

# Home Business Newsletter

*Issue 87*



## The Stolen Laptop

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How to Get Paid Advertising  
– For Free

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From Strangers To  
Customers In 3 Steps

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...and more!



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## The Stolen Laptop

A man named Luke Fortune drove from a small town in Central Oregon to Portland, and parked his car in a paid garage overnight.

The next morning, he discovered his car window smashed, along with his most prized possession, his laptop, gone.

“Everything important to me was on that computer,” said Fortune, 21, who was studying to become a paramedic. “My classwork, every paper I’d written, and all the programs I needed for my paramedic tests. Every letter I was working on for job applications. I felt sick.”

Two days after the theft, in another part of Portland, a muslim man named Masoud Almazrouei, 29, who was an exchange student from the United Arab Emirates was approached by a man selling a cheap laptop for \$200. The young man needed a laptop and so without thinking, he bought it off the thief.

Within seconds of opening it, he saw files and photographs.

“I wondered who would sell a computer with all of this on it,” he said. “I realized it could be stolen.” Almazrouei searched the computer for what could be a phone number, and called it. Soon after explaining, the man had dropped the computer off and had said he was sorry for his naivety.

Fortune thanked Almazrouei and insisted on paying him a reward of \$200, as compensation but the Muslim man would not take the money. He said it was his mistake to buy the computer from someone he didn’t know. More important, he said, was that it was his honour and duty as a Muslim to return the property to the rightful owner. “I saw a photo of this man in his paramedic uniform,” Almazrouei said. “They help people. He is a good man. I don’t want my money back.”

When a story about the two young men’s encounter made it to the local papers, Almazrouei received a call from Wim Wiewel, the president of Portland State University, where Almazrouei is studying his economics degree.





## Social Mention

**Without a way to automate and streamline the process, monitoring your social media presence can be a challenge.**

**Enter Social Mention, a program that enables you to monitor four major metrics: Reach, Passion, Strength and Sentiment.**

**<http://www.socialmention.com/>**

## Addict-o-matic

**Creating a buzz around your products or brand is vital, but how do you monitor your influence? And how do you keep tabs on your competitors?**

**The totally customizable and sortable Addict-o-matic monitors searches of sites such as YouTube, Twitter, Google and Bing and then sends you the results.**

**<http://addictomatic.com/>**

## Qzzr

**Do you need to create shareable content on social media that will consistently drive new traffic to your landing pages and websites?**

**Qzzr is a quiz creation tool that empowers you to develop tools on a variety of topics to send out via social media.**

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

## Google Alerts vs Talkwalker

**You might still like Google Alerts for reviewing mentions of your brand, campaign hashtags or competitor names by entering keywords. And it is still widely used. However, it's mainly based on analysis of sites and misses out on social media mentions.**

**To help with this, you might try the free Talkwalker Alerts service. Talkwalker's Free social search also monitors mentions of your brand, hashtags and competitors on social media.**

<https://www.google.com/alerts>

<https://www.talkwalker.com/alerts>





## Hubspot Shares 4 Email Templates that Generated \$100,000 in 30 Days

Email marketing is one of the most successful promotional tactics. With a well-planned email marketing strategy, marketers can win at the marketing game.

HubSpot columnist Matthew Scott has shared four email templates that helped HubSpot generate \$100,000 in 30 days.

Scott says, “Like most small businesses, we used to get 90% of new clients from referrals. If we had more time, we’d generate leads through inbound marketing. If we had more money, we’d purchase \$30,000+ in advertisements or sponsorships.

But we had limited time AND money. So, we had to come up with a different solution. As a result, our total revenue increased by 215% since we started sending these templates.”

Here’s how we did it:

<https://blog.hubspot.com/sales/100k-email-templates-follow-up>

# The Online Marketing Trend With The Highest ROI

**Influencer marketing – when done right – can deliver the highest return when compared with other forms of online marketing.**

**In fact, some brands have built multi-million dollar companies by exclusively using influencer marketing.**

**The problem is the cost of securing the services of a highly desirable social influencer has gone through the roof over the past couple of years. You might not be able to afford to pay someone 5 or 6 figures for a social plug.**

**That's why micro-influencers are becoming increasingly popular – that, and they tend to work extremely well at helping you make sales.**

**To find a micro-influencer with a smaller following, keep a close eye on your niche. Watch to see who seems to have particular sway over their readers. You're looking for someone with a tribe – people who pay attention to their every word.**

**The micro-influencer should align well with your brand. Strike up a conversation with them and feel them out.**

**If you like what you discover, offer to do a deal with them.**

**It's even possible you might do a trade, in which no money exchanges hands but you get plenty of new sales.**

**Then rinse and repeat.**

**This isn't about hitting home runs with one big mega-star, it's about repeatedly hitting singles with a series of micro-stars in your niche.**

**The results can be amazing.**



# Find Out How The Instagram Algorithm Works In 2018

With its rising customer base, Instagram has become the choice of brands when it comes to social media marketing. It helps you reach out to millions in multiple ways whether you choose to work on ads or with the influencers.

Buffer contributor Alfred Lua says, “Recently, Instagram invited a small group of journalists to their San Francisco office to put an end to the rumors and share how the Instagram feed ranking algorithm really works.



<https://blog.bufferapp.com/instagram-feed-algorithm>



## Right Relevance

Use this tool to find both publishers and influencers.

<https://www.rightrelevance.com/search/influencers>

## MOZ Shares 8-Point Checklist for Debugging Technical SEO Problems

Managing SEO on your own is a big challenge. You need to keep close tabs on the search engine algorithm changes to cope with the current trends, and then act accordingly.

To help webmasters and marketers deal with the technical SEO, MOZ columnist Dominic Woodman has shared an 8-point checklist for debugging technical SEO problems.

<https://moz.com/blog/checklist-strange-technical-seo-problems>



## ARTICLE

# How to Get Paid Advertising – for Free

“

*You don't pay for advertising – you pay for results!”*

*– Jay Abraham*

If you know how much your average customer spends with you, then you know how much money you can spend to acquire that customer.

For example, if the average customer spends \$3.00, then you can afford to pay as much as \$2.99 to acquire those customers.

Of course, who wants to work for pennies?

So let's say you're willing to go as high as \$2.00 to acquire these \$3.00 customers, giving you a profit of \$1.00

This means, of course, that you can buy any and all advertising that converts well enough to buy yourself customers for \$2.00 apiece, or less.

Some advertising works better than others, but because you know your metrics, you know exactly what you can spend and still make money.

Naturally, with traditional advertising you have to come out of pocket. And if you don't realize that \$3.00 average profit for a period of weeks or months, then it's difficult to reinvest profits to get more customers because the profits are coming in too slowly.

When this happens you have one of two choices: Either further optimize your sales funnel so that customers are spending more money and spending it more quickly, or...

Take a different approach.

This approach is not something new. You've no doubt heard of it before, but when you did, you may have thought it was a bit crazy.

The trick is to look at it in a different light.

Tell me – would you be willing to pay me \$0 to send you a list of buyers – buyers who have proven they will buy YOUR products?

Of course you would.

That list of buyers is highly valuable. Your metrics have already shown that your average customer spends \$3.00 with you, and that's the AVERAGE customer. These are proven buyers.

And spending \$0 to get new customers instead of spending \$2.00 is an infinite improvement.

Have you guessed what I'm talking about it? If not, here it is:





**Giving affiliates 100% commissions on your products.**

You have lost nothing in giving away 100% commissions. Chances are you've already launched the product yourself and made a bunch of your own sales and the money that came with those sales.

Now you allow affiliates to promote your products and keep all of the commission. They do the work of promoting. The customer is essentially paying the affiliate. All you do is collect the buyers – and continue to sell to them over and over again.

Have you ever seen a marketer pay \$200% or even 300% commission on products?

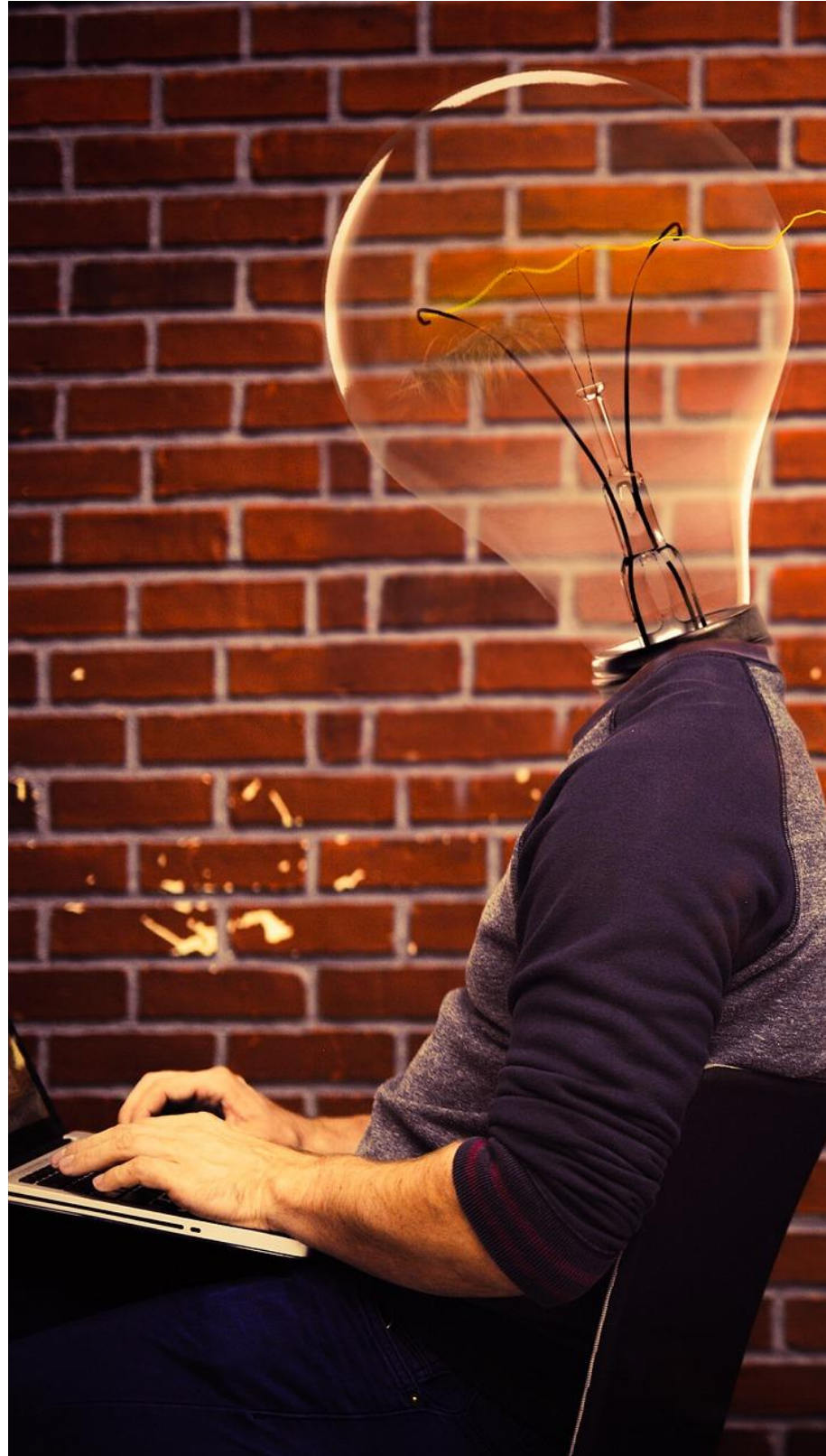
They know their metrics. They know the lifetime value of their average customer.

And what they are doing isn't all that different than using PPC advertising. Except instead of paying Google or Facebook, they are paying the affiliate – for results.

Think about it. If you have products that convert well, and especially products you're no longer promoting, why not let affiliates earn 100% commissions? You'll attract far more affiliates than if you only offer 50% or 75%. And you'll build your list of buyers without much of an effort. It's a win-win all around.

And the next time you launch a new product, you'll have a lot more affiliates you can contact to join your launch. Even if you're paying the traditional 50-75% on the new product, you now have a relationship with these affiliates and they will be far more likely to promote for you again.

And again, and again.  
Pay 100%. Attract far more affiliates. And grow your list of buyers. I don't know why everyone isn't doing this.







## Getting Blunt with Clients...

**If you do coaching or teaching of any kind - through email, blogposts, webinars, information products or Skype - you've got to be blunt and ruthlessly honest with them.**

**I know you don't want to hurt their feelings, but telling them only what they want to hear isn't doing you or them any favors.**

**If you spare their feelings, then you're not being an effective coach.**

**If you genuinely want to help your readers and students, you've got to tell them the truth, no matter how awkward it might be.**

**Of course, if you can sandwich the truth between good stuff, that helps a whole lot. For example, "You're doing a beautiful job on this, you need to work on that, and I like the way you handled that thing over there."**

**Or some such.**

**Now here's the paradox - when you're wooing new subscribers and selling your entry-level products, you've got to hold back. Don't be as blunt and ruthless. Be gentle and encouraging to build trust.**

**Does this seem hypocritical?**

**Maybe, but think about this: Two people tell you that you have lousy taste in clothes and you should get someone to help you the next time you go clothes shopping. The first person who tells you this is a complete stranger. How do you feel about this stranger being so blunt with you? Odds are you'd like to punch him.**

**The second person is your close friend. You know your friend only has your best interests at heart, and you know it wasn't easy for him to say that. How do you feel now? Maybe a little irritated, but still, you probably feel grateful that he was able to tell you this, so you can maybe do something about the problem.**

**Be gentle with prospects and brand new customers.**

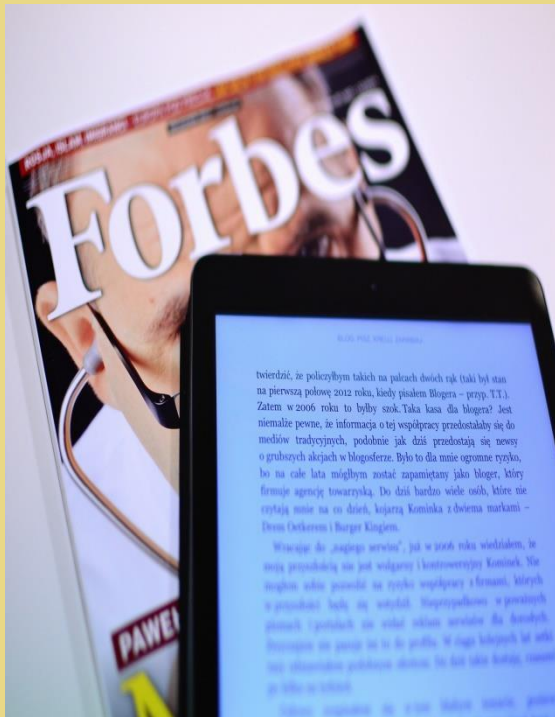
**And be blunt with your tribe.**

**The ones who want to learn will thank you for it. The ones you simply want affirmation of how terrific they are, well... they probably weren't your customers anyway.**

**After all, if someone thinks he or she is perfect already, then why would they need to buy your products?**



## Forbes Shares 5 Marketing Trends For 2019



**Forbes contributor John Hall has shared five marketing trends to watch in 2019.**

**Hall says, “At each of my last three keynote addresses, I was asked this simple question: “What do you think is going to happen with marketing in 2019?” It’s still only summer, but people are already trying to look ahead and see what’s around the curve. And I understand why: The world is changing a mile a minute, and it’s hard to scale, differentiate yourself, and maintain trust in the ever-changing marketing world. The more you can plan ahead, the better equipped you feel to manage those changes when they happen.**

**Here are some midyear thoughts about what you need to keep an eye out for in 2019:**

**<https://www.forbes.com/sites/johnhall/2018/06/17/5-marketing-trends-to-pay-attention-to-in-2019>**



## Improve Your Email Marketing with Gamification

**Customer engagement is a goal of brands and marketers because it leads to the sales process. Email marketing is the most effective at getting the sale. And when you combine gamification for engagement with email marketing, surprising things can happen.**

**E-consultancy columnist Nikki Gilliland has shared five benefits of using gamification in email marketing along with examples to illustrate. Gilliland says, “Whether it’s a quiz in exchange for prizes or a game purely for entertainment purposes – there are many benefits to incorporating gamification.”**

**<https://econsultancy.com/blog/70105-five-benefits-of-using-gamification-in-email-marketing-with-examples/>**

# Do You Run a Paid Newsletter?

**Here's how to get more subscribers AND more advertisers**

**This is really simple, so we'll keep it short.**

**I have a coaching student who is running a paid newsletter, published twice per month.**

**She only charges \$12.50 per month and it contains great content, so subscribers tend to stick around for a long time.**

**The problem is getting the subscribers in the first place.**

**She had about 220 subscribers when she came to me, and she wanted to add a lot more.**

**The thing was, her paid advertising wasn't converting well enough to keep paying for subscribers, so she felt sort of stuck.**

**I suggested that she offer the first two issues for free and see what happened to her conversions.**

**Mind you, this is not in the make money online niche. I wish I could say which niche it is, but I told her I would keep that confidential.**

**Anyway, she went back to doing paid advertising, with the only major change being that the first two issues were free.**

**The deal was if they like the newsletter, they do nothing and they pay \$12.50 per month, starting with the second month.**

**Subscribership nearly doubled with this one change and she was able to buy all the advertising she wanted. In fact, she's still advertising. I don't know how many subscribers she's up to now, but I suspect it's over 800.**

**Why do two free issues make such a difference? Obviously, people like to get things for free, but I don't think that's the biggest draw.**



**I think it's that when they see you're so confident in your newsletter that you're willing to let them try it for free, it inspires confidence in them that they will love it.**

**After all, it's a pain to enter your credit card info and then remember in 29 days to cancel. People know that. That's why two free issues alone isn't enough – it's the confidence you inspire by offering those free issues.**

**I should note that she has tons of testimonials on her sales page. Really, it's a slam dunk to get sales now.**

**But we didn't stop there, because she also sells advertising inside of her newsletter.**

**And most of this advertising is actually sold to the subscribers themselves.**

**Here's what we did...**

**On the page offering advertisements inside the newsletter, we offered an option for three ads for the price of two ads, paid up front.**

**There are three different ad sizes offered, and we offered this deal on all three sizes.**

**Then we said it was a limited offer and installed a countdown clock.**

**We made the offer for 7 days, although since then we've discovered that 5 days seems to sell more than 7 days. As always, you've got to test these things to know, right?**



**Advertising sales more than doubled the first time we tried this. And since then, she opens up the offer twice a month for 5 days at a time, and it sells like hotcakes every time.**

**And here's the thing – you'd think she only has so much room for the ads and no more, right? Except that of course her newsletter is virtual, and so what she did when she started getting all these extra ad orders was to write a few more articles to expand the newsletter and place the ads around the articles.**

**No one complains when your newsletter goes from 12 pages to 16 pages with the addition of more articles, even if there are more ads.**

**And in her niche, I suspect readers like the ads almost as much as the articles. But even if they didn't, readers are getting a great deal because now the newsletter is bigger, yet the price has stayed the same.**

**Now she's of course getting her monthly recurring income from subscribers, and twice a month she gets a bunch of payments for ads.**

**And of course, now she's able to pay for as much advertising as she wants, because the two free issues deal has made it so profitable.**

**The advertising money is just gravy on top of... well... gravy, I suppose.**

**Something to think about if you have a newsletter or you've been thinking of launching one.**



# How to Get Started in Blogging & Podcasting

If blogging is writing, and podcasting is speaking, then why lump these two things together?

Because they both involve you communicating with a (hopefully) ever-growing tribe of people who log in to see what you have to say today.

In fact, you might choose to start blogging and podcasting simultaneously. I read a post the other day that asserted you have no business doing a podcast if you haven't already blogged a certain number of times and blah blah blah.

Nonsense. If you know your topic, there is no reason why you can't do both, since the two will synergistically support each other. Your podcast can send people to your blog, your blog can send people to your podcast... you get the idea.

Your blog and podcast can be on any topic in the whole wide world, but it's best to narrow it down to something that can be turned into a profit for you.

Choose a niche that people are enthusiastic about and in which people also spend money. Here are some examples:

## **Making Money Online**

- Online jobs
- Blogging
- Business opportunities
- Search engine optimization
- Facebook marketing
- Twitter marketing
- YouTube marketing
- Traffic generation
- Copywriting

## **Health:**

- Weight loss
- Weight gain
- Muscle building
- Curing diabetes
- Getting pregnant
- Diets
- Nutrition
- Depression
- Natural health
- Hair loss
- Yoga
- Stop smoking
- Headaches
- Herbal Supplements
- Anxiety
- Stress management
- Addiction
- Exercise

## **Dating**

- How to get a boyfriend
- How to get a girlfriend
- How to get your ex back
- How to improve your love life
- Dating advice for men
- Dating advice for women
- How to save your relationship
- Online dating



**If people are interested in the topic and willing to spend money in that topic, then it's probably a good one.**

**You might be wondering... how do you make money by blogging? First, you lay the foundation. Then you start promoting your blog, collecting subscribers and finally you get monetization.**

**Typically, you'll start by first creating your blog and adding useful content. Write about what your target audience wants to read.**

**Once you've begun making great content, it's time to go find blog readers and get them to your blog.**

**Your job is not just to write blogposts, but also to promote your blog so that readers can find you. To do this, find out where your potential readers hang out online. What are they currently reading? What forums do they frequent? What podcasts do they listen to? Are they engaged in social networks?**

**Once you've found your potential readers, offer an enticement to get them to visit your blog and subscribe to your email list. A good report on a hot topic should do it.**

**When they get to your blog, build engagement and community. Respond to comments and do everything in your power to keep them coming back to your blog time and time again.**

**Next, you start making money from your blog through a variety of income streams.**

**You can offer affiliate products to your readers or sell your own products. You can sell advertising on your blog, such as Google AdSense.**

**You can even run events, such as big conferences or simply smaller meet-ups for your readers.**

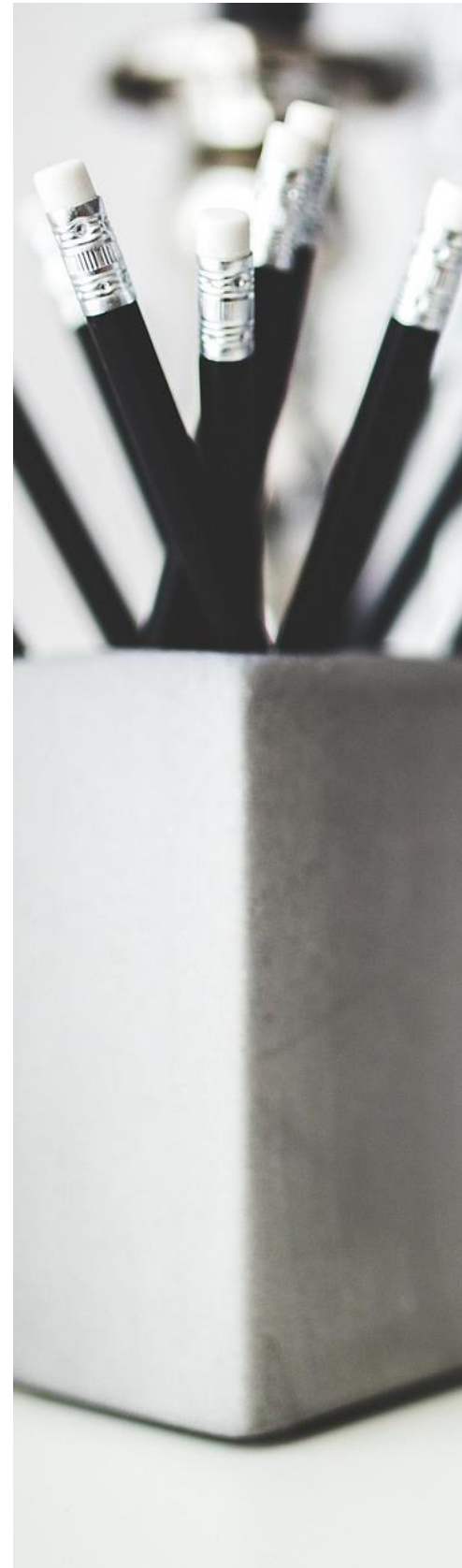
**You can promote memberships to give you recurring income or create your own membership to offer to your readers.**

**You can promote other business and services, do consulting or public speaking... really, once you've got the audience, there are a myriad of ways to make money blogging, and you can pick and choose any combination you like.**

**Podcasting works much the same way. You'll start out by recording your first couple of podcasts, and then you'll start working on getting subscribers to your podcast.**

**Last, you'll monetize your podcast by promoting your own products, other people's products or whatever method you choose.**

**Things to Know about Blogging and Podcasting**  
**Here are the things no one tells you ahead of time...**



### **Don't Fear Competition**

With blogs and bloggers numbering in the millions, and with podcasts steadily gaining ground, it might seem discouraging with so much competition out there.

But if you have something unique to say, or a special expertise, or you're especially good at interviewing experts, either one or both of these avenues might be right for you.

### **No Expertise? You Can be a Reporter**

And if you're not an expert but you have a passion, you can take the role of reporter and report the latest news and pieces of interest to your readers.

This is a great way to build a large following, especially if you put your own unique slant and personality into your writing and podcasting.

### **Profitability Takes Time**

You'll need time to build a following and get subscribers, which is why it's best to start blogging or podcasting part time while you do something else for income.

But if you find the right topic – and most importantly, you find your tribe – then it is possible to build up to a very decent 5 and even 6 figure income.

### **Find Your Voice**

You don't want to sound like everyone else, nor do you want to appeal to every person out there.

First, when you have your own unique voice, people have a reason to like you. You're authentic, and you have something to say. Don't be afraid to state your opinions and back them with facts. This will cause your tribe to gravitate to you as you build more and more rapport with them.

Second, if you try to appeal to everyone, you will appeal to no one. Choose your perfect reader or listener, and then speak to this person.

For example, if your topic is motorcycles, you wouldn't want to appeal to everyone who has a motorcycle, doesn't have a motorcycle, likes motorcycles and even doesn't like motorcycles.

But if you speak to the 55 year old dentist who rides his Harley Davidson on weekends, then you've narrowed your niche to professionals on Harleys. And while this excludes most everyone else, it makes those professionals on Harleys much more likely to become loyal readers and listeners.

### **You'll Become Well Connected**

As you become more well known in your niche, you'll find yourself becoming friends with some of the experts in your field.

If you've ever wanted to meet them or talk to them, then becoming one of their peers with your own blog or podcast is a great way to do it.

**Blogging and Podcasting might be thought of as hobbies you can turn into businesses.**

They are fun, fairly easy to get started and definitely an adventure in the making. The bigger your audience grows, the more potential you have for making money.

And one day, in the near future, it could be entirely possible to quit your job and podcast and blog for a living.







## Raise Your Prices

Marc Andreessen, a legendary figure in Silicon Valley, has a word of advice for you:

Says Marc... "The number one theme that companies have when they really struggle is they are not charging enough for their product. It has become conventional wisdom in Silicon Valley that the way to succeed is to price your product as low as possible, under the theory that if it's low-priced, everybody can buy it, and that's how you get to volume."

"And we just see over and over and over again people failing with that, because they get into a problem called 'too hungry to eat.' They don't charge enough for their product to be able to afford the sales and marketing required to actually get anybody to buy it. Is your product any good if people won't pay more for it?"

-from 'Tools of Titans' by Tim Ferriss

# Bad Product? Reposition It

**This doesn't always work, but when it does... it's magic.**

**Here are three examples, one of which you may have heard before, two of which I'll bet are new to you.**

## **Lousy Glue**

**I remember hearing that the glue on Post-It Notes was a mistake. The inventor was trying to make the world's strongest glue, and instead made what might be the world's weakest adhesive.**

**He could have thrown it out. But instead, some enterprising individual thought of a way to use it – notes that stick only as long as you want them to.**

## **Hail Damaged Apples**

**I also heard a story about an apple farmer. This took place probably at least 50 years ago, if I remember correctly. He sold his great big, prized apples via mail order, and his customers LOVED his apples.**

**But one year, much of his crop was damaged by hail. The apples were still fine to eat, but they didn't look as pretty as usual because of all the hail induced pockmarks.**

**What to do?**

**He could refund everyone's money and not ship the apples. But then his mail order business would be ruined.**

**He could try to sell them at a discount – would anyone buy them? Probably not.**





**He was at a loss as to what to do.**

**Then he tasted one, and lo and behold, it was even sweeter than the unmarked apples.**

**He got an idea.**

**He would send the apples to his customers just as usual, except he would enclose a note explaining that these were rare apples indeed.**

**Here's what he wrote: "Please note the pockmarks on some of these apples. This is proof that they are grown at a high mountain altitude, where the same extreme cold that causes sudden hailstorms also firms the flesh and increases the natural sugars, making the apples even sweeter."**

**If the customers wished to return the hail sweetened apples for a full refund, they were most welcomed to do so.**

**Otherwise, he wished his customers to enjoy something they might experience only a few times in their life.**

**He shipped all the apples, and not a single box was returned.**

**In fact, for years afterward, he would get requests for the hail sweetened apples.**

### **Breakable Bracelets**

**Today I was on Etsy when I found a bracelet that apparently doesn't hold up very well.**

**In fact, it could break at any time.**

**And it's not just one bracelet, either, but the entire lot of them.**

**Now let me ask you, my fellow marketer... How would you sell bracelets that are so fragile, they can break at any moment?**

**Here's what the Etsy seller did...**

**S/he attached each one to a card that says,**

***"Close your eyes, make a wish  
Then tie this bracelet on your wrist.  
If your bracelet breaks in two  
Then your wish may soon come true.  
If by fate it splits in three  
You will awake in 1743."***

**Now that's brilliant repositioning. Often, by being truthful about your product's weaknesses or flaws, you can gain substantial credibility with your customers, increasing loyalty, sales and customer satisfaction.**

**To use this technique, pick one weakness of your product. Talk about it frankly in your marketing. Show why the weakness isn't all that important, or how you designed your product to overcome, solve or compensate for the weakness.**

**Or simply use the weakness as a selling point, as these three examples show. It's all a matter of how you position your product.**

**And adding a touch of humor doesn't hurt, either. "You will awake in 1743?" Cripes. That's not only humorous, but it makes you think, doesn't it?**



## Shopify Shares 7 Ways to Handle Upset Customers

Keeping your customers happy is the best way to grow your sales. Happy customers spread a positive word about your brand and help you expand your reach.

But it's difficult to manage customers when they have a bad experience with your product and services.

That's why Shopify columnist Sarah Chambers has shared seven ways to handle your customers when they are upset.

<https://www.shopify.com/blog/helping-upset-customers>



## 6 Strategies to Improve Your Facebook Ad Performance

Facebook advertising is seen as one of the most cost-effective marketing tactics, as well as an easy way to reach larger audiences. And the right Facebook ad – when properly targeted – can make your ROI grow.

Entrepreneur contributor Imran Tariq has shared six strategies to help marketers improve their Facebook ad performance.

<https://www.entrepreneur.com/article/314685>

## How to Craft Question Headlines that Don't Flop

Copyblogger's Stefanie Flexman has shared four ways to create question headlines that can attract more visitors to your blog.

Flexman says, "There's nothing more disappointing than a unique, thoughtful, and helpful piece of content with a headline that doesn't do it justice."

Great content needs a title that effortlessly captivates the attention of the writer's ideal reader.





# It Took 21 Failures To Earn \$100K In 5 Months

Benny Hsu bought a course on how to make money designing and selling t-shirts. Soon he had his first t-shirt designed and uploaded, ready to sell.

He set a Facebook ad budget at \$10. If no one bought his shirt at the end of his \$10 spend, he would stop. No one bought.

But he liked the process, so he tried again.

In fact, he tried 20 times more with 20 new t-shirt designs and 20 new ad campaigns. On each one he spent \$10 to test it out, and still no one was buying.

Well, that's not exactly true. He did sell 3 of one of his t-shirts. But since he needed to sell 10 in order for Teespring to print and ship the shirts, it was a non-starter.

If you had 21 failures in a row, would you keep going? I'd wager most people would have stopped after the first or second failure.

He tried t-shirts for dog lovers, hot sauce lovers, coffee lovers, lawyers and more. It would have been so easy to quit, but he persevered.

Campaign #22 was a winning design. He'd found a cute message on Instagram targeted to pediatric nurses, which he spent 5 minutes turning into a t-shirt.

He ran the ad and sold 17 shirts. His total ad spend was \$81.72 for the campaign, and he earned \$112.25, for a profit of \$30.53.

Obviously, this wasn't a huge profit, but it was exactly what he needed to stay interested. After a few more failures, he had another successful campaign that sold 32 shirts.

He became obsessed, staying up late to research ideas, carrying a notebook all day to jot down t-shirt ideas.

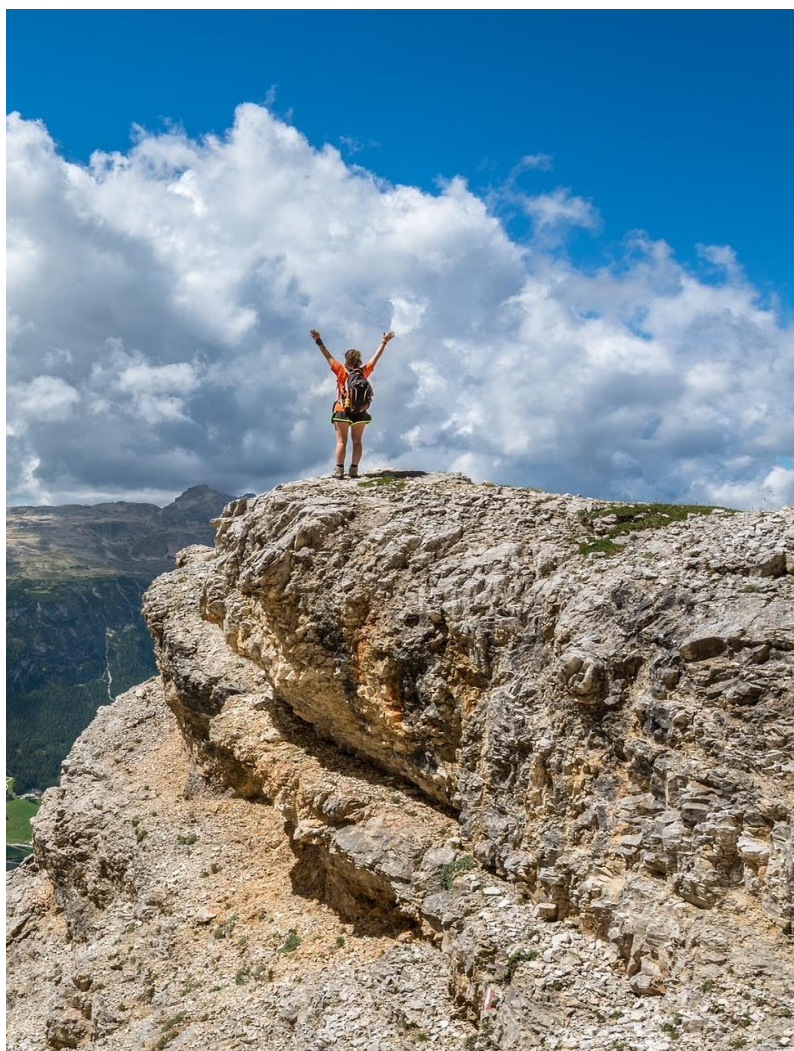
After a full month, he just about broke even.

The next month he kept working hard, still obsessed with trying to find the right audience and sell them the right design.

He had more failed campaigns than winning campaigns, but the winning campaigns were becoming massive.

In a five-month period, he was paid \$152,996 by Teespring, and paid out \$51,024 for Facebook ads. Yes, that's a huge ad spend, but without it no one would have heard of his t-shirts.

His profit? \$101,971.



**But this isn't about the numbers (which are indeed interesting.) This is about the perseverance and sheer obsession Benny displayed in getting his business off the ground.**

**Determination and persistence can win over talent and luck almost every time.**

**What is it that you want to accomplish?**

**And how many times have you tried?**

**If you haven't failed at least 21 times, then maybe you want to get back up and try again. And again. And again.**

**But what if you don't know how to start?**

**According to Benny, that's one of the worst excuses ever. He gets emails from people who say, "I don't know how to get started." In his mind, this means the person is lazy. After all, there is this site called GOOGLE that is helpful for learning... anything.**

**Just figure out what your first step is and do it. Then focus on the second step and so forth.**

**You'll make mistakes. Maybe 21 of them, or more. As you know, those are called learning experiences. Don't aim for perfection, just get it done and shipped, whatever it is.**

**Become obsessed. Think about it from the time you wake up to the time you go to bed. Dream about what you're doing. Put massive time and energy into it.**

**And persevere.**

**After all, your success might be only one obsession away.**





# Marketing Jokes and Puns (Because... why not?)



**Q: Why couldn't the marketer sell his baking equipment?**

**A: He had a leaky funnel.**

---

**Q: What's a pirate's favorite content format?**

**A: WebinARRR! Preferably one that's B2Sea.**

---

**Q: Why can't the marketer go see live musicals anymore?**

**A: He keeps trying to capture the leads.**

---

**Q: What do you call a cow with a blog post stamped on its skin?**

**A: Branded content!**

---

**Q: Did you hear about the new tactic where you co-create content with ill celebrities?**

**A: It's called *Influenza* marketing. It's really going viral.**

---

**Did you hear about the marketer who imitates celebrities?**

**He's quite the bargain. He only charges per thousand Impressions.**

---

**Q: Knock, knock!**

**A: Who's there?**

**Q: A/B testing!**

**A: A/B testing, who?**

**Q: Would this joke be funnier if it were about screwing in a light bulb?**



## When the Going Gets Tough...

**...take a lesson from Chris Sacca.**

**In 2009, Chris did a charity bicycle ride from California to South Carolina.**

**According to Chris, "I had a phrase I kept repeating in my head over and over again, which was, 'Tonight, I will be in my bed. Tonight, I will be in my bed. Tonight, I will be in my bed...'"**

**"It was something I repeated to remind me that the pain of what I was going through was temporary and that, no matter what, at the end of that day, I would be in my bed that night."**

**When you reach a difficult time in your business, focus on just getting through the next step you need to take that day, and then getting into your warm bed that night. Or focus on whatever motivates you, whether it's a beer with friends tomorrow evening, a walk in the woods or even that triple chocolate cake you're saving for when you get your crashed website back up and working.**

**Sometimes it's the light at the end of the tunnel that keeps us going.**







# From Strangers to Customers in 3 Steps:

## **A Proven Facebook Video Marketing Strategy**

If you're on Facebook, then you're probably - or should I say *hopefully* - using videos in your Facebook marketing.

Here's a few stats to put video marketing and especially Facebook video marketing into perspective:

- According to Forbes, over 500 million people are watching video on Facebook EVERY DAY.
- 92% of mobile video viewers share videos with others.
- 51% of marketing professionals name video as the type of content with the best ROI.
- Marketers who use video grow revenue 49% faster than non-video users.
- 64% of consumers make a purchase after watching branded social videos.
- Social video generates 1200% more shares than text and images combined.
- Views on branded video content have increased 258% on Facebook and 99% on YouTube as of June 2017.
- Videos up to 2 minutes long get the most engagement.
- Native videos on Facebook have 10 times higher reach compared to YouTube links.
- Facebook gets over 8 billion average daily video views

But... do you have an effective strategy that turns complete strangers into paying customers?

Or are you - like most marketers - just winging it, hoping that something will work?

If so, take heart, because we've found an effective Facebook strategy that gets people who never heard of you to like you, trust you and ultimately buy from you.

In fact, you can use this same basic strategy in almost any social media arena, not just Facebook.

And with this strategy, you'll be light years ahead of most of your competition. After all, they're still moving straight into selling mode, while you'll know better.

Your goal here is to create 9 short videos. Yes, 9. I know that sounds like a lot, but each video will only be 60 to 90 seconds long.

First, you're going to build brand awareness. Yes, we've been told in the past that anything short of going for the sale is pointless. But in today's marketing world, people need to hear your story first, before they'll decide whether or not they want to proceed further.

Next, you'll build social engagement by helping your future customers and proving that you do indeed know exactly what you're talking about. In fact, you are the expert who can help them solve their problem or get the benefit they seek.





**And finally, you'll convert these new fans and prospects into paying customers who are eager to have exactly what you offer.**

**Here's how it works:**

### **Step 1: Brand Awareness: Getting on Your Prospect's Radar**

**No one is going to buy from you if they don't know the first thing about you, your company or your products.**

**And the very best way to do this is with your 'why' stories.**

**Why are you in the business you're in? What's your personal story? Why do you do what you do?**

**For example, let's say that your business is coaching people on how to lose weight.**

**You might talk about your own weight loss struggle, how difficult it was and all the ways it negatively impacted your life.**

**Finally, you found a solution that worked, and now you want to help others get the same results you achieved, without all the struggle.**

**See how easy that is?**

**No matter what niche or business you're in, there is a story or history that you can share with your viewers.**

**And by relating this story, your viewers will develop an emotional connection with you, your product and your business.**

**The role of your first video sequence is to help potential customers understand you and why you're in business, connecting your story with your brand.**

**You might do three videos that tell your stories. In our weight loss example, they might be...**

**1: The time when you were overweight and how it impacted your life in a very real, emotional basis.**

**2: Your struggle with losing the weight, the diets you tried, and how you felt when you failed over and over again.**

**3: The impact of having lost the weight, how it changed your life and why you want to help others lose weight, too.**

**With these videos, you are setting the stage to tell your audience how they're going to achieve the result they seek.**

**You'll find that being authentic attracts people to your brand like almost nothing else.**



## **Step 2: Building Social Engagement Through Proving Your Expertise**

Now that you've built awareness and rapport with your audience, you're going to work on building engagement by demonstrating your expertise.

It doesn't matter what your niche is – there is something you can demonstrate that will help to establish you and your business as a trustworthy source of information.

The better and more useful (as well as entertaining) your content is, the more engagement you will build between yourself and your audience. Do a great enough job, and your audience will even share your content with others, thereby creating even more engagement and possible customers.

Think of these videos as your opportunity to teach something useful to your prospects.

You're not going to teach everything, of course. You're not giving away your store of knowledge, but rather you're giving away short, powerful samples.

And it's not about showing how great you are or how much you know – it's about being helpful to your viewers, regardless of whether they become your customers.



Choose three things to teach that will surprise and delight your viewers. These could be simple tricks for accomplishing something. Or maybe you show them a new method, or offer some insider information, or... really, there's so many possibilities and it will depend on your niche and your customers.

You can teach things that are fairly simple and easy. Your videos need to be short, and there's no time to go into anything complicated. For example, a plumbing business might teach how to fix something easy in the back of the toilet, or how to properly snake a drain.

Or, you can teach something that is somewhat complicated, and acknowledge that it takes a certain experience to do it. For example, that same plumbing business might teach how to properly install a toilet. Most people, when they see this done, will realize they want a professional to do it for them, considering everything that could potentially go wrong.

Another possibility is to teach what to do, but not how to do it. This primes your prospects to want your solution in the next step. For example, if you sell a software that simplifies things, you can teach the old-fashioned method of how to do what your software does, only by hand.

One more thing – don't hold too much back. I recently wanted to take a course on drawing. I had maybe 30 different courses to choose from, but out of those 30, only two courses actually gave me a real life lesson for free. All of the others simply talked about how great their courses were, without teaching me anything. Don't make this mistake.

Going back to our previous diet example, you might make these three videos:

**Video 4:** Describing a quick and easy interval training routine for couch potatoes to get them moving again

**Video 5:** One of the surprising supplements or foods that you recommend to lose weight

**Video 6:** One or two of your 21 secrets to losing weight safely, easily and automatically.

Did you know that searches related to “how to” on YouTube are growing 70% year over year? And Facebook is poised to catch up to YouTube.

After all, if someone is already logged into Facebook and they want to know how to do something, they’re not going to jump to YouTube to search.

People want fast answers on how to do things. And you can capitalize on this by putting the right material in front of your prospects and social following.

### **Step 3: Using the Power of “What” to Convert**

You’ve told your story and demonstrated that you’re here to help people solve their problems with your knowledge and expertise.

You’ve developed authenticity and you’ve engaged your prospects with educational content they can use.

Now it’s time to close the sale with your last three videos.

Your product or service is the “what.” Most businesses start with this final step, immediately offering their solution without building any rapport or demonstrating their expertise.

If you don’t set the stage, then you’re going to be ignored by prospective customers. After all, who wants to connect with a business or individual who is continually spamming with their sales pitches?

Your final videos in this series will demonstrate that you have the solution to their problem, or the path to acquiring the result they seek.

This is the selling you’re already familiar with, so we won’t go into a lot of detail. You know the routine – promise a big benefit, show that you can deliver that benefit, and do it in a way that encourages immediate action.







**Going back to our weight loss example, your videos could be...**

**Video 7: The big benefit of your product and how it will impact their life, followed by a call to action.**

**Video 8: The bullet points of your product – raise their curiosity and interest – followed by a call to action.**

**Video 9: Last call for your product – the special you've been offering is about to expire – short and fast testimonial(s) – followed by a call to action.**

**Things to Know:**

- **This is as much art as science. Follow the sequence above but use your good judgement as to video content.**
- **Keep your videos short. Facebook recommends videos between 20 to 90 seconds in length, so cut out all the fluff and get to the good stuff.**
- **Don't use a catchy "intro" sequence. You know the ones I mean. Music plays, graphics come up, and the meat of the video doesn't start for 5 to 15 seconds. You don't have time for that nonsense, so dive right into your best content. Start with a very catchy benefit or premise.**
- **Place your words on your screen. Camtasia, subtitles... choose a method that shows your words as well as speaking them. Why? Because something like 85% of Facebook videos are viewed without sound. Crazy but true.**
- **Focus on the content, not on making a Hollywood masterpiece. No one expects you to be Steven Spielberg's protégé, so don't even go there.**
- **Have fun with this. Ideally, you script out your videos in one day, and finish them the second day. Enjoy the process, don't sweat the details, and just get them online. See what's working and what's not, readjust, and do it again.**
- **If you focus on speed rather than perfection, you can get several sets of these videos up in the next month or two, rather than just one set.**
- **Keep in mind that you plan on doing several sets – write out what your themes and topics might be, along with your special offers.**
- **Have fun. Yes, I know I just said it, but here's the thing – if you're having fun, then your viewers are having fun. If you don't have a clue how to make this fun, do your entire first series standing on your head or something equally silly. The important thing is you don't take yourself too seriously.**

**Focus on helping your viewer and everything else will fall into place.**

# EPILOGUE

## Reach For The Sky

**In 1910, Douglas Bader came into the world. In 1928 he signed up with the Royal Air Force, he was a cocky, arrogant young man, but he was a natural pilot and leader. Only a few years later in 1931 he unfortunately crashed whilst attempting aerobatic manoeuvres, his injuries were severe, he lost both legs and nearly died. He managed to recover and even retook his flight training which he passed, unfortunately however despite a lack of regulations prohibiting it, he was denied flight status and was forcibly retired from the RAF on medical grounds. Fast forward a few more years and with Europe once again on the brink of war.**

**In 1937 Douglas Bader again sought a flying billet in the RAF, despite being refused and failed several times he persevered. With the aid of Vice Air Marshal Halahan, who knew Bader from his training days, he managed to eventually get a flying commission with the RAF and resumed his flying career, he quickly became a hero and ace within the RAF's ranks, his luck finally ran out in 1941, when he was shot down, he bailed out over occupied territory and was captured, despite having artificial legs, he repeatedly attempted to escape from the camps he was sent to, this eventually earned him board at the infamous Colditz Castle, where he remained a captive until it was liberated by the allied forces in 1945.**





**There is much more to Douglas Bader than this short excerpt of his life can convey, but throughout every challenge and obstacle that came his way the one thing he never did was turn away from what he believed to be his responsibility and duty. He knew what he wanted to achieve and went single-mindedly and with a laser focus after it. There was a film made about his life up to the end of the second world war, and this article borrows its name from that film. Whilst the character of Bader had been toned down somewhat for a film audience, the real Bader being far more stubborn and less suave than the actor chosen to play him, the deeds and heroics of Douglas Bader are represented faithfully, we see a picture of a man determined to serve his country in a time of need, but even more so, a man determined to do that which he has put his mind to and borrowing a typically English phrase “bugger to the consequences”**

**For us as a takeaway from this tale, the perseverance and tenacity of one man and his single-minded confidence and belief that he could do it, carried him through and made him a hero of the second world war.**

**No matter how many times he got knocked down he always got right on back up and carried right on going.**

**In our businesses, as we plan and execute our campaigns we would do well to follow the example set by Squadron Leader Douglas Bader.**

See you next month!



# IF YOU HAVE A TRAFFIC PROBLEM, YOU HAVE A BUSINESS PROBLEM.

"Here's The Amazing No-Cost Strategy For Getting Other People In  
Your Niche To Send You Their Very Best Customers!"

You Never Have To Worry About Traffic Again When You Find Other  
People Who Are Willing To Get Visitors To Your Website For You! You  
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