lot in my life.

Mike Schauer:

There is one approach that you can take of, alright, we've got the problem, we're going to solve it and we're going to go, like, basically that perspective is more if you're just saying, I want to start a business, right? But if you're just going with the flow of things, it's like, wow, I'm so excited about this. Well, why would I be excited about it? It means that there's other people that have to be excited about it because I know that there's other people like me out there and it just worked out that way. And so I just stuck with it and eventually I stopped taking clients and I was just working on it full time.

Editor:

So what is the business model for that? So Swiped.co as you say, is an online repository of great copywriting, great marketing pieces. And then you have the paid level as well for people that maybe want to dive a little bit deeper. And then does that lead into consultancy work as well?

Mike Schauer:

It could. It's funny, the way that I do consulting now, I do not advertise it. I do not seek it. It's only if someone is truly excited to speak to me where they reach out. Dude, I need to hear your perspective because I don't want to write a whole sales letter just because it's time consuming for somebody else.



But what I will do, and I'm happy to do is take a look at what they're doing and as a part of it, I would rewrite some things or give my own ideas, but I'm not doing a whole project from scratch just because of time. But if somebody reaches out to me and they're like, oh, [I'll do it 00:05:10], I love your [inaudible 00:05:11], then just like anything else, just like the interview, I want to work with people that are excited to work with me.

Editor:

Absolutely. Absolutely. No, it makes life so much easier and so much happier doing it that way. For anyone who perhaps is listening who hears us talking about copywriting but doesn't understand what it is, could you maybe just explain your definition of copywriting?

Mike Schauer:

So copywriting in the most basic way is you are writing with a certain intent to, you could say, get someone to take a certain action, right? In the most plain and simple words. And this is people that don't understand it or they're like, oh, I need to learn how to write copy. I'm like, all right, have you written something to somebody where you would like them to take a certain action? And so if you did, then in your head you were probably thinking to yourself, even if it was subconsciously, what do I say to get this person to do this? We're all salesmen in our own way, and so this is just in writing, and because it's in writing, it does make a difference because you don't have vocal tonality, you don't have facial expressions, you don't have all of the jazz you get today from video. So you have to approach it in a specific way, and that can make it more challenging. But that's where the art of it comes into play.

Editor:

It's making those words leap out of the page as well, isn't it? And connecting with the audience so that, again, they understand without, and even if they have objections, that you actually still broach those objections and talk about that in the copy to overcome those objections. So copywriting is such a nuanced thing and such a great skill that anybody can have. And again, because it is a skill, people can learn how to do this.

Mike Schauer:

Yeah, definitely. Absolutely. Everyone always has their own opinions on how much you need to naturally know to become really good or whatever.

But I just think if you're drawn to it, if you hear about it, if you're listening to me and you're like, oh, that sounds cool, and you just go in that direction, I don't know, I'm simple man. It's like going back to what I was talking about, how I start things. If you just have all of this momentum and energy going into something, that builds momentum and you're going to find the answers that you need. And so my site is one way to find those answers, which I deliver knowledge and teaching in this very specific way that's really based on reverse engineering. And that's how I learn. So I learned best through reverse engineering things...



*Scan The QR Code To
Listen To The Full
Interview Now*



30 Days hath November, April, June and September.

It's that time of year again. The leaves are changing in the northern hemisphere (shout out to the lands down under), the weather is cooling off and the holidays are right around the corner.

If you're looking for some November marketing ideas to help you boost sales, here are 30 places to get you started:

November Awareness Causes

Choose one of these and create an entire marketing campaign around it. For example, if you want to get serious, then you might choose Diabetes and donate a percentage of November proceeds to medical research. You can help to spread awareness by passing along diabetes facts and stories to help others have a better understanding of the disease, too.

Or if you want to take a lighthearted approach, you might choose peanut butter. If you're American then you can offer peanut butter trivia and recipes along with special 'creamy' and 'crunchy' offers. If you're not American and can't figure out why Americans love peanut butter so much, you can have a bit of fun with that as well.

Here are the November Awareness Causes:

- Entrepreneurship
- Military families
- Healthy skin
- Aviation
- Adoption
- Nutrition
- Hunger
- Latin American heritage
- American Indian heritage
- Great American Smoke Out/Lung cancer
- AIDS
- Alzheimer's
- Pancreatic cancer
- Epilepsy
- Diabetes
- Peanut butter
- Peppers
- Veganism
- Drunk driving (red ribbon)
- Novel writing
- Long-term care

Then there are November national days and dates. We can't list them all here for every country, but here's a few to get you started. To find more and to find the actual dates in your own country, just do a quick Google search.

70 November Marketing Ideas to Boost Your Sales



These are super easy to use in your email marketing and on social media, too. Just look to see which day it is and write something to go with it. For example (and completely off the top of my head), “Did you know that today is National Cinnamon Day? The average person eats five pounds of cinnamon in their lifetime and today only I’m giving 50% off my course when you send me your favorite cinnamon recipe.”

November National Days and Dates

- 1 National Cinnamon Day
National Cook for Your Pets Day
National Family Literacy Day
- 2 National Stress Awareness Day
- 3 National Cash Back Day
National Men Make Dinner Day (Must Cook. No BBQ Allowed!)
- 4 National Candy Day
National Chicken Lady Day
- 5 National Donut Day
National Play Outside Day
- 6 National Nachos Day
Daylight Saving Time Ends
- 7 Color the World Orange Day
Job Action Day
- 8 National Harvey Wallbanger Day
National Parents as Teachers Day
- 9 National Scrapple Day
- 10 Marine Corps Birthday
National Forget-Me-Not Day
- 11 Veterans Day
- 12 National Pizza with the Works Except Anchovies Day
- 13 World Kindness Day
- 14 National Family PJ Day
National Pickle Day
- 15 National Clean Out Your Refrigerator Day
- 16 International Check Your Wipers Day
National Fast Food Day
- 17 National Take a Hike Day
Great American Smokeout
- 18 Mickey Mouse Birthday
- 19 National Play Monopoly Day
- 20 National Absurdity Day
National Peanut Butter Fudge Day

- 21 National Gingerbread Cookie Day
National Red Mitten Day
- 22 National Cranberry Relish Day
- 23 Tie One On Day – Day Before Thanksgiving
- 24 National Day of Mourning
Thanksgiving Day
- 25 Black Friday – Day After Thanksgiving
Buy Nothing Day – Day After Thanksgiving
- 26 Small Business Saturday – Saturday After Thanksgiving
- 27 National Bavarian Cream Pie Day
- 28 Cyber Monday – Monday After Thanksgiving
- 29 National Day of Giving – Tuesday after Thanksgiving
- 30 Computer Security Day
National Personal Space Day
Stay Home Because You’re Well Day



Videos are Magic for Social Media Advertising

I recently read a stat that says video ads on social media have a 23x higher view rate than standard ads. I'm not sure if that's true, but I do know that videos on social media...

- Increase Traffic
- Increase Dwell Time
- Convey A Clearer Picture Of Your Products And Services
- Generate Leads
- Reduce Customer Support Calls

What's not to love about video advertising on social media? Okay, I admit there is still plenty of room for image ads on social media because image ads are...

- Easier To Make
- Cheaper To Produce Than Videos
- More Concise And Get To The Point Faster

I think a healthy mix of image ads and videos ads is the way to go because they both have their strong points.

And frankly if you're not using video yet on social media, then maybe you're missing out on a lot of really awesome benefits including more customers and more sales.

The Three Main Advantages of Video Ads Over Image Ads Engagement

Video content is far better at engaging your audience than an image ad. Think of a photo of a person next to written copy compared to a 15 second video of that person talking. Which one will give you a warmer feel and a better idea of what that person is like?

Video allows you to connect with your audience in a way that image ads cannot.

On Instagram, sponsored video posts generate three times as much user engagement as image posts (3 times!). And on Facebook video ads reach 10-30% more people than the other ad formats.

Building Consumer Trust

People are more likely to purchase from companies they like and trust. You can show your product in action, demonstrate the benefits, use emotion and highlight how you're solving people's problems.

People come to feel they know, like and trust your products and your brand much faster through video than through image ads.

Clearer Message

You can convey far more information in a video than in an image. In fact, you can convey even a detailed message in a video as long as you keep it interesting. Try to convey detailed info in an image ad and most of your audience will move on before they finish reading.



7 Methods For Using Video Advertising To Grow Your Business On Social Media

1. Use Video to Tell Your Story

One of the best ways to use video advertising on social media is to tell your story. Use video to share who you are as a business, what you stand for and what makes you unique. This will help viewers connect with your brand on a personal level and understand what you're all about.

2. Highlight Your Products or Services

Another great way to use video advertising on social media is to highlight your products or services. Showcase your products in action and demonstrate their features and benefits. This will give viewers a better understanding of what you have to offer and why they should consider using your products or services.

3. Customer Reviews

Super quick case studies and enthusiastic customer reviews can do amazing things for your business. Ask your best customers to answer a few questions on video, and then edit it down to their best answer. Or do a few super short case studies of how your product dramatically helped customers achieve their goals.

4. How-to Videos

You can show the entire process done by hand of what your product does automatically. Or you can show how easy it is to use your product to achieve the desired result.

5. Sneak Peeks of New Products

Sneak peek video ads tend to be super popular and effective. You can start running these ads prior to product launch and create a waiting list of people who want first dibs on your product. It's a great way to have a stellar first day of sales when you launch your product.

6. Announce Major Company News

Do you have a fantastic annual sale coming up? Or are you expanding your services? Anytime you have major news, consider running video ads to spread the word.

7. Announce Contests

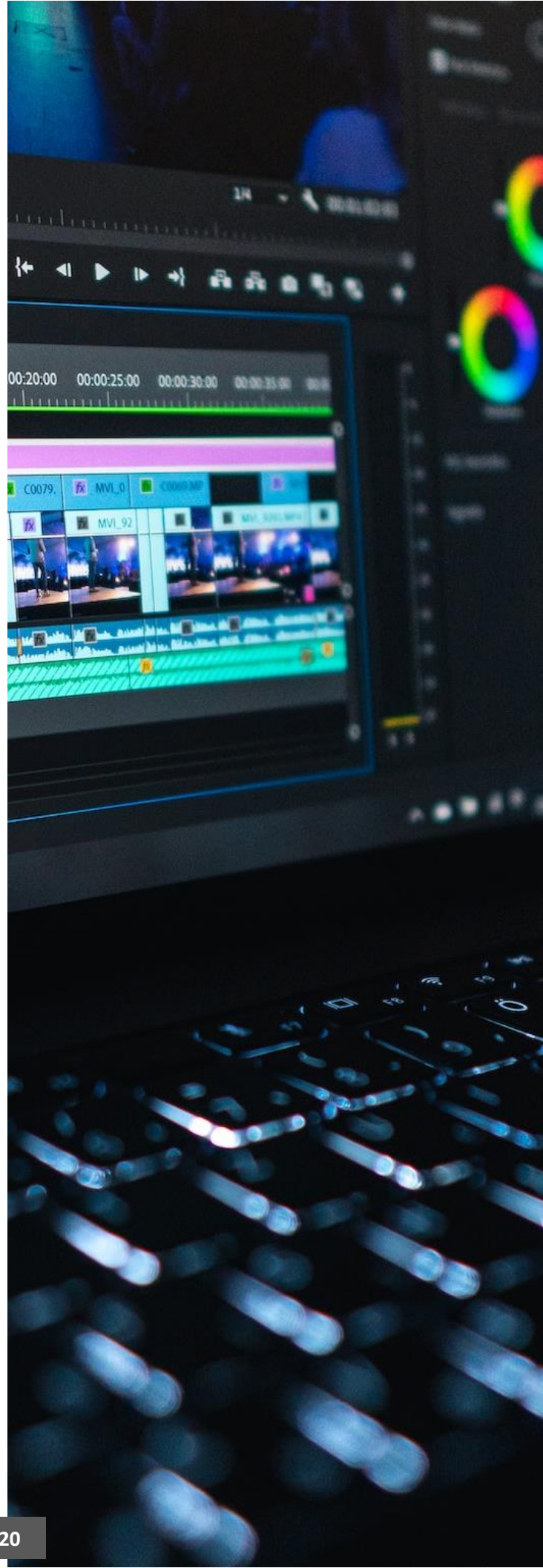
If you're running a contest to increase awareness and build your email list, you might announce the contest via video. Show the prizes and let them know they get multiple entries for sharing the contest with others.

9 Tips for Creating Effective Video Content

Creating effective video content is essential if you want your video advertising to be successful. Here are some tips to help you create engaging and compelling videos:

1. Keep It Short and Sweet

When it comes to creating effective video content, less is more. Viewers have short attention spans and are likely to click away from a video that is too long or feels like it's dragging on.



2. Hook Them In From the Start

You only have a few seconds to capture viewers' attention when they begin watching your video. Make sure your opening scene is intriguing, exciting, or humorous enough to hook them in and make them want to continue watching. If not, there's a good chance they'll click away before the end of your video.

3. Open with a strong statement

Your opening scene should immediately grab attention while also introducing viewers to the topic of your video. A great way to do this is by starting with a strong statement or controversial question that will intrigue viewers and make them want to know more about what you have to say.

For example, if you're discussing the importance of social media for businesses, you could start off by asking "are businesses really missing out if they don't have a social media presence?" This type of opening will instantly engage viewers and key them into the rest of your video.

4. Use visuals

Another important element of an engaging and compelling video is strong visuals. After all, people are more likely to watch a video that looks interesting than one that doesn't. Make sure your videos include visually appealing elements such as graphics, animation, text overlay, and stimulating footage.

5. Use narration sparingly

While adding narration can be helpful in some cases, too much can actually detract from the overall quality of your video. Only use narration when absolutely necessary – otherwise, let the visuals for an on screen person speak for themselves.

6. Provide value to viewers

Don't just focus on selling the product. Tell your audience why they need your product and how it can make their life better. If you can do this in story form, that's even better.

7. Be memorable

If possible be funny, be dramatic or do whatever it takes to be memorable. Conversely you'll never, ever want to be boring.

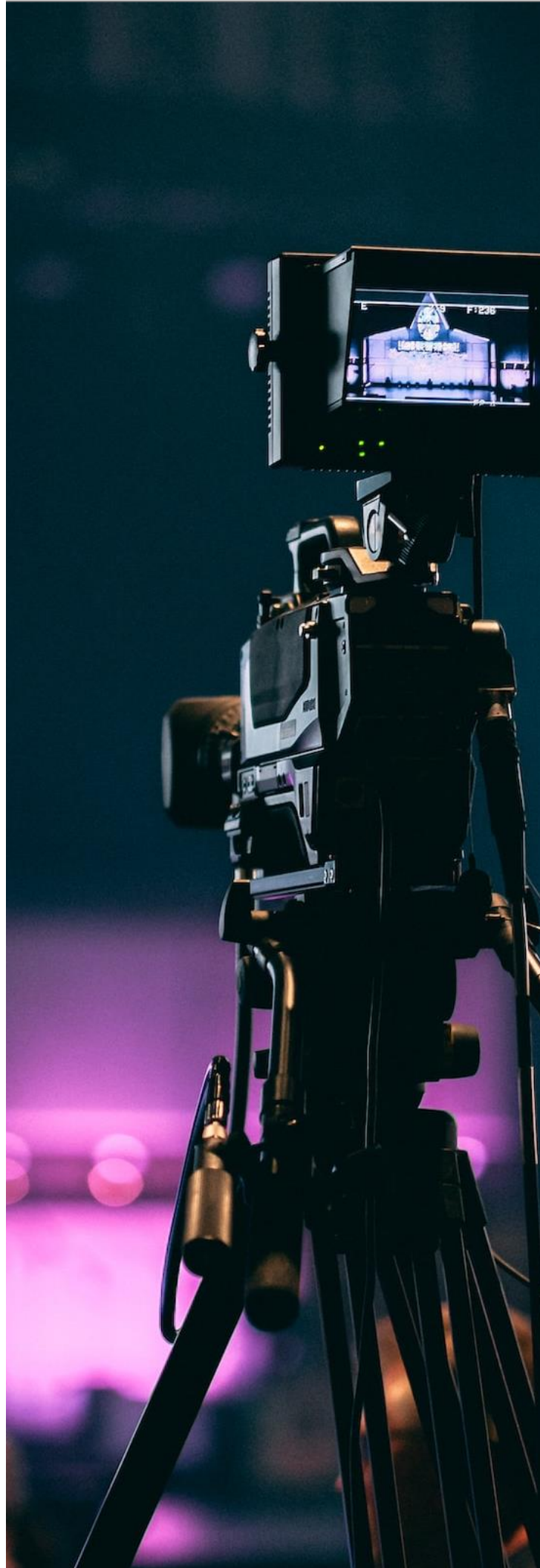
8. Include a Call to Action

Ask your viewer to take the action you seek, whether it's to click a link, call customer service or go to your URL.

9. Keep it Consistent

Extra points if you maintain a consistent look to all of your videos that makes them instantly recognizable as yours. This branded aesthetic doesn't have to mean the content all looks alike, since you can do this through color choices and fonts on the thumbnail and the first second or two of the ad.

Video ads are the hottest method to promote your content and increase traffic to your website and to your offers. Try it out for yourself and be sure to analyze the results with metrics. Agorapulse makes it super easy to track what's working and what needs improvement.



How To Prevent Buyer's Remorse... For You AND Your Customers

If you've ever gone through the process of buying something new only to regret it later, you know the feeling of buyer's remorse all too well. This sinking feeling can happen with big purchases like a car or a house, or even with smaller items like online marketing programs, software, outsourcing services for your business and so forth.

Then there's the reverse problem: Preventing your own customers from having buyer's remorse and asking you for a refund.

This one really hurts, doesn't?

You go to all the trouble of creating an awesome product, setting up your sales funnel, driving traffic and getting those sales.

And then some cheese head asks for a refund 5 minutes, 5 days or even 50 days after they purchase.

This is especially painful considering that your products are electronic and they get to keep the product and the money.

No, it isn't fair, but there are ways to prevent buyer's remorse in your customers and we'll cover that in just a moment.

First, I thought you might like to know how to prevent buyer's remorse with your own purchases. We've all heard stories of the new marketer who spends thousands of dollars on "how to make money online" programs and never does anything with any of them.

In fact maybe that was you at one time, too.

These days it's not \$7 ebooks you're thinking about buying, but rather it might be \$2000 coaching programs. How do you know it's the right fit for you? How can you tell if you're going to be thrilled with your purchase or sorely disappointed?

Crystal balls aside, I thought I might share a few tips on how to choose your next online marketing product, software, web design, outsourcer and so forth so that you only pay for those things that truly help you in your quest to build that super-profitable online business.

1. Do your research.

This is important both before and after you make a purchase. Research can help you compare different options and make sure you're getting the best deal on whatever it is you're buying.

In the case of software, is it the right one for your needs? Or if it's coaching, is it someone with a good reputation that you feel you can easily work with?



Thanks to guarantee periods, once you've made your purchase you can still test the waters before you make a final decision. Take some time to read reviews and learn more about what you just bought. This will help you be sure you made the right choice.

2. Know your needs.

Too many would-be online marketers simply start buying programs and software because they sound good. But even if the product is absolutely stellar, if it doesn't help you accomplish your goals then it's not for you.

Before you start shopping, know what you need. This will help you narrow down your options and choose the best product for your needs. Once you know what you're looking for, it's easier to resist the temptation of buying something that's not actually a good fit.

3. Consider the long-term.

When you're making a purchase, it's important to think about how it will fit into your life in the long run. While a \$5000 coaching program might sound extravagant, if it's exactly what you need to build a \$100,000 business, then it's an excellent buy. Conversely, if that \$37 software is going to need a \$500 freelance coder to adapt it to your own needs, then it might be better to buy the more expensive software to begin with.

4. Listen to your gut.

If something feels off about a purchase, listen to your gut. There's usually a reason you're not entirely comfortable with a purchase and it's best to trust your instincts on this one.

This is especially true if the seller is promising you'll make a nice income simply by pushing buttons or any other claim that is unbelievable.

And in my opinion blind sales letters are a dead giveaway that it's best not to buy. You know the pitch where they tell you 30 things the product is NOT but they don't tell you exactly what it IS. Personally, I never, ever consider buying those, even if it's only just a few bucks.

5. Take your time.

Rushing into a purchase is a surefire way to end up with buyer's remorse. If you can, take some time to sleep on it before you make your final decision. This will help you be sure you're happy with your choice.

But there are times when a special deal is only offered for a limited time. If there is a solid guarantee, then go ahead and purchase. Use the guarantee period to test it out and see if it's right for you. If not, you can always get a refund or cancel the subscription.

This is why I love \$1 trial periods, both when I'm buying and I'm selling. When I purchase the use of something for \$1 for the first X amount of days, I can take that time to thoroughly explore the product before making my final decision to stick or leave. And when I sell using the \$1 trial, my customers get the same benefit and my refund rate is greatly reduced.



By following these tips, you can avoid buyer's remorse and be confident in your purchase decisions.

Now let's talk about greatly reducing buyer's remorse with your own customers...

7 Proven Methods to Reduce Refunds

You open your email and you see SALE, SALE, SALE, REFUND, SALE.

4 sales and 1 refund, and what is it you think about for the rest of the day?

That one @\$% refund.

I hate 'em.

You hate 'em.

Let's use these 7 methods to greatly reduce refunds on our sales.

1: Trial Periods

I mentioned this one earlier. When you give your customers an almost free trial period, they get to try out the product and see if it's right for them. If not, they can cancel before they are charged the full price.

You might be thinking that if you use the trial period, you'll get a lot of people who sign up just to see what's in the member area, download what they can and then split. But whether you offer a trial period or not, you will encounter these people. If you charge a full amount up front then you'll have to process refunds. By offering the trial, people can simply quit before they are charged the first full amount. No muss and no fuss.

Plus, the number of actual full price sales you make always goes up when you offer the \$1 trial. People are more confident spending the \$1 admission to see what's inside, so a lot more people sign up – more people than the amount who will cancel before that first regular payment is made.

2: Major Value

Provide lots of value before, during and after the sale. If you begin the relationship by cultivating a solid foundation of trust, you'll create not just a one time sale but a regular, loyal customer who purchases repeatedly.

Your customers need to feel you have their best interests at heart. This is why a series of videos in the sales process can be so effective. They can see and hear you, so they feel like they know you. You can impart a great deal of helpful information in those videos, demonstrating that you know what you're talking about and putting the customer at ease when it comes to buying your products.

3: Set Expectations

Don't offer false hopes and don't tell the customer that your product will solve all their problems if it won't. Focus on how the product will improve their lives, the benefits it will afford them and exactly what they can expect.



If you're in the online marketing niche and you're selling a program on how to make money online, let them know it will take work and dedication to make it happen. This way the sales you make will stick because they know in advance what they'll need to do.

Conversely, those fly by night marketers who offer the sun and the moon for a price and promise to do all the work for the customers will see a refund rate that is out of this world. I've heard tell of 50% refund rates and higher. What a nightmare that would be.

4: Send a Thank You

You hopefully already have one or more emails in your autoresponder that thank the customer for each purchase they make.

You may also consider sending thank you gifts as well. For example, it might be a report or cheat sheet that dovetails perfectly with the product but was not advertised as a bonus.

People want to be appreciated, so any time and anywhere you can appreciate them, go ahead and do it. You might even thank them via social media if it's appropriate.

5: Success Stories

This is optional but a great idea: Send out a series of success stories from people who have purchased and used the product.

"Congrats again on purchasing ABC product. One of your fellow customers just reported that by using ABC, she's experienced a 40% increase in conversions on her website." And then tell them more about how she did it.

This reaffirms to your customer that he made a wise decision by investing in your product.

6: Set up a User Group

If you have enough customers to make this work, set up a user group where product purchasers can interact, swap ideas and stories and encourage each other. The camaraderie in an active user group is unbeatable and can virtually guarantee an active customer in the group will not refund because they don't want to leave the group. Plus, it again reaffirms to them that they made the right decision in purchasing your product.

7: Ask Them to Come to You

Before they purchase, when they purchase and after they purchase, let them know you welcome their feedback and are there to assist them.

This way they are more likely to come to you if there is an issue and give you a chance to solve it before they consider asking for a refund.

And you'll find that some of your most loyal customers who stick with you for the long haul and tell others how great you are will be the customers who initially had a problem and you solved it for them.



E NUMBER 1 BESTSELL

**GARY
KELLER
WITH JAY
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THING

THE SURPRISINGLY SIMPLE TRUTH

BEHIND EXTRAORDINARY RESULTS

Key Insights From "The One Thing" by Gary Keller

The ONE Thing: The Surprisingly Simple Truth About Extraordinary Results is about focusing on what matters the most in personal and work lives.

Here I've written down key insights from the book and followed each with a thought or two of my own.

Extraordinary results are determined by how narrow you can make your focus.

Think of a general practitioner versus a brain surgeon. While the GP is still extremely valuable in helping people deal with skin rashes, migraines and diabetes, the brain surgeon is saving lives.

In marketing, we know that the more you specialize, the more you can charge. If you teach marketing to small businesses, you can charge \$. But if you teach marketing to chiropractors who focus on helping car accident victims in the northeast area of the US, then you can charge \$\$\$.

Do fewer things for more effect.

Work on what will make the greatest impact to your customers and your business instead of wasting time on non-optimal endeavors.

For example, if you're using 10 methods to drive traffic and 2 of those methods are bringing you 80% of your customers, drop the other 8 methods and ramp up the 2. You'll be spending less time and effort to make more money.

Small dominos can topple much larger dominos; stack them right.

You want to do joint ventures with the million-dollar marketers but they won't return your phone calls?

Create successful joint ventures with smaller marketers, and then refer to those successes when you approach the bigger marketers. Now they have a reason to listen to you and some of them will say yes.

Success is built sequentially.

There is a process to getting to the big goal, whatever that might be.

Let's say you want to become a travel blogger and make your money from sponsorships. Read the successful travel blogs. See who is advertising with them. Find all the clues of how these bloggers are creating their success. Start your blog. Write every day even if you're not traveling at the moment. Practice your writing. Begin establishing relationships with potential advertisers. Talk about their products on your blog and how you use them. Build your audience. Ask these businesses to start sponsoring you financially.



Success is a sequence of overlapping steps. Find people who are already doing what you want to do and then model them.

Not everything deserves equal time.

Duh.

You've got a stack of books to read. Some of them are for pure pleasure. Some of them are about your hobbies. And some of them provide keys to help you build a million-dollar business. Which ones will you spend time pouring over and absorbing?

Achievers always work from a clear sense of priority.

You've got to do lists, right? Let's face it: There are things on your to do list that may never get done, which is why you need to prioritize and work on your most important tasks first.

Multitasking is a lie and it does not work.

When it comes to business, I agree with this. When it comes to leisure, I disagree. I like to do jigsaw puzzles and listen to podcasts at the same time. I also like to watch TV and make things with my hands at the same time, too.

But when I'm writing an email to my list, creating a new product or talking to a coaching client, I am never, ever multitasking.

It takes 66 days to create a habit.

No. And yes.

It may or may not take that long, depending on the habit and the person.

When you want to create a new habit, I suggest you tag it to another habit you already have. For example, if you want to exercise, do it every day right after you get dressed in the morning. Then getting dressed becomes the trigger to exercising and you'll have a new habit in just a couple of weeks.

While the time to create a new habit varies from person to person, the time to break a habit is generally one day, because that one day of not doing your habit can easily lead to two days. And three days. And a week. And a lifetime.

Become a person of powerful habits.

Good advice. Choose your habits carefully.

Willpower is limited.

As is decision making power, which is why you want to do your most important stuff early in the day.

Connecting purpose, priority, and productivity determines how high you'll rise.

What's your purpose, or the purpose of your business? Have you written down a mission statement yet? Would you like to take a shot at it right now?

Once you've got that, you can determine your priorities and then create a plan for optimum productivity.



Happiness happens on the way to fulfillment.

I find I'm happiest when I've had a productive day that's gotten me closer to my goals.

Your results may vary.

Purpose without priority is powerless.

If you have a goal but you never prioritize it and take action towards achieving it, then that goal is just vapor. It isn't real and may as well not even exist.

Maybe you need a new purpose or a new goal? One that gets your blood fired up?

Resting is as important as working.

I'd say nearly as important because if all you do is rest, then resting becomes irrelevant.

As they say, work hard and play hard, too. Even if your 'playing' is spending an evening curled up with a good book.

To experience extra ordinary results, be a maker in the morning and a manager in the afternoon.

This is lovely and worthy of framing for your office.

You're the most creative and do your best work in the morning, so take advantage of that.

In the afternoon you can deal with details like your inbox, planning, delegating and so forth.

Personal energy mismanagement is a silent thief of productivity.

Not exercising, staying up late, watching television, playing video games for hours on end, eating poorly, holding grudges... all of these are energy mismanagement.

Your environment must support your goals.

This includes not just tidying up your office, but also associating with people who support you as well as challenge you to be better.

Bottom Line: Figure out what matters most and focus your energies on that.

REBRAND

Rebranding to Make and Kill Sales

In the course of stumbling through the internet I happened upon this gem from The Guardian:

<https://www.theguardian.com/music/2019/jul/19/disco-demolition-the-night-they-tried-to-crush-black-music>

In a nutshell, in 1979 someone got the ‘brilliant’ (note the sarcasm) idea of blowing up disco records between baseball games in Chicago.

It seems the people who made and sold rock and roll records weren’t happy about the competition they were facing from the disco artists.

And for that matter, straight white people weren’t happy that non-white people and gay people were making and selling music, either.

But that’s not why I mention this.

If you read the article, you’ll notice there were two competitors in the marketplace: Rock and Disco.

Rock had been around for a while and Disco was the market disrupter. The rock industry and rock disc jockeys were mad and wondered, ‘How do we kill off the competition?’

Simple: Make it ‘un-cool’ to like, buy or be affiliated with Disco.

They did this in part by staging the gimmicky event of literally blowing up disco records. DJ’s told people to attend the game and bring a disco record from home. Many, many people brought non-disco records made by black artists, too.

The entire premise of the event was to demonstrate that disco sucks, and it was effective. They even created a riot to bring home that message. Yes, a riot after the explosion to show just how supposedly mad people were that disco even existed.

And it worked, too, because by 1980 there were no longer any disco records being made.

Or were there?

As the article points out, Madonna and Michael Jackson were indeed disco. They simply did not call it disco.

In fact, many recording artists from the 1980’s and right through to today use a disco beat.

And therein lies the rub.

If your competitor has a product you want to wipe out, you might stage a symbolic event to ‘kill’ it. Lay the groundwork via social media and if you get the groundswell of support, go ahead and hold the event online, in person or better still, both.

And if your competitor succeeds in trashing your product or product category, then you simply need to rename it and keep going.

Think of two identical books with two very different titles. One title sells a hundred copies. The other title sells ten million copies. The only difference? The title.

What power does a name have? Everything. Madonna and Michael Jackson were two of the biggest recording artists of all time. But if you had tried to sell their music under the label of “disco”, then odds were almost no one would have bought it.

Disco never died. It just got rebranded.

THE **BIG** SECTION



(This month it's in several different pieces all on list building)

Mini Case Study – Crochet Into Full Time Income

I know a lady who knows a lady who loves to crochet. For those uninitiated in the world of fiber crafting, crochet is kind of like knitting, but it only uses one needle, not two.

This lady wanted to turn her love of crochet into a full-time business. The problem was, how was she going to make enough money doing it?

Long story short, she built a mailing list.

Everything she does online leads back to her squeeze page where she offers to send a book of free patterns in full color in exchange for an email address.

Conversions on this landing page are sky high – well over 50%.

Why? Because only people who love to crochet land there. She posts a lot of crochet pictures on Pinterest as well as Facebook and Instagram. Every picture links to the landing page and it drives a surprising amount of traffic.

Then she teams up with other crochet artists and they send her traffic, too.

She monetizes her list by offering a PDF version of each of her crochet patterns. She also sells her patterns through Etsy as well as selling items that she crochets.

She shows off her work on Reddit which invariably sends her new subscribers. And she does custom pieces for a hefty price, when she feels like taking on the work.

Now here's the key to her success: She not only builds a list, but she emails that list every single day with a new pattern.

That's right, every single day.

Her open rates are impressive and her click through rates are to be envied.

Her emails are short – essentially a description of the item to be crocheted.

And here's an interesting tidbit: She never posts a picture of the item in the email. In order to see it, subscribers must click the link.

She now has sponsorship on her website from a major yarn manufacturer. She creates videos for that manufacturer, showing people the different yarns and how they can be used.

And she creates her own YouTube tutorial videos that demonstrate how to do particular stitches and patterns, providing her with YouTube advertising income that alone equals what she used to earn in a regular job.

I'm using her as a successful example of list building because many people assume list building is just for certain niches.

It's not.

No matter what niche you're in, I can just about guarantee you can benefit from building and regularly emailing your own list.

And if a 68 year old great grandma can do it, so can you.

Mind Boggling Email Marketing Stats for 2022

One of the oldest and most effective marketing strategies is email marketing, and in fact email ROI is a mind blowing \$36 for every \$1 spent.

For your reading pleasure and possible astonishment, here is a list of email marketing statistics to demonstrate just how powerful email can be.

The stats come from all over the place, the data was compiled by Hubspot and the sometimes snarky comments in italics are all mine.

There are 4 billion daily email users. This number is expected to climb to 4.6 billion by 2025. (Statista, 2021) The key here is people check their email at least once per day, and most of them check it more often than that.

64% of small businesses use email marketing to reach customers. (Campaign Monitor, 2021) I'm guessing the other 36% need someone to show them the way.

37% of brands are increasing their email budget, and just 1.3% are making cuts. (Litmus, 2021) Those 1.3% are, in my humble opinion, nuts.

The most effective strategies for email marketing campaigns are subscriber segmentation (78%), message personalization (72%), and email automation campaigns (71%). (HubSpot Blog Research, 2021) Are you taking notes?

33% of marketers send weekly emails and 26% send emails multiple times per month. (Databox, 2022) And they would get even better results if they sent daily.

63% of businesses reduce the frequency of emails send to subscribers based on their levels of engagement. (Databox, 2022) If your reader isn't opening the email, I suggest you increase the number of emails you send. Bug them until they either engage or unsubscribe.

77% of marketers have seen an increase in email engagement over the last 12 months. (Not Another State of Marketing, 2021) Take THAT all you 'email is dead' whiners.

Globally, Fridays see the highest email open rates (nearly 19%), compared to the lowest open rates (17%) on Saturdays. (Campaign Monitor, 2021) So, not much difference, really. And remember, not's not about opens as much as it's about engagement. If only 17% open the email but all 17% click the link, whereas on Friday only 2% clicked the link, then Saturday is a great day to send emails. In fact, you might send 2 or 3 that day.

The most effective email subject lines engage curiosity, include promotional offers, and are personalized to each recipient's interests. (HubSpot Blog Research, 2021) Again, are you taking notes?

QA, A/B, and spam testing your emails leads to higher ROI. Enjoy up to a 28% higher return when you put testing to work for your email program. (Litmus, 2022) As I always say, test, test and then test some more.

81% of B2B marketers say their most used form of content marketing is email newsletters. (Content Marketing Institute, 2020) Because it WORKS.

64% of B2B marketers say their email marketing strategy was effective for meeting business goals in 2021. (HubSpot Blog Research, 2021) And the other 36% need help. Maybe your help?

15.8% of all emails go missing or have been caught by popular spam filters. (Email Tool Tester, 2022) @#\$%&%#\$@#\$%!!

A majority of email views come from mobile devices (41%), followed by desktop (39%). (HubSpot Blog Research, 2021) Repeat after me... optimize for mobile, optimize for mobile...

Nearly 55% of global website traffic is generated from mobile devices, excluding tablets. (Statista, 2022) Optimize for mobile, optimize for mobile...

Nearly 1 in 5 email campaigns is not optimized for mobile devices. (SuperOffice, 2020) Are you the 1 in 5?

Launching a mobile-responsive email design can increase unique mobile clicks by 15%. (MailChimp, 2021) More clicks, more sales

50% of people buy from marketing emails at least once per month. (Salecycle, 2022) FIFTY PERCENT!

Your audience will reward you with higher open and click rates if you don't send more than five newsletters a week. (GetResponse, 2020) This depends on you, your emails, your market and your subscribers. As always, TEST.

60% of retail, e-commerce, and consumer goods and services companies are personalizing emails based on past purchases, versus 38% in 2019. (Litmus, 2020) List segmentation is no longer an option.

More than 8 out of 10 people will open a welcome email, generating 4x as many opens and 10x as many clicks as other email types. (GetResponse, 2020) This is your most valuable email – make it count. Place a special offer inside the welcome email that your new subscriber cannot resist clicking.

Nearly 22% of all email campaigns are opened within the first hour of sending. (GetResponse, 2020) Resend to all those who do not open the first email.

99% of email users check their inbox every day, with some checking 20 times a day. Of those people, 58% of consumers check their email first thing in the morning. (OptinMonster, 2020) Email marketing WORKS.

35% of survey respondents in the U.S. have two email addresses and 28% have over four. (Statista, 2021) Ask for their BEST email address because you will be sending valuable stuff and they don't want to miss it.

Recognizing a sender is the most important factor in deciding to open an email, followed by actually having the time to read an email. (Pathwire, 2021) Surprisingly, the subject line is only the third most important factor in getting emails opened. Sending the email when readers most likely have the time to read it as well as making yourself likeable, memorable and trustworthy are paramount.

59% of Millennials primarily use their smartphone to check email, while 67% of Generation Z scans their inbox on mobile. (Bluecore, 2021) Yes, young people are on email.

74% of Baby Boomers think email is the most personal channel to receive communications from brands, followed by 72% of Gen X, 64% of Millennials, and 60% of Gen Z. (Bluecore, 2021) They expect your emails so don't disappoint them. Email your list often so they know you haven't forgotten them. And make an offer in every email, even if it's just in the P.S.

The most significant steps marketers take to champion accessibility when creating their emails is writing short, descriptive subject lines, making links and buttons easy to see, and keeping paragraphs short and simple. (Pathwire, 2021) Good tips!

You might want to go back and reread this list, making notes on how you can improve your own email campaigns.

And if anyone ever tries to tell you that email marketing is dead, I suggest you let them think that while you make your money through email marketing. Why create unnecessary competition, right?

<https://blog.hubspot.com/marketing/email-marketing-stats>

How To Build a Profitable Email List

Let's start at the beginning: What's an email list and why do you need one?

An email list is a database of email addresses that you can use to send marketing messages to your customers and prospects.

There are many benefits to having a large email list, including the ability to reach out to your subscribers any time you like, increased brand awareness and improved customer relationships.

My favorite benefit is any time I want to see my bank balance grow, I can send out an email with an offer to my list. This includes planned emails that come out sequentially as well as emails I do on the spur of the moment, letting my subscribers know about special limited time deals.

One of the best ways to build an email list is to offer something of value in exchange for an email address. This could be a free report, eBook, or access to a webinar or video series.

Once you have collected this valuable information from your website visitors, you can begin building relationships with them by sending targeted emails.

Email marketing can be an extremely effective way to reach your target market and improve your bottom line. And if you don't yet have an email list of your own, I highly recommend you start building one today.

One note: Quality of your list is far more important than quantity. A list of 1,000 highly engaged buyers on your list is far better than 100,000 subscribers who don't open your emails.

How do you get started building your list? First, you need to...

Choose an Email Autoresponder Service

Your autoresponder is where you'll be creating your sign up forms, maintaining your email list and adding the emails that go out automatically when a person joins your list or buys your product.

There are many different email autoresponder services to choose from, and it can be difficult to know which one is right for your business. Some factors to consider when choosing an email marketing provider include the features offered, the price and the level of customer support.

The most important thing is to find a provider that offers the features you need at a price you can afford. Once you have found a few potential providers, it is helpful to read reviews from other businesses to get a better idea of which one will best suit your needs.

You might begin by looking at some of the bigger and well known services such as Aweber, GetResponse, Mailchimp and Constant Contact.

Once you've got your autoresponder, you'll want to...

Brainstorm Incentives for Subscription

In order to get people to subscribe to your email list, you will need to offer them something of value in exchange for their email address. This could be a free report, eBook, access to a webinar or video series, etc. Think about what would be most valuable to your target market and then offer that as an incentive for subscribing.

Think of your end goal – is it to sell a particular type of product? Next, think of your ideal target market. What does your ideal customer want and need most? When you have this information, you're ready to brainstorm ideas for your free offer for joining your list.

Here are some freebie ideas for email list building:

- Free ebooks, guides, checklists, reports, templates, cheat sheets, infographics, software, etc.
- Toolkits and resources bundles
- Free samples
- Podcasts, audio recordings, videos
- Discounts
- Mini-courses
- Access to a private community
- Special subscriber only sales
- Early bird access

Once you've got your freebie(s) created, it's time to...

Design Email Subscription Forms

Email subscription forms are one of the most important elements of a successful email marketing campaign. They are the first point of contact between you and your potential subscribers, so it is important to make sure that they are effective.

Your Subscription form will have:

- A header/headline that is short and catchy
- Body text that explains what you're giving away
- Call to action telling them to grab their freebie by filling out the form
- Sign up form where they enter their email address and name
- Button to click once they fill in the information

There are a few things to keep in mind when designing email subscription forms:

- Keep them short and simple. Include only the essential information that you need from your potential subscriber.
- Make sure they are visually appealing and easy to understand. Use images, colors, and whitespace to guide the eye to the form.
- Use strong calls to action that encourage people to subscribe.
- Place the form in a prominent location on your website or blog where it will be seen by visitors.
- Test different versions of the form to see what works best. A/B testing can be a useful tool in this process.

Once you have designed an effective email subscription form, test to make sure that it is properly connected to your autoresponder service. This will ensure that all new subscribers are added to your list and receive your marketing messages.

Now it's time to...

Grow Your Email List: 17 Strategies that Work

In order to grow your email list, you need to put in place strategies that will attract subscribers. Some of the best strategies for growing your list include:

1. Creating valuable content: When your new visitors see the great content on your site, they are more likely to trust you with their email address in exchange for your free offer.
2. Offering red hot incentives: Provide an extraordinary incentive for people to subscribe to your email list, such as a package of ebooks or a full-blown course. The bigger the incentive, the easier it is to get sign-ups and referrals, too.
3. Using pop-ups: Use pop-ups and other forms of opt-in forms on your website to make it easy for people to sign up for your emails. Yes, pop-ups will alienate a small percentage of readers, but you'll get enough new subscribers to more than compensate.
4. Use a welcome mat: Unlike traditional pop-ups, a welcome mat appears full screen when someone first gets to your site. The right offer on a welcome mat can be extremely effective.
5. Using a smart bar: This is a sticky element that sits at the top of your website. It remains visible even when users scroll to the bottom of the page.
6. Using social media: Use social media platforms like Twitter and Facebook to promote your newsletter and drive traffic back to your website.
7. Collaborating with other brands: Partner with other brands in your industry who have complementary products or services
8. Referral program: Enlist email subscribers to help you promote your newsletter and in exchange they get a bonus of some kind.
9. Contests: Run contests on social media to give away valuable, relevant prizes your ideal prospect would love to have. Give away extra entries if they refer others to the contest. A great idea for this is several books on a particular topic from Amazon.
10. Offer a variety of freebies and place each one on its own landing page. Then promote each freebie to the audience most likely to be interested in it (video tips to vloggers, blogging tips to bloggers and so forth.)
11. Offer PDFs: Each time you write a comprehensive article or blogpost, offer the PDF version in exchange for their email address.
12. Offer a curated newsletter: This is a newsletter centered on one topic that contains all the latest industry news. These are highly popular as well as highly targeted.
13. Offer your newsletter on the "about us" page: When people go to your About page, it means they want to know more. This is a great place to offer your newsletter.
14. Create unique email content: if your emails are entertaining, valuable and informative, then you can get your current subscribers to share your emails with others by including 'email to a friend' buttons.
15. Create a free online tool or resource that requires sign-up: Free online tools that help users are a hot and a super easy way to get people on your list as well as generate traffic from word of mouth. This technique is like having a coffee stand that gives away coffee in exchange for an email address. People will flock to you and they will tell their friends.
16. Create bonus content: When you write an article or blogpost, offer some additional bonus content when they subscribe.

17. Guest blog on other sites: When you write guest posts you get an author's box in which you can tell a little bit about yourself and offer an incentive to subscribe to your list.

There are a host of additional methods to grow your list, but these 17 will make a great start.

Now that your list is established and growing, there's one more thing to talk about and that's...

Keeping Subscribers Engaged

It is important to keep your subscribers engaged once you have them on your email list. There are a few ways to do this, including providing valuable and relevant content, offering incentives and discounts, and sending regular communication.

If you provide valuable and relevant content to your subscribers, they will be more likely to stay engaged with your brand. This could include blog posts, infographics, eBooks, or even just helpful tips and advice. It is also important to make sure that this content is targeted specifically to their interests and needs.

You can also offer incentives and discounts to encourage your subscribers to stay engaged with your brand. This could include free shipping on orders over a certain amount, exclusive sales and deals, or access to VIP customer service. Everyone loves a good deal, so this is an effective way to keep people interested in what you have to offer.

Finally, it is important to send regular communication to your email list. This doesn't always have to be a sales pitch; it could simply be an update on what's new with your brand or a reminder of upcoming events or promotions.

However, by maintaining regular contact with your subscribers, you will remind them of why they signed up for your email list in the first place and keep them coming back for more.

Cheat Sheet: 14 Ingredients for Effective Marketing Emails

Want to know what the best marketing emails have in common?

It all comes down to these 14 ingredients.

1: Subject: The subject line is key. It's the first thing your recipient will see, so make it clear, concise and attention grabbing.

2: Sender: Your sender name is important, too. Make sure it's something recognizable that will leave a good impression.

3: Preview: The preview text is your chance to make a great first impression, so don't waste it.

4: Personalization: Leverage the power of personalization to segment your lists and send them more personalized emails.

5: Content: Your email content should be well-written, informative, and interesting.

6: Images: Break up the text with an image that matches your content.

7: CTA: Include a clear call-to-action, so your recipients know what you want them to do.

8: Value: Clearly demonstrate the value your readers will get from taking the action you seek. Bullet points are a great way to do this and they break up the text, too.

9: Mobile: Make your email is mobile-friendly and it will look great on any device.

10: Social: Include social media links, so your recipients can share your email with their networks.

11: P.S.: If your email is info based rather than sales based, consider adding a related product offer in the P.S. If your email is sales based, reiterate the big benefit and repost the link in the P.S.

12: Privacy: Give subscribers peace of mind by linking to your privacy policy at the bottom of the email.

13: Unsubscribe: Include an unsubscribe link, so recipients can opt out of your emails if they want.

14: Test: And finally, always test your emails on a small segment of your list before you send them to your entire list.

That's it! Follow these 14 tips and you'll be crafting marketing emails that get results in no time.

10 Business Email Phrases to Stop Using with Clients and Customers

You might be thinking one thing when you write your email to your customers, but your customers might interpret what you wrote in an entirely different way.

Unlike a face to face meeting, email only has words to rely on for meaning. There are no facial expressions and no tone of voice. That's why it's so easy for your meaning to be entirely lost on your reader.

Worse yet, you can actually alienate someone simply by using the wrong word or phrase, and you'll have no idea why a good customer suddenly unsubscribed from your list.

In a study published in the Journal of Personality And Social Psychology, only 56% of email recipients accurately interpreted the tone and meaning of an email.

That means there's a good chance half your subscribers won't fully grasp the meaning of the next email you send.

How can you avoid problematic misunderstandings with your customers?

Begin by removing the following commonly used phrases which are unnecessary, cliché, and easy to misinterpret.

Email Phrases to Avoid:

1. "Sorry to bother you"

Opening with an apology immediately undermines your credibility. Instead, get straight to the point and let them know why you are contacting them.

2. "Let's touch base"

This is vague, overused and completely meaningless.

Instead, be specific. "Let's talk Tuesday morning to decide if we're going with Plan A or Plan B."

3. "To be honest with you ..."

Ouch! The moment I hear this I assume the writer hasn't been truthful in the past or is about to tell a lie.

Simply tell it like it is without using this phrase. Ever.

4. "You should ..."

I've been guilty of using this and I apologize for it. I should never tell you what you 'should' do. It's just rude.

While you might use this phrase in person with success, it can be easily misinterpreted as pushy or dismissive over email.

It's okay to say, "I recommend..." or "Try this..."

The goal here is to offer friendly advice instead of ultimatums.

5. "No problem"

People say this in response to, "Thank you." The problem with 'no problem' is that it implies it actually was a problem and you're forgiving them rather than accepting their thanks.

Instead, simply say, "You're welcome."

6. "I'll try ... "

This wishy-washy phrase doesn't instill confidence in your ability to get the job done.

Instead, only promise to do what you know you can do and let them know you will get it done. Period.

7. "The problem is ... "

Problems connote that you don't have control over a situation. Instead, say that you are working on the challenge and will have it fixed in a stated time frame.

8. "I completely understand how you feel"

Unless you've ever been in this exact same situation before, saying that you know how they feel comes across as arrogant and condescending.

Instead, say something like, "I can see how frustrating this is for you, and I want you to know we are fixing it immediately."

9. "As I mentioned before ... "

No matter how tempting it is to say this in an email... DON'T. Yes, you've written the same information twice or maybe twelve times, but your customer gets a couple hundred emails a day and either never saw it or immediately forgot it, so forgive them and just answer the question again with all due politeness and respect.

And if you feel you're hitting a brick wall, you can always try a phone call.

10. "Checking in"

What does this even mean? When someone sees "checking in" in the subject line, they're likely to freeze because they're worried they forgot something.

Instead, get straight to the point in the subject line so they're not frightened or confused when they respond.

How to Get Existing Readers to Do Your Email Marketing for You

There's no doubt that email marketing is still one of the most effective marketing channels out there. But if you're like most people, you probably find it a bit tedious to build up your email list from scratch.

Wouldn't it be great if you could get your new and existing readers to do your email marketing for you?

Well, it turns out, you can.

Let me show you how to get your existing readers to do your email marketing for you, so you can focus on other things.

First, you'll want to create a clear call to action that is going to encourage your readers to share your content via email.

A button with a simple, "Email to a Friend" or "Email to a Colleague" will work nicely.

Add these buttons to your website and your emails. These will be customized mailto links that are basically hyperlinks that use mailto instead of http://. When a reader clicks the button, a new email compose window pops up.

You can even customize the link to include your pre-populated subject line and body content.

Here's an example of the code you might use:

```
<a href="mailto:?subject=Your Subject Line Goes Here &body=Enter the content you want to appear in the body of the email. Remember to include a link to your offer. http://yoursite.com/offer"></a>
```

These buttons work because it's a form of social proof. "If someone I trust is sending this to me, then this is something I should look at."

When you create the customized message in your mailto link, include a tracking URL. This will tell you how much traffic and new subscribers your "email to a friend" buttons generate.

Believe it or not, some companies generate as much as 17 times more leads from email sharing than they do from social media links.

You can place these buttons:

1: On your thank you page or confirmation page. After a new prospect fills out your form to receive your freebie, you can encourage them to share the offer with their friends and colleagues.

You might even offer them an incentive to share it, such as a discount on your products or services, early access to new content, or entry into a contest or giveaway.

2: In your follow up email. This is the auto response email they receive right after joining your list. In the email you give them a link to the free offer, the email share button and (optional) a call to action to the next stage of the buying cycle.

For example, the email might read something like...

Hi George,

Thank you for requesting our ebook 101 Ways to Dress Your Iguana. You can access it here at any time [LINK]. Now you'll be able to dress your iguana in the latest styles and fashions just like a New York runway model.

If you found this free book helpful, pay it forward by letting your friends know about this guide [LINK]. Maybe it can help their iguanas to look stunning, too!

[Email to a Friend Button]

3: In your marketing emails. When you are making an offer that you think your readers would share with others, give them an easy way to do it by adding the email share button. This works especially well when offering something valuable for free. You might say something like, "I hope you love these and put them to good use. Please feel free to let your friends know about these free templates, too, and I'm sure they'll thank you!"

Try out this "email to a Friend" button and see what happens. With this simple addition it's entirely possible that email referral marketing will become the top lead generation method for you.

Includes
3 High Value PLR
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(Worth \$388)
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A Program That Will Teach You How To Make The Easiest Money You've Ever Made...

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

—Nick James



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