

HOME BUSINESS NEWSLETTER

Issue 139

8

The 3

Money Generating
Campaigns You Need
Right Now

17

99 December

Marketing Ideas to
Boost Your Sales

22

Case Study:

Simple Trick To More
Comments and Better
Ranking

26

Mini-Case Study:

90,000 Instagram
Followers in 365 Days

13

Exclusive Interview

Earnest Epps

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by nature in due time with an interest.

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You could buy a hundred books on how to sell, how to make conversions, how to get people to do things and so forth.

Or you can learn and practice just two incredibly simple concepts that will allow you to sell just about any product on the planet.

Ready? Here they are...

1: "What's In It For Me?"

Whoa-ho, not very revolutionary, is it?

You've heard this one time and time again because...

- a) It works
- b) It works really well
- c) And it FREAKIN WORKS! ☐

Every potential customer is asking you this question. Give them the answer right up front. Never make them dig for it because they won't. If you're going to make their problem go away, tell them that in the headline and again in the first sentence after the headline. Let them know exactly what is in it for them.

2: Enter the Conversation that's Already in The Customer's Head

Your customer is always talking to themselves, and by entering the conversation where they already are, you are essentially taking them by the hand and walkin

Here's a simple example. If you were to say, "Buy this product because it's the best," then you're essentially standing on your soapbox yelling at them to come give you money. You're not starting where they are because they're across the street from you, don't know who you are, don't trust you and they're pretty sure you're out to rip them off.

Instead, you can begin the dialogue by letting them know that you understand how much it stinks to have their problem because you had the same problem. You can talk about how you searched for a solution, how you tried a lot of stuff that didn't work, and that's why you were relieved when you finally found the answer. This doesn't need to be lengthy. You're not giving them a soap opera, you're simply starting where they are "I have this problem and I want the solution" and taking them from that starting point through the process of realizing there is only one solution that makes sense and it's yours.

Does this sound too easy? Too simple? Too outdated? If so, I might suggest that you simply give it a try and see what happens. Let them know what's in it for them and start from where they already are.

Sometimes the simplest solutions really are the ones that work best.

2 Steps To Selling Anything



A photograph of a middle-aged man with grey hair and glasses, wearing a white button-down shirt, sitting and reading a newspaper. The image is tinted with a light purple/blue color. The text 'Resources and news' is overlaid in the top right corner in a white, italicized serif font.

Resources and news

Google Search Ranking Algorithm Update On October 22. A Day After The Spam Update Finished

If you notice large ranking or traffic changes from your organic Google search results, you may have been hit by this spam update. Spam updates target specific guideline violations. This update may have been more focused on content spam efforts. Check your rankings and Google organic traffic over the past week to see if you noticed any big changes to your positions.

<https://www.seroundtable.com/google-search-ranking-algorithm-update-oct-22-34289.html>

Snapchat Owner Braces For Cold Winter As Ad Revenue Slows

Snap said that direct-response advertising formats are the most “defensible” investment for marketers in a down period, and it expects the category will scale significantly over the long term. Still, the short-term picture isn’t pretty, as Snap expects flat growth for the crucial fourth quarter and holiday window.

<https://www.marketingdive.com/news/snapchat-Q3-earnings-advertiser-demand-inflation/634693/>



Youtube Revenue Shrinks As Google Feels Pinch Of Ad Slowdown

A continued deceleration for YouTube comes as the platform races to catch up with TikTok, mainly through a lookalike feature called Shorts.

<https://www.marketingdive.com/news/Google-search-advertising-YouTube-Shorts-creators/634999/>

Twitter’s Most Active Users Have Reportedly Stopped Tweeting

Twitter’s heavy tweeters aren’t as active as they used to be, and people who use the site regularly have markedly different interests than in years past.

<https://www.searchenginejournal.com/twitters-most-active-users-have-reportedly-stopped-tweeting/468883/>



Elon Musk's Plans For Twitter

"Splitting revenue with video creators like YouTube could be a huge unlock. We could literally give video creators 100% of their ad revenue up to \$1m then do split."

— Elon Musk Private Twitter Texts

Is Elon going to use Twitter to compete head to head with YouTube?

With YouTube testing to see if people will watch FIVE commercials before playing one video, the time might be right for competitors to knock YouTube down a peg or two.

Looking at 40 pages of Elon's tweets and deciphering between the lines, it appears Elon wants to make Twitter compete against YouTube.

Here's what he has planned:

Twitter Video: A dedicated content creation team incentivized by the best percentage of ad revenue split in the industry to publish on Twitter first.

Transparency Team: An algorithm for creators that is understandable and fair.

Recruitment: Elon knows which big names and creators he wants to lure away from YouTube ASAP.

Blockchain Twitter: Users will pay tiny amounts of crypto to post messages on Twitter. The goal is to cut out the vast majority of spam and bots. He also wants a blockchain database.

Pay For DMs: You will be able to DM who you want for .01 a DM (500,000 followers = \$5,000). Want to promote your book or podcast through a celeb? You can do that.

Massive Layoffs: Elon is considering cutting staff at Twitter from 8,000 to 3,000, and he's reportedly planning on doing this on day one.

Once he owns Twitter, we'll see how many of these ideas he implements and what else he might have in mind. If anyone can build a channel into the next YouTube, it's probably somebody who thinks big like Elon.



3.5 Types of Content You Need to Update NOW

In my experience even small updates on evergreen content can result in a 50-75% increase in traffic.

But if you've got hundreds of posts on your website, how do you know which ones to update? After all, you can't go back and update hundreds of posts. If you try, you'll never have time to create new content.

Instead, look for these 3.5 types of content on your site to update regularly:

1: Posts with the most traffic

If you have an article that's getting 10,000 searches a month, then even a small drop in traffic can be disastrous.

To prevent this from happening, refresh your old content and keep it up to date for a good user experience.

Use Google Analytics, SEO tools or Google Search Console to find the posts with the most traffic.

2: Posts with the most impressions

These are the posts with high impressions but relatively low search rankings.

To find these, open Google Search Console and click on "Performance" in the navigation column on the left-hand side of the page.

You'll see a list of your articles by the number of impressions and volume of clicks.

Or use SEO tools such Ahrefs to get this information.

Ideally you want to find posts with high impressions that rank on the second page of Google. Update these articles once or twice per year.

3: Posts with the most backlinks

These articles have the most authority in Google, which means you can get them to rank better and faster than lower authority content.

You might even be able to rank for new keywords, attract more backlinks and improve your site's overall authority when you update these.

Use an SEO tool to track which posts have the most backlinks.

3.5 High conversion content

Maybe you've got a page that gets just 200 hits a month but it converts at 5% on a \$500 product. That's \$5,000. Only a small number of people search for this topic but it still brings in a lot of money.

If you can increase the traffic on high converting content, you can also increase your bottom line.

These pages might be lead generation posts, high commission affiliate posts or buyer intent keywords and topics such as insurance or investing.

If one of these pages becomes out of date, both traffic and conversions can be affected. These are pages you should probably update first before anything else.

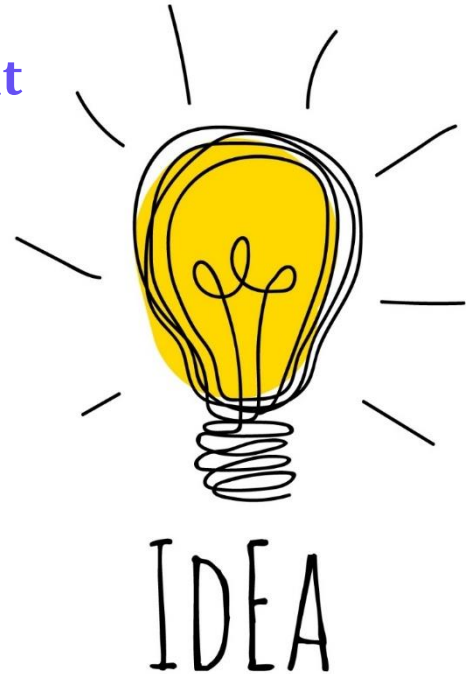
And if you don't yet have money generating pages such as these, perhaps it's time you added a few to your site.

Walmart Launches Beta Version Of Content Creator Platform

Expanding its reach into social commerce, Walmart on Tuesday announced the beta release of its Walmart Creator platform, according to a press release.

The portal allows content creators to make a commission — with no limit — on Walmart product links shared on any social media platform. Walmart Creator provides users with performance data as well as product recommendations based on their interests, per the release.

<https://www.marketingdive.com/news/walmart-launches-content-creator-platform/634385/>



Twitter Expands Campaign Planner To 15 More Countries

Twitter is expanding its Campaign Planner forecasting tool for advertisers to 15 additional countries and adding support for the video views objective.

Initially launched in three countries, Campaign Planner estimates the size of an audience you can potentially reach with Twitter ads based on the parameters you set.

<https://www.searchenginejournal.com/twitter-expands-campaign-planner-to-more-countries/468840/>



TikTok Replaces Netflix As Second Most-Popular App For Those Under 35

The service's popularity is heavily skewed by age; among those over 35, TikTok is only the sixth most popular service. YouTube remains the market's most popular service.

<https://www.marketingdive.com/news/tiktok-netflix-gen-z-video-broadcast-app/634594/>

The 3 Money Generating Campaigns You Need Right Now



Forget the latest, great marketing tricks and gimmicks. Sometimes old school is simply the best, and these three marketing campaigns prove it

Any one of these campaigns can become the bedrock of your business. Or integrate all three into your business and watch your sales soar.

1: Coupons and Discounts on the Clock

This one is as old as dirt and it still works wonders.

In fact, it even works better when the economy is in trouble and people are worried about money, like maybe right now.

Get a discount or coupon with a deadline in front of an eager audience of buyers and watch the sales come flying in.

Naturally you still need a great headline, benefits and proof your product works. But essentially your campaign is all about a discount that is going to expire soon.

You can use this method in your ads to brand new customers as well as offer it to your established clients. A great offer to the right audience with a tasty discount is all you need to make sales.

And yes, you can continue to offer that discount or coupons for ever in your ads, since your ads will generally always be in front of a new audience over time. Just remember to change the expiration each time.

2: Make Them Qualify

When everyone is shouting from the rooftops, “Buy from me, buy from me,” then maybe this is the time to make your customers qualify for your product or service.

The higher your price point, the better this works. You’re flipping the sales dynamic from convincing to qualifying, and you’ll be shocked at how this readjusts your own attitude, too.

Explain to your prospects that not everyone is a good fit for what you offer, or that you don’t have time to work with just anyone. Make them go through a short application process with qualifying questions and then book a phone interview with them. In most cases the prospect will spend the calling telling you why you should pick them over everyone else.

If you hate pressuring people into buying, this is the technique for you. Clients are happy, you’re happy and you always have the chance to say no to anyone you don’t want to work with.



3: Give It Away

Online marketers know this one inside and out, and yet we sometimes forget it's the bedrock upon which we've built the online marketing industry.

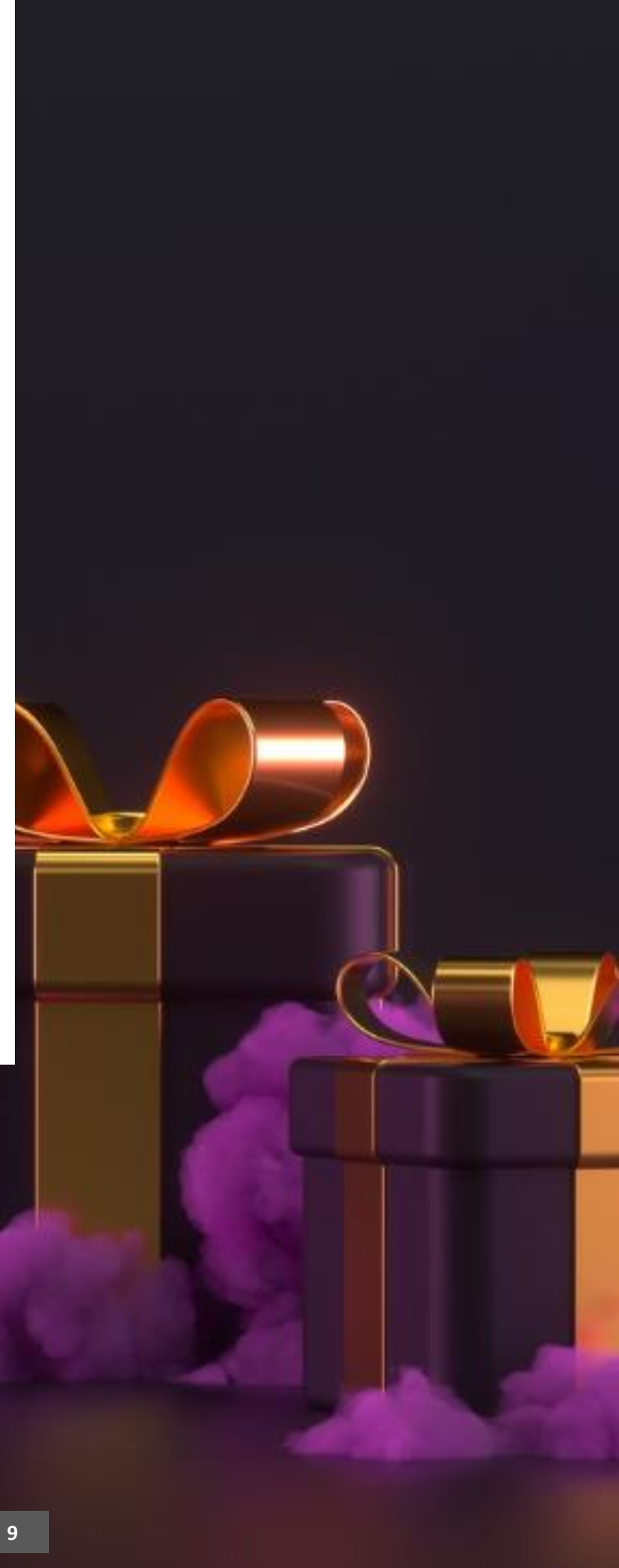
Just think of McDonald's: Several times per year they will offer a free cup of coffee to everyone, no purchase required. This brings new people into their store who otherwise seldom if ever go there. These new people will usually buy something to go with that coffee. And since a cup of coffee costs very little, McDonald's ends up making more money on days they give away coffee.

You've seen marketers give away their book for the cost of shipping. Except that the shipping charge actually covers the cost of the book, the cost of advertising and the cost of shipping. Now they have a new customer and yet it cost them nothing to get that new customer.

Many marketing sales funnels begin with a free offer which is then immediately followed by a paid offer. The paid offer makes enough sales to cover the cost of advertising, the funnel is financially self-liquidating and the marketer is building a list for free.

If you have a course, then give away the first couple of modules for free. If you have a book, give away the first couple of chapters. If you perform a service, give away a small one-time service to qualifying prospects.

No matter what type of business you run, any and all of these 3 campaigns can be adapted to your products and services.



How to Get Free Book Publicity With Dedication Contests

You're writing a book and you're looking for ways to get the word out about it.

One novel approach (pun intended) is to run a dedication contest.

If you're not familiar with dedications, they're that little blurb in the front of the book from the author dedicating the book to someone in their life.

Who doesn't want to have a book dedicated to them?

Run a contest on social media just as you would run any other contest but make the prize the dedication in your book.

Contestants get extra entries when they tell others about the contest, and the winner gets to help write the dedication itself.

It really is that simple.

It's a great way to publicize your book without even seeming to publicize it at all – sort of a back door method of getting the word out.

Make sure you capture email addresses, too, so that you can let them know when the book launches.

And if you'd like to read some crazy, silly and fun dedications to books from recent years, check this out...

<https://www.boredpanda.com/funny-book-dedications/>

My favorites are,

"To my mother, Belzie. I would have made a terrible doctor, Mom. People would have died." (Ouch.)

"For anyone who laughs in the theater while everyone else is screaming." (Okay, I admit I have a dark sense of humor.)

"This book is dedicated to all the family members who are angry that I dedicated the last book to someone who won the dedication in a Twitter contest." (Yes, that's where I found this idea.)



...our pe
...our mess
...the things we
...the art we create we're
...see our broken hearts
...we don't open our doors wide
...turn the spotlight on
...and say, "I haven't done laundry in
...left me. I'm not sleeping."
...we just shut the white door
...a blue handle
...in bed
...ceiling all night

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Bar stools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black
And the food that
Because I've st
Stopped w
Trying to
With

How to Zeigarnik Your Audience Into Submission

I'm going to show you a simple formula to make your content addictive, memorable and attention grabbing to the point where people are dying to read your content and buy your products.

But first, let's find out what a Zeigarnik is and what it can do for your bottom line...

The Zeigarnik Effect states that people tend to remember unfinished or incomplete tasks better than completed tasks.

For example, waiters are better at recalling orders they have not yet delivered than orders they've already fulfilled. An order that's unfulfilled is unfinished, but an order delivered is finished.

Your audience is no different. They crave completed stories, resolved problems, answered questions and achieved goals.

Soap operas do this all time. "Tune in tomorrow to find out if Jane's two headed baby survives diabolical doctor Dan's nuclear attack." (I don't watch soap operas, but that sounds about right...)

News shows do this. "Join us after this commercial break to discover which product in your bathroom cabinet is making you unlikeable, ugly and sterile."

Video games keep their players super addicted using this very technique.

Your goal in using the Zeigarnik Effect is to open loops that your audience desperately wants to close. Think of a cliffhanger and you'll know what I mean.

For example, in social media you can create open loops between posts. Ask questions, post regular updates on a continuing story, take your followers on a journey and so forth.

In your content, let readers know there is a big payoff coming soon, but first you have to cover important ground to get there.

In your emails, create teasers at the end of each email that makes the reader look for your next email. "Look for my email tomorrow where I'll show you how to feed 12 people using one chicken, 6 ketchup packs and a blow dryer."

Here's a simple formula you can keep on your desktop to remind you of how this is done:

"In a moment I'm going to show you [something powerful, strange or amazing] but first let's take a look at [something needed to set up the powerful, amazing or strange thing]."



Again...

"In a moment I'm going to show you ____ but first let's take a look at ____."

Examples:

"In a moment I'm going to reveal my Number 1 secret to acquiring and retaining million-dollar super affiliates, but first let's talk about what a super affiliate can do for you."

"I'm about to show you the exact formula I use to earn no less than \$3000 for every email I write, but first let's talk about how to build a million-dollar mailing list."

"As promised, I'm going to show you the 5 secrets to winning or placing in every single gardening contest you enter, but first let me tell you the super embarrassing story about the first rose contest I ever entered."

When you Zeigarnik your readers using this method, you'll find far more of them happily read the full article or watch the full video. It makes a much better reading or viewing experience for them and they're more likely to consume more of your content as well as pay more attention to your product offerings.

But there are two pitfalls to avoid when using this method:

First, don't overuse it. I've seen sales videos that use this method several times in one video, angering their viewers and reducing their sales to almost nothing. That's because when you use the Zeigarnik method occasionally, you peak interest. But if you use it over and over again, people will become weary of continually being strung along for the ride.

Second, don't let people down. Make sure you fulfill your promise and more. I've also seen sales videos that promise to reveal certain information if the viewer keeps watching only to never reveal it. Prospects hate this, as they should. The marketer has failed to make good on their promise, the prospect is angry for having wasted their time watching the video and nobody wins.

It might take a little practice to master this technique, but it's well worth it. There isn't a seven figure marketer out there who does use it, and now you can, too.

And for one last example of the Zeigarnik effect, you might check out the first paragraph of this article. □



Earnest Epps interview



Editor:

This time we are talking with a US eCommerce and drop-shipping expert, but Earnest Epps is also a sought after trainer who has spoken at countless events around the world. He's helped thousands of entrepreneurs to scale their businesses. So Earnest, welcome. It's great to meet you.

Earnest Epps:

Yes, indeed. Excited to be here.

Editor:

Well, maybe we could start with a quick overview of how you got started.

Earnest Epps:

Yeah. So the thing was that I got started... It was a not so nice or sexy start in a sense, because ultimately what ended up happening was I got fired from my corporate job. The cute version to say is, I got let go, right? But at the end of the day, you got fired, right? It's just like saying, let go just sounds better, right? So when that happened, man, it crushed my soul at that point. Because personally for me, I had the dream job. Meaning that I was in my early mid-20s and so I was making almost a six-figure a year income. The company was paying for my car, they paying for my cellphone, they were paying for my gas. They were flying me all over the US. I was managing projects for billion dollar brands.

I mean, I just thought this was it. I made it. This is where I'm at, man. I thought I was going to be the CEO of that company. I was going to work there for 40 years. I mean, had you talked to me at that particular time, you couldn't have told me nothing different. So I was all in. I was sold in the company. And then I just got a phone call one day that the company was restructuring and they were restructuring me out of the restructure.

Man, it did something terrible to me personally, and it just broke me mentally and spiritually. I mean, I tell people I cried like a baby. I mean, not like that really sad cry, I mean that ugly cry. Snot, tears. I couldn't breathe. I almost had a panic attack. It was terrible. And it was mainly because at the time I didn't realise it, but the job was also my identity and I was tied to that. I didn't realise mentally and spiritually I was wrapped up in all that. So when that happened, I was just like, "I'm never going to work for anyone else again. I got to figure out how to do something in my life."



Editor:

And how old were you at that point, Earnest?

Earnest Epps:

So I was roughly probably about 24, 25-ish at that point.

Editor:

Right. Okay. Because I mean, I guess you're right, your job can become your identity and it's only when that's taken away that sometimes you realise that the two things have actually overlapped so much with each other. So that was when you were 24 and then what happened next?

Earnest Epps:

Yeah. So after that happened, I ultimately went on the path of trying to figure something out. I mean, no joke. Shortly after that happened I ended up going to Barnes & Noble. Most people probably don't go to bookstores anymore, but I literally walked in the bookstore and I was like, "I'm going to start a business. And then I went to the business section and I said, "I got to find me a business," because I was just like, "I got to find out what to do."

So I went to Barnes & Noble and just started searching around. And then honestly, the first thing it led me to was social media marketing. I kid you not. I mean I tell people all the time, I'm not the sharpest tool in the shed, but I just learned how to do fundamental things really, really well. They make it just look like I'm a rockstar, but I just do the fundamentals with just so much tenacity and consistency and persistence that it just makes this massive success.

But I bought Social Media Marketing For Dummies. That's where I started. I bought the four Dummies book because I mean I was like, "Shoot, I'm a dummy. I don't know anything about this. Let me go that direction." So from there, it just led me to just getting educated in just the space. Because what ultimately happened was I ran across a quote from Warren Buffett where he said, "If you don't learn how to make money while you sleep, you're going to work until you die."

And I said, "Well, Warren, sign me up for that sleeping money, buddy, but how do I get it?" So that led me to bucketing what I felt were the best vehicles for entrepreneurship, which it boil down to three things. It boil down to the stock market, obviously, because that's Warren's lane and then real estate and then e-commerce, right? Because all of those vehicles will allow you in some way, shape or form to make money while you sleep.



As well as those are also vehicles that have allowed people to create massive amount of success. We look at the Bezos and the owners of Wayfair and the Jet.com. Again for the e-commerce side, then we look at stock market. Obviously, you got the Warren Buffetts, the Ray Dalios. And then in the real estate, I mean they say... I can't remember the exact number off the top of my head, but it's like 80 or 90% of millionaires have real estate or became millionaires as a result of real estate.

So it's like, "Okay, cool, we got all three." So it was like stock market. So I started dissecting and learning a little bit more about the stock market when I was just like, "Well, I ain't got no money for a stock market." So I'm like 20% of a little bit. Even if I did get 20, which is way past the norm, it's still a little bit. 20% of \$200 is 40 bucks. I can't pay any bills for \$40.

So that was like, "All right, let's check out the real estate stuff." Now, at the time I didn't understand that there were strategies in real estate that would allow you to get started with a lower barrier of entry, but still you do have to bring some money to the table. So I was like, "Well, real estate mean to really make some... Again, to make the type of income I was making for my corporate job, you have to bring a lot of money to the table.

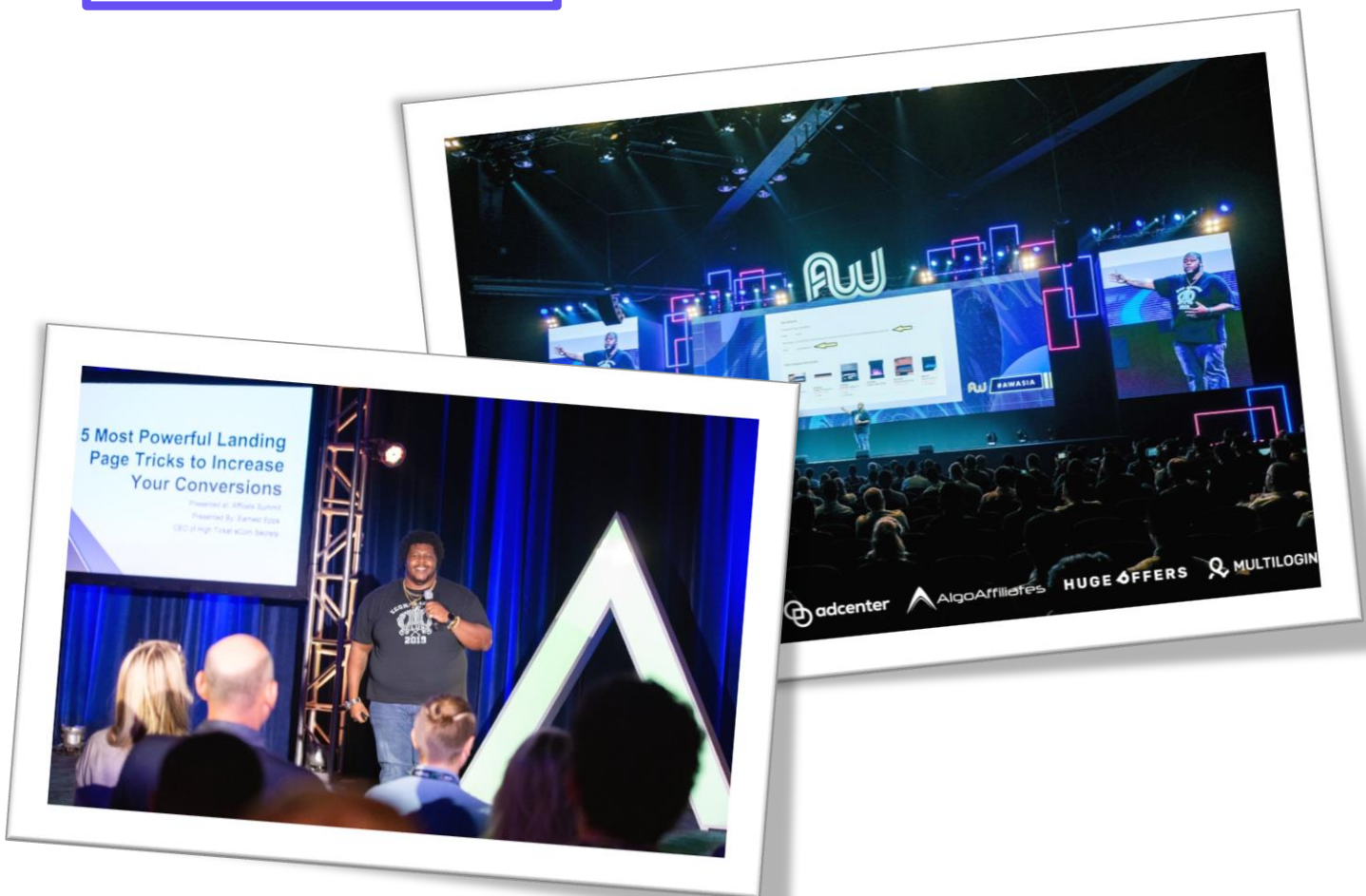
So now it's like, "Okay, this e-commerce thing." And then I was just like, "Well, I could really get started with a couple hundred dollars." And then more importantly, e-commerce especially when you're running an online retail store, leveraging the power of drop-shipping, there's no other vehicle in my opinion that anyone's ever showed me where you could have the amount of leverage that you can with the online store, meaning that you can have millions of dollars of inventory.

So when I was working in the corporate space, I was managing a contract for... I'll let you guys do the research. It's the number one revenue generating company in the world. Okay? So you guys go do some homework. Their name starts with a W. I'll even give you a hint. So I was managing 77 of those stores from a staffing perspective, from South Carolina to Massachusetts. So basically, the East Coast of the United States.

So I was just like, "So you're telling me I could have millions of dollars in inventory that I don't have to pay for upfront?" And then when a transaction happens, I get to the profit of the transaction first, then pay for the purchase order after the fact. I was like, "Holy crap." Imagine you had a whole portfolio of real estate that you didn't have to put any money out of your pocket legitimately and then you could collect all the benefits of all the transactions that occur, whether it's like cash flow or an exit, or if you're doing a fix and flip project. It just doesn't exist in real estate...



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



If there's one month that's filled to the brim with holiday festivities, it's December. Between Christmas, Hanukkah, Kwanzaa and New Year's Eve, there's always something to use for your marketing campaigns.

For example, you've just got to do something with the, "Festival of Enormous Changes at the Last Minute" day. No matter what kind of 'how to' products you're selling, this day is tailor made for a sales campaign.

Then there's 'app day', 'cookie day' and 'cat herders' day'. You can have all kinds of fun with those.

What if you send out two emails each day during the month of December? Each day you pick one theme, send out an email in the morning with the campaign for that day and a reminder in the afternoon.

For example, "Believe it or not, today is Cat Herders' Day. Send me a photo of your cat for 10% off the ABC product. Send a photo of your cat with you in the picture and I'll give you 20% off. Send me your cat and the product is free. JUST KIDDING about that last one, do not send me your kitty!"

Have fun with these and your audience will enjoy receiving and reading your emails.

And they'll respond with clicks and sales, too.

December Awareness Causes

- Seasonal Affective Disorder Awareness Month
- HIV/AIDS Awareness Month
- Universal Human Rights Month
- National Impaired Driving Awareness Month

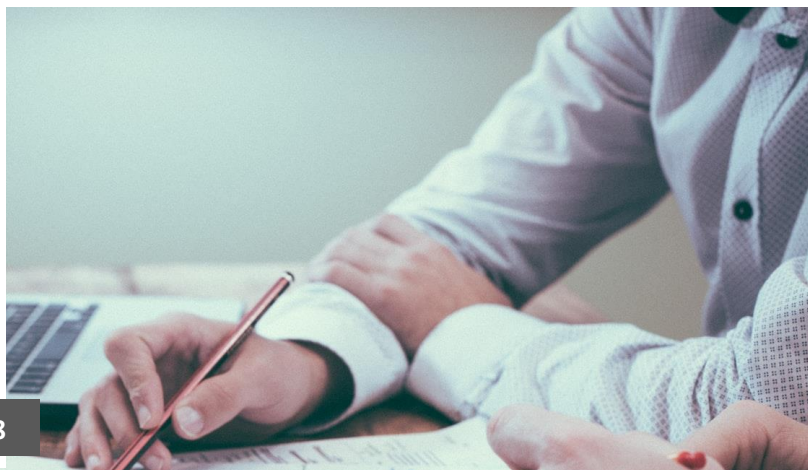
December Holidays and Dates

1. Christmas Lights Day
World AIDS Day
Rosa Parks Day
Peppermint Bark Day
2. International Day for the Abolition of Slavery
Bartender Day
World Pollution Prevention Day
World Computer Literacy Day
3. Green Bean Casserole Day
4. International Cheetah Day
Cookie Day
Santa's List Day
World Wildlife Conservation Day
5. International Ninja Day
International Volunteer Day
Blue Jeans Day
6. Gazpacho Day
Walt Disney Day

99 December Marketing Ideas to Boost Your Sales



7. Cotton Candy Day
Joy Day
Letter Writing Day
8. Blue Collar Day
Brownie Day
Pretend To Be A Time Traveler Day
9. Christmas Card Day Lost and Found Day
Llama Day
Pastry Day
Techno Day
10. International Animal Rights Day
Human Rights Day
Nobel Prize Day
11. App Day
UNICEF Day for Change
12. Gingerbread Decorating Day
Poinsettia Day
Worldwide Candle Lighting Day
13. Cocoa Day
Violin Day
Cream Cheese Frosting Day
Horse Day
Ice Cream Day
14. More Good Today Day
Energy Conservation Day
Roast Chestnuts Day
Free Shipping Day
15. Cat Herders Day
Re-Gifting Day
International Tea Day
Cupcake Day
16. Chocolate Covered Anything Day
Stupid Toy Day
Underdog Day
17. Canadian Maple Syrup Day
Ugly Sweater Day
Wright Brother's Day
Wreaths Across America Day
18. Bake Cookies Day
Hanukkah (lasts through December 26)
Flake Appreciation Day
Twin Day
19. Hard Candy Day
Heroes and Heroines Day
Look for an Evergreen Day
20. Go Caroling Day
Sangria Day
Games Day
21. December Solstice
Blue Christmas
Humbug Day
Look On The Bright Side Day
Crossword Puzzle Day
22. Mathematics Day
Cookie Exchange Day
23. Festivus
Christmas Movie Marathon Day
24. Christmas Eve
Eggnog Day
Last-Minute Shopper's Day
25. Christmas Day
Pumpkin Pie Day
26. Kwanzaa (lasts through January 1)
Boxing Day
Homeowners Day
Day of Goodwill
Candy Cane Day
Whiners Day
27. Fruitcake Day
Visit the Zoo Day
Make Cut-Out Snowflakes Day
28. Download Day
Call A Friend Day
Card Playing Day
29. Tick Tock Day
30. Bacon Day
Resolution Planning Day
Festival of Enormous Changes at the Last Minute
31. Champagne Day
New Year's Eve
World Peace Meditation Day



5.5 Simple Steps To Tripling Your Email Clicks

Once upon a time email marketers sent out long emails that told stories, revealed how to do stuff and sold products.

Then the problems came: Emails being sent to the promotions folder. IP addresses blocked. Spam filters removing emails from existence. Domain names needing to be verified. Apple opening all emails and scanning them so that you have no idea how many real people opened your emails.

Does email marketing still work? You bet it does. Email marketing is still the most cost-effective method to reach your audience and make sales.

But times change and the way we do email marketing needs to change as well.

When you send out that email that took you hours to write, it evaporates into the mists of time within a day or so. It's like you never wrote it at all.

Place that same content on your website, and you can spark conversations while you cut your workload in half. Instead of writing an email and an article, you focus your efforts on just the article. Now you can send social media traffic to your article and also continue to refer back to it in future pieces of content and future emails, too.

I'm not saying you should stop emailing. Not at all. Instead, you might update your email process so that it looks like this:

1: Send out short emails. When you write to a friend, are you usually sending them a thousand words? Not likely. Google likes to decide what emails get through and which are relegated to the promotions bin.

By sending out a short, catchy email that directs your subscriber back to your website, you're increasing the odds the email will land in their personal folder. And you're also going to increase your open rate as well.

Place your real message on your blog. Then send your readers a super short, catchy email that lets them know if they want to continue reading, here's the link to do just that.

2: Place your real effort on creating a database of content. Instead of having to write articles and posts in addition to your emails, you get to focus your efforts just on the website content.

When you create something, you want it to be seen and accessible for longer than 10 minutes in someone's inbox. Placing your content on your site instead of in emails allows new visitors to binge read your stuff and get to know you. And it has SEO benefits as well.



3: Encourage discussions on your site. Some of your best ideas for future content and products won't be your ideas at all. Instead, they'll come from your readers if you give them the chance to interact with you and your content.

Encourage their feedback. Ask them questions. See what they have to say. And make new contacts and friends while you're at it.

4: Use the 'to continue reading' phrase to boost clicks. Using this method you'll likely see your clickthrough rate greatly increase over time.

First, you're sending out a SHORT email of just a few lines. Make no mistake, you still need to put effort into this email to get the click.

Entice them with the solution to a problem or with a great story. Then let them know that to read more, they simply need to click. This works like magic once you master the technique.

5: Continue to segment your lists. When you send them to an article about driving targeted traffic, offer them a cheat sheet or list of resources to get their email address.

Yes, you already have them on your primary email list, but now you also know they are specifically interested in driving traffic, too.

5.5: Whenever possible, use story telling. Story telling is pure magic for capturing attention, removing barriers and even making sales. Start many of your emails with a story and let them click the link to find out how the story turns out.

Test this method of emailing by sending one short email every day for a month. Pay attention to your click through rate and see how it improves over the course of the month. And then decide if this method is right for you.

I think you're going to be impressed with the results.



Mini-Case Study:

\$3,210 in 3 Weeks via PLR

I know I've said it before, but I love membership sites because of the ongoing income. Sell it once, get paid each month for as long as they remain members.

But one of the objections I often hear is, "But it's going to take me months to build up the membership!"

Not necessarily.

In July Lucy set up a membership site on MemberVault. If you want a free place to host your products, she recommends SendOwl.

She gave her membership a cute, memorable name which is important. If no one can remember your site's name because it sounds just like all the others, then they're more likely to forget about you.

She creates and sells PLR templates that can then be resold to customers with a commercial license.

To begin, she created a months' worth of templates as well as some launch bonuses, added them to the membership site and then launched a month after she started.

Now here's the key: In the past she purchased a lot of products in the same niche she's in. She went back to all of these product sellers and asked if they would like to promote her membership for 45% commission.

And most of them said yes.

Because of her relationship with these vendors as a customer, they were willing to not only read her email but also consider her offer.

No matter what you're launching, if you first purchase products in the same niche, you can then approach those vendors and ask them if they might be interested in promoting your product.

She created her affiliate program through ThriveCart and uses ConvertKit for her email.

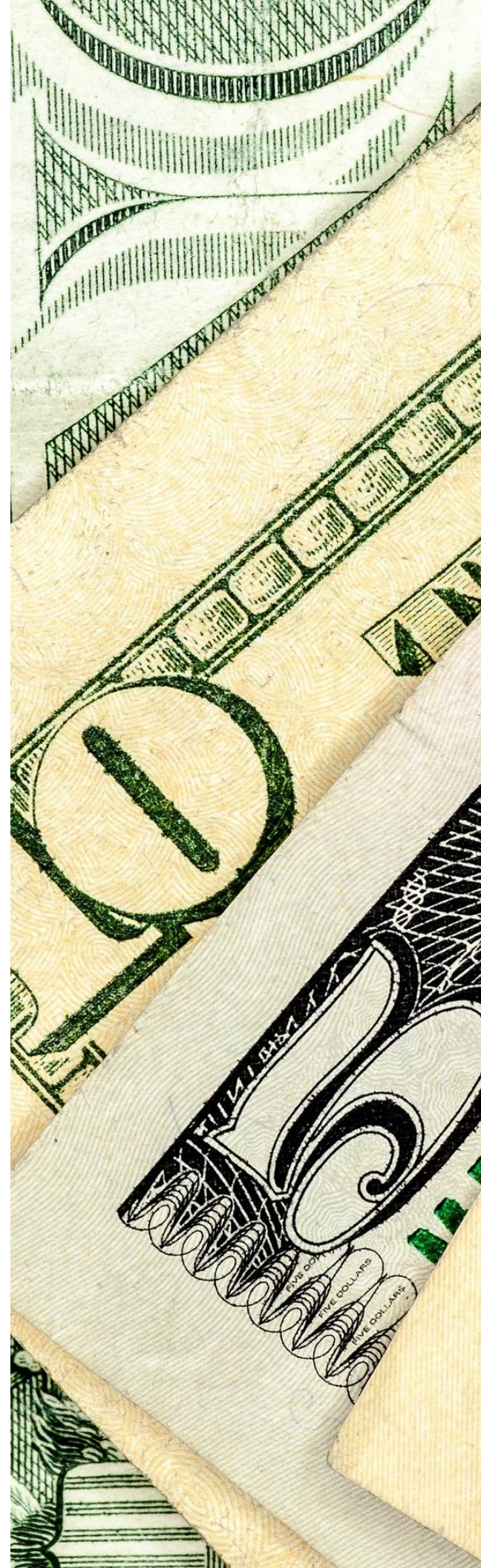
She set up both Paypal and Stripe accounts to receive payments, giving her customers a choice.

And anything technical she had to do along the way, she simply outsourced to someone she found online. If you don't want to hire someone for technical stuff you don't know how to do, then simply use the tutorials provided on the platforms or use YouTube to find someone to walk you through the processes.

Your membership could be about anything that interests you and that people are willing to pay for. Purchase products in your niche to begin building relationships with your future affiliates. Create a month's worth of content, get your affiliate program up and running, and then get busy promoting your membership site.

One last thing... encourage your members to become affiliates as well. Most of them won't, but a few of them will, and sometimes your customers will surprise you with the sheer number of sales they can bring – maybe even more than the product owners you approach.

No one can sell a product like a satisfied customer, which gives them an edge in sincerity that's impossible to fake.



Case Study: Simple Trick To More Comments and Better Ranking

Whether you're trying to get more people to interact with your written content, such as your blog, or you want more people to leave comments on your videos, such as YouTube, here's a trick that will make it happen.

Why do you want people to interact with your content? Because it will often give you a better standing in search. For example, part of YouTube's algorithm is to look at how many comments your video gets. The more comments you have, the higher your video might rank in search.

And when you get your readers and viewers to interact with your content by leaving their own comment, you also increase their perceived 'ownership' of that content. They are more likely to share it on social media as well as view more of your content in the future.

Now then, how do you get comments?

The usual way is to simply ask, and that does work. "If you've enjoyed this video, please like and leave a comment." Or... "Which do you prefer, chunky or smooth peanut butter? Please leave your comment below and let us know."

Now here's how you can take this simple technique of asking and double or even triple the number of responses you get as well as increasing the quality of those responses dramatically:

Make it into a contest.

At the end of your video or article, let them know that the BEST comment will get a free valuable gift.

Yes, this freebie might be one of your products, but it doesn't have to be.

I was watching a YouTube video of a gal talking about a certain kind of jewelry. She was wearing one of these necklaces throughout the video, and at the end she said she would send this necklace to the person who posted the best comment.

What a great idea! This necklace is something every viewer has been looking at and admiring for the entire video, and now they're told they can OWN it?

And it gets even better, because at the very beginning of the video she said, "Stay tuned to find out how YOU can receive THIS necklace in the mail."





This no doubt increased the average viewing time her video received because people were sticking around to find out how to get the necklace.

And the reward was very specifically targeted to the exact audience who would want the reward, since the video was about this specific type of jewelry.

The cost to her? I doubt it was more than \$10. And yet there was a true element of scarcity because in this case the necklace was vintage (approximately 50 years old) and not something people could buy at their local store.

What I love about this is that the prize would be physically mailed to the recipient. Because it was lightweight the postage wouldn't cost much regardless of what country it would be sent to.

And scrolling through her comments it was obvious that people really were going for the gold in trying to have the most interesting, wittiest or most helpful comment of everyone there.

She uses this technique with many of her videos, which gives her an immediate bump in views from her regular audience as well as a ton of comments. Views in the first 24 hours are especially important on YouTube to help with getting your video seen by more people.

She states in the description below the video that she will choose the winner in 30 days. But since she does not show the date the video went live, she continues to get more and more comments even when her videos have been up for months. She also uses this reward system to encourage viewers to become subscribers so they know when she posts a new video, too.

Depending on your niche, you might have to get creative to make this work for you. If you have electronic products, then the key is to offer something of high value, like a course you sell for at least a couple hundred dollars.

If you teach dog training, maybe you could give away adorable handmade dog sweaters. Let your own dog be the model. If you have a book, then that could be your prize.

Try this on your next couple of videos and watch the magic happen in the comments section.

10 Websites to Generate Endless Content Ideas

If you're anything like me, you're always on the lookout for new content ideas. And if you're also like me, you don't always have the time to come up with those ideas yourself.

That's why I've put together a list of 7 websites that will help you generate endless content ideas and save you hundreds of hours in the process.

1: Socrates

If you're looking to get to know your audience a little better and uncover some insights about what they're thinking, then you need to check out Socrates. It's a search engine specifically designed to help you learn more about your target audience.

You can use Socrates to find out what topics and keywords are popular with your target audience, and also to discover common problems they're facing. This information is hugely valuable because it allows you to create content that is relevant and useful to your audience, which should lead to more clicks and engagement.

<https://answersocrates.com/>

2: Quora

With over 300 million monthly users, Quora is a veritable goldmine of content ideas. And the best part is, you can easily find ideas that are relevant to your niche or industry.

To get started, simply type in a keyword or phrase into the search bar and see what questions people are asking. You can then use those questions as the basis for your own content.

<https://www.quora.com/>

3: Mailbrew

Mailbrew is a daily email digest delivering content from your favorite creators in a concise, easy-to-read format. It's the easiest way to stay up-to-date on the latest trends and news in the creative industries without having to search through dozens of websites.

Each email includes links to the best content from your favorite sources and new and trending articles.

<https://mailbrew.com/>

4: Google Trends

Google Trends is a great way to see what people are searching for on the internet. And as you might expect, the search data can be a great source of content ideas.

To get started, simply type in a keyword or phrase, and see what's trending. You can then use those trends as the basis for your own content.

<https://trends.google.com/trends/>



5: Reddit

Reddit is one of the most popular websites in the world, and it's also a great source of content ideas. Simply browse through the various subreddits (think of them as forums), and see what people are talking about.

You can then use those discussions as the basis for your own content.

<https://www.reddit.com/>

6: BuzzSumo

BuzzSumo is a tool that allows you to see the most popular content on any given topic. Simply type in a keyword or phrase and see what's trending. You can then use that data to come up with your own content ideas.

<https://buzzsumo.com/>

7: Google News

Google News is a great way to stay up-to-date on the latest news in your industry. And as you might expect, the news can be a great source of content ideas.

To get started, simply type in a keyword or phrase, and see what's trending. You can then use that data to come up with your own content ideas.

<https://news.google.com/>

8: Twitter

Twitter is a great place to find out what people are talking about in real-time. And as you might expect, those conversations can be a great source of content ideas.

To get started, simply type in a keyword or phrase, and see what people are tweeting about. You can then use those tweets as the basis for your own content.

<https://twitter.com/>

9: YouTube

YouTube is the world's largest video platform, and it's also a great source of content ideas. To get started, simply type in a keyword or phrase, and see what videos are popular. You can then use those videos as the basis for your own content.

<https://www.youtube.com/>

10: Pinterest

Pinterest is a social networking site where users can share and organize images and videos. Simply enter a keyword or topic into the Pinterest search bar and you'll see a list of related pins. This is a great way to find visual content that is relevant to your audience and to come up with ideas for content that is both interesting and visually appealing.

<https://www.pinterest.com/>





Mini-Case Study: 90,000 Instagram Followers in 365 Days

TikTok might be the latest, greatest social media channel, but don't think for a second that Instagram is to be ignored.

You can build a huge, active and engaged audience on Instagram in just months or even weeks using this strategy.

Instagram has over 2 billion monthly active users, it was the most downloaded app in Q4 of 2021 and 59% of Instagram users log in daily.

The most expensive influencer charges \$1.015 million per post, and yet the most liked photo on Instagram is a photo of an egg with 55 million likes.

In other words, while people are making big money on Instagram, if you can post something more interesting than an egg then there is room for you, too.

Here's how "SocialMediaQueen" built her following from zero to over 90,000 followers in 365 days:

First, you need content. A LOT of content. But that's true on any platform. When you're trying for organic growth, you've got to put your message out there several times a day.

And the content must be valuable your audience.

Generally, content has value if it's entertaining, encouraging or educational.

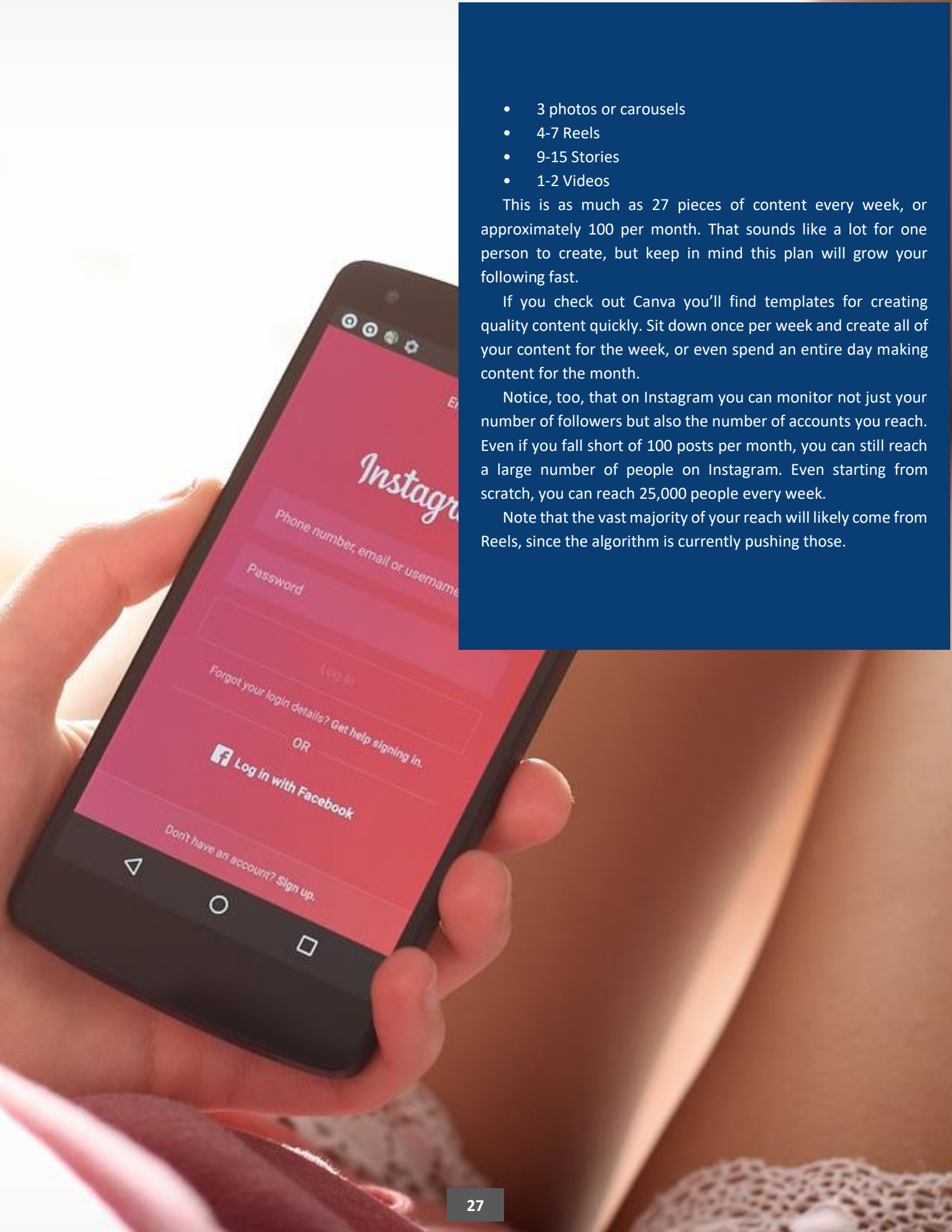
If you can manage to hit all three, then that's even better.

Second, you don't need new ideas to make this work. If you can find a hundred different ways to say ten different things (that's 1,000 posts right there) then you've got what it takes.

Remember, not everyone will see all of your posts. And no one will remember all of your posts, either. Repetition of message works great if you can just find new ways of conveying your message.

For example, "Don't give up, you can do it." How many different ways do you think you could convey this message? There's no doubt you could find a thousand different quotes, anecdotes and stories with this theme, or perhaps even ten thousand.

Third, you'll need a content schedule to keep you on track. Here's Katelyn's weekly schedule:



- 3 photos or carousels
- 4-7 Reels
- 9-15 Stories
- 1-2 Videos

This is as much as 27 pieces of content every week, or approximately 100 per month. That sounds like a lot for one person to create, but keep in mind this plan will grow your following fast.

If you check out Canva you'll find templates for creating quality content quickly. Sit down once per week and create all of your content for the week, or even spend an entire day making content for the month.

Notice, too, that on Instagram you can monitor not just your number of followers but also the number of accounts you reach. Even if you fall short of 100 posts per month, you can still reach a large number of people on Instagram. Even starting from scratch, you can reach 25,000 people every week.

Note that the vast majority of your reach will likely come from Reels, since the algorithm is currently pushing those.

5 Best Money-Generating Blog Topics

I'm going to bet you can already name these topics, but just in case, here's the list.

1: Health

Health and fitness is growing by the minute. It's worth billions of dollars and if you can carve out your own niche, you can be rich.

2: Money

Let's face it: People either want money or they want more money. Saving money, making money, investing money... it's all highly profitable for the right blogger.

3: Food

The food niche is always relevant, always in demand and guess what? Everyone eats. You can promote food related products, get sponsors and even hold your own cooking classes. According to RankIQ, food bloggers consistently make the highest median income.

4: Travel

Who doesn't dream of getting away from it all? With travel there is always something new to write about, and you can even do it while you are traveling yourself. Monetize with advertising, collaborating with brands, and promoting high-ticket affiliate programs.

5: Your passion

There are tons of other blog niches that can be monetized through affiliate products, advertising and so forth. The key is to find something you are passionate about that has an audience willing to pay for content, products or services. While you don't need to be passionate about the niche you choose, you'll find it is far easier to sustain your blog with great new content if you yourself find it interesting and invigorating.

I once saw someone write a little monthly newsletter on arrowheads. Just arrowheads. He also ran a blog to feed subscribers into the paid newsletter, and he made a full-time income with this because a) he loved it and b) his audience was just as passionate about the topic as he was.



The Huge Problem with SEO and The Simple Solution

Backlinks – real, genuine, earned backlinks – are a crucial component of SEO. You can't buy them in bulk and expect to get results because big brother... er... I mean Google, will know what you did.

You can buy real backlinks but it's super expensive and super slow to do that and it's still not always a good thing to do.

It's far, far better to earn your backlinks the old-fashioned way, by creating outstanding content that others link to.

But there's the problem we mentioned:

According to a study conducted by Ahrefs — an internationally recognized SEO, keyword, and backlink authority — top pages in the top spots get the top number of backlinks.

They call it... "the vicious circle of SEO."

Here's how they explain it:

It's the theory that people are most likely to link to top-ranking pages. As a result, those pages get links at a faster pace than all other pages on a given topic. Thus, they are almost impossible to beat in the SERPs. - Ahrefs

But if you dig deep into their study, you'll also find the solution.

And it's a solution that even the newest marketer can use to begin getting backlinks and free traffic from Google.

Ready? Here it is...

The secret to building organic backlinks is to rank number one for low or no competition keywords.

In the experiment, pages in the top spot for low and no competition keywords earned an average of 24 backlinks every single year.

That's because as the top pages get more exposure, they also get more backlinks. The key is valuable, in-depth content for keywords that have virtually no competition.

If you watch the news in your niche, you'll begin to notice that new terms are coined. If you are the first to create quality content for those terms, you can build links organically. And when that term is well known and well used, you'll be so far ahead of the competition that no one is likely to touch you.

You can also search for keywords that are already in use but have no definitive content. You then create that content to become the go to source for that information.

In both cases, be sure to update your content regularly to continue receiving backlinks and maintain your page 1 position in Google.

Remember, the less competition, the better.

As your articles rank #1 for multiple keywords, you'll start to get backlinks. Each top article on a low-competition keyword is working hard at bringing you traffic 24/7/365. And if you build a stable of these, then you'll never have to worry about how people will find your site.

That's about as "passive" as passive income gets.

THE BIG SECTION



The Bedtime Skill That Earns Billion\$

Once upon a time...

...there was a young online marketer who was about to lose everything.

He had the best products, the prettiest website and plenty of research telling customers why his products worked wonders.

But no one would buy.

He tried everything he could think of – ads, social media, email marketing, joint ventures, affiliates - but still when he checked his email, there were no notifications of sales.

Out of money with a stack of bills on his desk and creditors calling, he knew it was time to do the one thing he never wanted to do again...

Find a job.

Embarrassed by his failure and dreading a job search, he put off looking for work for one more day and went to see his Grandma Elsie, because she always had a way of making him feel better.

Sitting at her kitchen table, he found himself telling her everything. He told her how he came to create his products, why he loved his products and how he knew that his products could transform the lives of thousands of people if only someone would listen to him.

He told her his story with feeling and passion, and she listened closely to every word he said.

When he was done, his Grandmother took his hand and told him the following,

“If you will tell people your story, just like you told me, they won’t be able to stop themselves from buying your products.”

Not believing her, he went home to start his job search that night. But as he sat at his desk thinking, he decided he didn’t have anything to lose. So, he turned on his video camera, adjusted the lights and told the story of how he came to create his line of products.

When he was done, he dried his eyes, posted the video to social media and got ready for bed.

But he didn’t sleep well at all.

You see, he had sales notifications hooked to his cell phone, so that each time one came in, his phone would ring.

The first ring came about 10 minutes after he posted the video, while he was brushing his teeth.

The second one came in a minute later.

And then it happened. The sales started pouring in so fast, his phone didn’t stop ringing for nearly 3 days.

He never did look for the job.

Instead, he became a master storyteller, and ever since then just about every product he promotes sells like crazy because of his stories.

You might say he’s got the Midas touch, all because of a little piece of advice his Grandmother gave him.

“The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.”

Storytelling... for business??

You've heard that you should use stories in your marketing.

But how the heck does that work?

You're not a storyteller, you're an entrepreneur, right?

It's not your job to tell stories.

Or is it?

If you've visited entrepreneur.com then you know it has a ton of content. You'll find how-to guides, news and a whole lot more.

But consider this: Out of all that content, the stories are the most popular.

Here are the 3 most-read pieces of content on Entrepreneur:

'We Thought We Were Doing The Right Thing': Jasper's Restaurant in Maryland Continued to Serve Food With Dead Customer In Bathroom <https://www.entrepreneur.com/business-news/woman-dies-in-a-restaurant-bathroom-guests-continue-dining/437340>

The First-Ever Tweet in NFT Format Sold for \$2.9 Million in March 2021. The Most Recent Bid Is \$132. <https://www.entrepreneur.com/news-and-trends/once-worth-29-million-nft-of-first-ever-tweet-is-now-132/437349>

The Second-Richest Man in the World Sold His Private Jet, Thanks to Twitter Users <https://www.entrepreneur.com/business-news/twitter-forces-second-richest-man-in-the-world-to-sell-his/437369>

And you'll see the same trend on nearly every website you visit.

People LOVE stories.

And if you can find ways to incorporate stories into your own marketing, you'll go far.

Why Use Stories in Your Marketing?

Because storytelling in business is a powerful marketing tool. Just look at a few of the benefits...

Engaging customers – if you want to reach customers on a deeply personal level, you've got to use stories

Engaging employees – stories help employees to connect with the business and feel they are a part of something important.

Creating memories – the longer a prospect remembers your business, the more likely they are to buy. Stories resonate on a deep level with people, creating stronger memories than just about any other type of message.

Triggering emotions and feelings – people might justify a purchase with facts but it's the emotion that sells the product. No emotion means no sale.

Develop customer loyalty – when customers emotionally connect with a business, they become loyal to that business. Apple customers are a great example of this.

Competitive advantage – storytelling allows a business to stand apart from competitors by connecting with the audience on a deeper level. Stories leave lasting impressions while facts do not.

Persuasiveness – stories are a great way to overcome objections and persuade customers to buy.

How Story Telling Increased the Value of an eBay Item by 6395%

You've heard the advice:

Use stories to sell.

"Storytelling is the easiest form of selling."

"People buy when you use stories."

But what does that mean exactly?

Are you supposed to invent some fairy tales to sell your stuff? Or maybe create this epic rags to riches story of how your product saved your life and made you rich, handsome and irresistible to women?

Today we're going to cover why you might want to use stories to sell stuff, why storytelling works and how to create these stories yourself even if you think you can't write a good story to save your life.

Stories will always sell better than facts. People love stories, they remember stories, and stories have the ability to influence customers on a deeper subconscious level than just about anything else.

In 2006 New York Times Magazine journalist Rob Walker wanted to discover if story telling really is the most powerful tool of all.

He began his project by collecting 200 thrift store items with an average cost of about \$1.00 apiece. He took special care to ensure that nothing he purchased was particularly valuable.

He chose things like a plastic banana, an old wooden mallet, a plastic motel room key and so forth. Nothing with any real value.

Then he called 200 professional authors and asked them to join his "Significant Object Study" by writing a story about one of the objects.

He then auctioned off the items on eBay using the stories he had received from the authors.

You can guess what happened next. One of the items was a small plastic bust of a horse's head. He's paid \$0.99 for it, and he sold it – with a great story in the description – for \$62.95.

In total he spent \$197 on the items and sold them for almost \$8,000. That's a markup of more than 6,300%. These stories transformed otherwise worthless objects into things of highly perceived value.

Stories play on our emotions, and when we feel these emotions we become less objective. We can even become easily duped into buying and doing things we might not otherwise do, which is how con men have thrived through the centuries.

These items were essentially junk. They cost \$197 and he sold them for \$8,000.

If you would like to see sample objects and the stories that sold them, along with the prices they reaped, you can go to this site:

<https://significantobjects.com/>

Click on a thumbnail to read the story that corresponds with the item.

Hopefully you are already selling awesome products or services that people want and need. Ask yourself: How many more of your products and services could you sell if you created brilliant stories to go with them?

Two Types of Marketing Stories – Mastering Them Both

When it comes to online marketing, there are two main types of stories.

Type I

There are stories that are directly related to your business.

These are the stories of how your company came to be, how each product was developed, the customers whose lives have been transformed, the objections that are overcome and more.

Every one of these stories is something that will be unique to your brand.

It takes some skill to create these stories, and we'll be covering them in depth in next month's issue. In fact, after you read that issue, you'll know exactly how to craft these stories using templates and the key ingredients necessary to make the stories super effective at selling your products.

Type II

This month, I want to direct your attention to the second type of story that some marketers use to great effect, and it's essentially any interesting story that can be tied to the product.

No doubt you've seen these via email and in social media.

Someone tells the story about how they took a trip and everything went wrong. Then they segue into a promotion by saying, "But when you become the next XYZ member, you'll never have to worry about anything going wrong again."

Or they tell the story about how their dog got lost for three days before finding her way home, and then segue into how the customer will never be lost with the ABC product.

With this method you can essentially use any interesting story to capture the prospect's attention before tying it into your product or service.

What I like about this method is you don't need to become great at storytelling as long as you can find a way to tie a story to the call to action you want the audience to take.

In other words, this second method is just about as easy as finding a story that you want to use, rewriting it into your own words and then using it.

It really is a massive shortcut to storytelling success.

Let me give you an example...

I went online and found a story at random that I'm about to share with you. The story promotes no product whatsoever; it's simply entertaining.

But since people love stories so much, maybe you can find a way to link this story to your own product.

At the end I'll suggest some possible ways you could segue this story into a call to action, regardless of what niche you might be in.

And of course, this is just an example. You could do something similar with most any story that strikes your fancy.

Just be sure to rewrite it into your own words, first.

Here it is:

An old tired-looking dog wanders into a guy's yard. He examines the dog's collar and feels his well-fed belly and knows the dog has a home.

The dog follows him into the house, goes down the hall, jumps on the couch, gets comfortable and falls asleep. The man thinks it's rather odd, but lets him sleep. After about an hour the dog wakes up, walks to the door and the guy lets him out. The dog wags his tale and leaves.

The next day the dog comes back and scratches at the door. The guy opens the door, the dog comes in, goes down the hall, jumps on the couch, gets comfortable and falls asleep again. The man lets him sleep. After about an hour the dog wakes up, walks to the door and the guy lets him out. The dog wags his tale and leaves.

This goes on for days. The guy grows really curious, so he pins a note on the dog's collar: "Your dog has been taking a nap at my house every day."

The next day the dog arrives with another note pinned to his collar: "He lives in a home with four children -- he's trying to catch up on his sleep. Can I come with him tomorrow?"

Possible segues...

1: If you're feeling as tired as this old dog, I might have the solution... (Could be vitamins, exercise, meditation, etc.)

2: Have you got small children that sometimes drive you a little crazy? Here's how to make your complicated life a whole lot easier... (Child rearing product)

3: Do you want to get away from it all? We've got just the vacation / spa / weekend getaway for you.

4: Notes on a dog's collar are one way to communicate. Here's another with (insert benefits)...

As you can see, with just a little creativity you can bend a story to fit many different products and services.

Where Can You Find Stories Like This?

They are everywhere.

First, look at your own life. You already have a thousand stories of your own that you can put to use, based on things that you've done, places you've gone and interactions you've had with other people.

Next, use sites like Quora, Bored Panda and Reddit to find stories. Adapt them as necessary and don't plagiarize.

Wherever you are on the Internet, keep your eyes peeled for good stories.

When you watch television or movies, watch for plotlines you can use for stories.

When you read, look for stories.

When you talk to people, listen to their stories.

Stories are all around you and you'll find there are far more within your reach than you will ever need. Keep a log of stories you read and hear, and choose the ones that work best for you.

Here, I'll share one of my favorite webpages with you:

It's 99 super short stories that will knock your socks off. I'll place the first story here, and then you can visit this site to find the other 98.

<https://www.marcandangel.com/2012/02/05/99-tiny-stories/>

Today, it's been ten years since my abusive ex-fiancé sold my favorite guitar. He sold it on the day I left him. When I went to claim my belongings, he was proud that he had sold it to a pawn shop. Luckily, I managed to track down the guy who bought it from the pawn shop. He was really sweet, and gave it back to me for free, on the condition that I accompany him on his front porch for an hour to play guitar with him. He grabbed a second guitar and we ended up sitting there on his porch for the rest of the afternoon playing music, talking, and smiling. He's been my husband for nine years now.

Holy smokes, great story.

Stories are everywhere. Take some time this month to find some great stories and to adapt them to your own marketing on email and social media.

And then next month, you're going to discover how to create your own stories specifically tailored for your customers about your business.

Once you've mastered these two types of stories for your business – general stories that can be segued into your business and stories tailored to your own business – there will be no stopping you.

You will have a much easier time getting followers on social media.

You will build your audience and email list faster.

You will get more listeners on your podcast.

You will make more sales.

Your customers will be more loyal to you.

And you'll be making MORE money while doing LESS selling.
There simply is no downside to mastering the use of stories in your business.
Get busy finding stories that work for you, and we'll see you next month!

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

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

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

—Nick James



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