

# Home Business Newsletter

*Issue 88*



You Are 4 Questions Away From  
Online Marketing Success

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17 Tips To Use Quora  
To Drive Traffic

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How To DOUBLE Profits  
In Your Existing Business

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...and more!



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## The Farmer

There was once a very rich and wealthy family, the father took his young son on a trip out into the countryside, he took him there to show him how the poor people lived. The two of them spent several days on the farm of what they would consider a poor family. After those days they returned home. When they got back home, the father asked his son, "So what did you think of our trip? Did you see how the poor people lived? What did you learn?"

The son responded, "It was great Dad. Yes I did, I saw that we have a cat and a dog, but that they have many of both, I saw that we have a swimming pool in our garden and a trampoline and lovely deck for parties, but they have fields that seem to have no end, and a creek that flows into a lake. We have electric lights in our back garden, and our patio extends around the side of the house and to our neighbour's wall, but they have all the stars in the night sky, and they have the whole horizon."

"We have a large home on a small plot of land, they have the farmhouse, and many outbuildings and rolling fields that go beyond our sight. We have a house maid and a nanny to help us, but they all help others. We buy our food from the local stores, they grow it!"

The father was quiet. Then his son said, "Dad, thank you for showing me how poor we are!"

Isn't perspective grand?

Have an honest true look at your own life, your own business right now, are you so busy trying to get to the next goal, to the next level that you haven't actually realised... stopped to be grateful for what you have right now? How rich you are? Fed, watered, loved by someone? Working? Playing?

Measure your life not by what you haven't got, what you haven't achieved, but instead by what you have. I can't remember who wrote this and it's probably not accurately quoted: "Pity he who owns the world, but sacrificed his soul."

So what lesson can we learn here, is there a useful snippet that we as Internet Marketers can glean from this tale to aid us?

You started down this path with an idea, with a passion. Keep hold of that and stay true to it. It may be tempting to start expanding into other fads and areas that are currently the trend. But if it's not something you know about, if it's not something that can fit into your passion, don't do it. I'm not saying just stick to your niche, I'm saying expand into the complimentary niches, rather than follow the crowd, your passion will remain that way and the success will follow.

In your endeavours, map out where you want to get to and how you are going to get there not in work but in life, your business should first and foremost support those goals. Not the other way around.





# ***IN THE NEWS***

## **New Public Domain Works**

On January 1, 2019, all works published in 1923 enter the public domain.

This is the first public domain entrance of copyrighted material in 20 years!

The reason we haven't seen new public domain material in 20 years is because the copy right law changed in 1998, extending protections an additional 20 years. This basically paused new public domain material for two decades.

But now, on the first of each year, you will be able to use public domain material from 75 years prior as your own – including using it for profit.

For example, next year you can take works published in 1923 and sell them yourself, either in their original form or modified.

Mind you, we're not offering legal advice here. If you have any doubts, concerns or questions about this, do your own research and consult your own lawyer.



## All Design Tools in One Place

Youzign is an easy to use design app that lets you create any design you need, including social media graphics, ebook covers, blog graphics, business cards, flyers, coupons, memes, infographics and more.

<https://youzign.com/>



## Best Free Photo Resource?

This website has a ton of free photos you can use in your marketing. Check the licenses – most are unrestricted and even allow you to use them in paid products, on your website and so forth.

<https://unsplash.com/>

## Record Skype Calls

'Pamela for Skype' is a free, fast and easy to use tool for recording your Skype audio and video.

<http://www.pamela.biz/en/>



## A Professor Is Explaining Marketing Concepts To Students

1: You see a gorgeous girl at a party. You go up to her and say, "I'm very rich. Marry me!"

That's Direct Marketing

2: You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says, "He's very rich. Marry him."

That's Advertising

3: You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say, "Hi, I'm very rich. Marry me."

That's Telemarketing

4: You're at a party and see a gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door for her, pick up her bag after she drops it, offer her a ride and then say, "By the way, I'm rich. Will you marry me?"

That's Public Relations

5: You see a gorgeous girl at a party. You go up to her and say, "I am very rich. Marry me!" She gives you a nice hard slap on your face.

That's Customer Feedback

6: You see a gorgeous girl at a party. You go up to her and say, "I am very rich. Marry me!" And she introduces you to her husband.

That's a Demand and Supply Gap

7: You're at a party and see a gorgeous girl. She walks up to you and says, "You are very rich! Can you marry me?"

That's Brand Recognition

8: A gorgeous girl comes to you and says, "I have heard you are filthy rich. Will you marry me?"

That's Word of Mouth Publicity

9: You see a gorgeous girl at a party. You go up to her and before you say anything, another person comes and tells her, "I'm rich. Will you marry me?" And she goes with him.

That's Competition Eating into Your Market Share

10: You see a gorgeous girl at a party. You go up to her and before you say, "I'm rich, marry me!" Your wife arrives.

That's Restriction for Entering New Markets

# Man Accidentally Runs Full Marathon

Sometimes we don't know what we're capable of until we make a bone-headed mistake.

Mike Kohler was ready for his first half-marathon. But nervous and tired from waking up earlier than usually, he wasn't paying attention to the starting announcements.

"When they said 'go,' I went," he said.

He followed the marathon pack, wondering why he only saw signs for, "Full Marathon Only." Maybe the two courses would converge?

Then he noticed runners crossing a bridge up ahead that wasn't on the half-marathon course. He was in the wrong race.

Kohler thought about stopping at 13.1 miles, knowing he'd run as far as he meant to. But instead, he kept going, and finished the entire marathon in 5:54:26.

"This just kind of proves you can do a lot more than you think you can sometimes," Kohler said.

What limits are you putting on yourself or your business?

And what could you accomplish if you took those limits off and 'went all the way?'



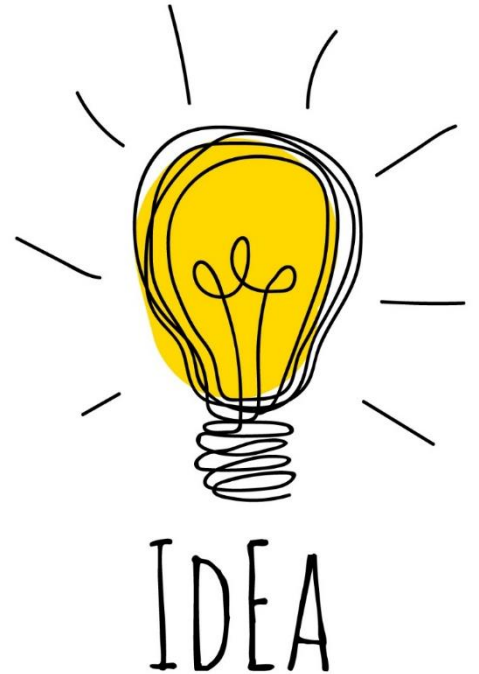


## Do You Often Feel Tired?

It's not because you've done too much, but because you've done too little of what sparks a light in you.

*"If you always put limits on everything you do, physical or anything else, it will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them."* – Bruce Lee

*"The price of anything is the amount of life you exchange for it."* – Henry David Thoreau



## Make Videos Like The Pros

This is an all-in-one video creator to quickly make high quality videos. Boost your conversions, increase your sales, and spend less time doing it.

<http://www.videomakerfx.com/>

## Customer's 2018 Choice For Online Meetings

Hold online meetings, collaboration-enabled online conference rooms, video webinars and more. Handles up to 500 video participants and 10,000 viewers.

<https://zoom.us/>

# You Are 4 Questions Away From Online Marketing Success



If you can answer these questions, you've laid the foundation for an extremely successful online business.

But if you can't answer these questions – if you're just 'winging it' – then you're going to struggle and likely fail at online marketing. Certainly, you will never be as successful as you could be if you did answer these questions.

(If I don't have your interest now, you're not paying attention...)

Here are the questions you must answer when going into ANY new market:

## 1: Where is your target customer right now in their life?

For example, what pain are they feeling or what problem do they need solving?

Let's say your market is weight loss. Your target customer might be Rachael, a 35 year old married woman with two children and a career who has tried everything to lose those extra 25 pounds she gained since she got married and had kids.

## 2: Where do they want to be?

For example, what goal do they have, or what outcome are they looking for?

Rachael wants to look like she did when she first met her husband – thin and young and gorgeous.

She wants to look amazing in her business attire, when she's out with her husband or just running errands. And with her non-stop schedule, she wouldn't mind having more energy, too.

## 3: Why do they want to be there?

For example, what are the underlying issues they're really trying to solve?

For Rachael, she's worried her husband is losing interest in her. She wants him to be attracted to her, and she wants to feel sexy and wanted.

Plus, she wouldn't mind being the most gorgeous woman in her circle of friends, looking amazing in her clothes and feeling younger, too.







And then there's Rachael's mom, who is obese. Rachael is secretly terrified she's going to continue to pack on the pounds just like her mom did, and pretty soon she'll be tipping the scales at 200+ pounds, too, with all the health problems her mom has.

4: What can you sell them to get them from #1 to #2 as quickly as possible?

This is your product. In this case, you want something that will enable Rachael – a busy mom, career woman and wife – to lose weight.

It shouldn't take a lot of time or be super complicated – Rachael doesn't have the free time for 2 hour a day exercise regimens or spending 3 hours in the kitchen preparing special meals.

Once you can answer these four questions, you know exactly who you're targeting and HOW to target them. Plus, you know how to customer tailor your product exactly for them.

One last thing – some folks will wonder if we've narrowed our market down too much. "Shouldn't we target ALL people who want to lose weight, or at least all women, or..."

No.

Consider this scenario: You're having a conversation, trying to convince someone to do something. Except that it isn't one person, it's a thousand different people, each with a different life, different needs, different problems and different desires.

How can you begin to address the issues of 1,000 different people all at the same time?

You can't. But you can talk to just one.







And as you carry on this conversation with this one person – in this case, Rachael – the other 999 can listen in.

No doubt they will relate to many of the issues that are raised and the points that you make. They might not be like Rachael, but they can relate to her and her problem because it's not that different from their own problem.

And many of them will buy your product, too.

But if you had tried to address all of them at the same time? It would have been too confusing, too bland and too generic to appeal to anyone.

And now that you've answered your 4 questions, you can create a mission statement that works, that addresses your exact audience and tells them exactly why they can and should do business with you.

In addition, by answering these four questions you've just created a basic product outline – and outline you can use time and time again to make new products.

You're able to write your sales copy, because you now know the pain points and your selling points.

And you can target your ads and your traffic to the right people with the right pain. Your ads, products, and sales copy are all congruent now. It all targets the right person and it all makes sense.

These 4 questions might very well be all that stands between you and a super successful product launch, not to mention potentially dominating your niche.





## Seen on Social Media:

Best advice from my Dad: "You believed in Santa for 8 years, you can believe in yourself for 10 seconds."

## Life Isn't...

Life isn't about finding yourself – it's about creating yourself.



## World Class Security For Your Files

Keep your computer (and your income) safe with online backup and file sync for your home or business, 100% automatically.

<https://mozy.com/product/mozy/personal>

## Online Scheduling Assistant

Clients can view your real-time availability and self-book their own appointments, as well as paying you online, rescheduling with a click and more.

<https://acuityscheduling.com/>

## 17 Tips To Use Quora To Drive Traffic

Quora is a leading question and answer platform with 200 million monthly users, and it can be a terrific source of free traffic for your website.

In fact, it's used extensively by businesses and marketers to drive targeted traffic to their websites.

Top Quora answer people can get thousands of visitors to their websites, Facebook Groups and so forth with each answer they give.

By focusing efforts on Quora, you can build your email list, establish leadership in your niche, receive more and more traffic as you gain followers, drive people to your own online communities or websites and possibly even get syndicated to major publications.

*Here are 17 tips for doing all of that and more:*

**Answer the most relevant questions.** You want to answer the questions that are most directly tied to your own niche. They should be related to your business offering or lead magnet.

**Optimize your profile.** Write your profile attributes and tagline according to your niche, including a detailed "about me" section, your areas of expertise, your interests and experience. Remember to connect your other social media accounts, too.

**Optimize your bio.** All that time spent answering questions will be wasted if you're not generating leads. Try designing your bio like a website homepage, with elements such as a relevant offer, testimonials or some sort of social validation, an eye-catching and relevant picture and links to your other content.

**Optimize your tagline.** Your tagline will appear at the top of every answer you give. It's customizable for the different topics you write about and includes fifty characters.

# Quora

The best answer to any question

To customize it, click the dots at the bottom right of your answer, and then click 'Edit Credential.' It's generally best to stick to one tagline to create a strong brand recognition among the answers you'll be giving.

**Test your niches.** Not sure which niche is the best one for you? Write for two weeks in one niche, using a relevant offer in your bio. Then do the same for another niche and compare traffic week-by-week by looking at the stats section of your bio.

**NOTE:** higher traffic is not necessarily better. You want TARGETED traffic, so also check to see which gives you the higher percentage of website visits, opt-ins and so forth.

**Controversy gets traction.** If you can find the questions in your niche that are controversial, or provide an answer that not everyone agrees with, you'll likely get more traffic.

The key is to give a solid answer backed by facts – an answer that you believe. Don't write crazy things just to stir the pot.

**High organic traffic means more views.** Use Ahrefs <https://ahrefs.com/> to identify the questions that are receiving high organic traffic. These are often the best questions to answer.



**What to look for in a question.** You don't want to waste your time answering the wrong questions that don't send you leads. But if you know what to look for, your time will be well-spent.

Here are a few attributes to look for in a question – your niche may vary slightly but these will generally be what you're looking for:

- 7:1 (or better) ratio of followers to the number of answers provided.
- Lots of followers with lots of bad answers.
- A question with poor answers that you know you can improve upon.
- A question that gives you the opportunity to use a personal image.
- Anything in your niche with emotional pull. These questions will be easier to answer and you'll be able to use personal stories.
- Anything relevant to the offer in your bio.

**How to identify bad answers.** If an answer is poorly written, or it focuses on self-promotion, or it provides little value; then you can do better.

**How to search questions.** When you join Quora, it asks you to choose your topics. Naturally you'll choose topics directly related to your niche. Go to those individual topics and find the best questions. When you locate one you want to answer, click the three dots next to it, and select, "answer later."

Spend maybe 30 minutes finding and saving questions. When you're ready to access these bookmarked questions, click on 'Answer' at the top right of your screen. Then click 'answer later' on the left side. You'll see a list of all the questions you've saved.

**How to outsource your searching.** Searching for good questions is something you can easily outsource to your virtual assistant.

Have them go through a list of perhaps 100 topics to find the best questions, giving them the criteria you want. Ask them to create a spreadsheet with hyperlinks to the Quora questions, the follower ratio, topic name, and a rating of how good the other answers are.



**You're never too late to answer a question.** If a question has a few thousand followers but over 100 answers, it can still be a good idea to answer the question.

And even if the question is old, you can still answer it and get traffic. That's because Quora places a strong emphasis on promoting new answers, similar to how Google promotes more recent blog posts.

**Using images.** In every answer you give, use a relevant, interesting image. A study by Skyword found a 94% increase in viewership if a published article contains a relevant photo or infographic compared to articles without images.

Did you know that images release oxytocin in our brains, increasing trust and likeability? In one case study, participants under the effects of oxytocin gave more money to charity than those who weren't.

**Make sure your images are entirely RELEVANT to your answer.** You might be tempted to use images simply because they're eye-catching, but if the image doesn't relate to your answer, the Quora community will leave some nasty comments for you because they think you're click baiting.

**Use personal stories whenever possible.** Open your answer with your story, and then segue into the rest of your answer, such as giving advice or knowledge. People LOVE stories.

Are you stuck for a story that fits the question? Start with the word, "Imagine," and then put the reader right into the action. The story will almost write itself.

Write like you speak. You're not writing to impress your English teacher, you're writing to communicate with a friend.

Okay, maybe it's 100,000 friends that you haven't met yet, but if you think of your audience as one person – maybe your best friend or your goofy neighbor – and write just to that person, you'll find your voice.

Make your writing interesting. Use short paragraphs so it's easy to read. Bold the first sentence and important points. Make it personal and don't be afraid to talk about your mistakes or troubles if they're relevant.

And always end on a high note, with a positive call to action for the reader.

And perhaps the most important tip of all is this: Don't get overly promotional.

Telling them to 'click here to learn more,' or to 'start their free trial,' is too promotional for Quora.

But letting them know where they can go to learn more works well.

For example, "If this subject interests you, I've written several articles about it here: [insert link]. I hope they help you with [pain point]."

Instead of sending readers to your website, you might send them to a Facebook Group or similar community because it's perceived to be less promotional than sending people directly to your site.

Remember, don't be over the top with promotions on Quora, answer plenty of questions that are relevant to your business, tell stories and write as though speaking to a friend and you'll do fine.



# Quora



## Double Your Traffic With The Same Content

If you're not repurposing your content, you're losing traffic.

Repurposing is a technique to change either the format of your content or change its target audience.

For example, you might convert a blogpost into a video and publish it on YouTube. Or you might turn that blogpost into a series of emails, a podcast or even an infographic.

A blogpost on your website will only attract people who are interested in reading content. But when you repurpose it, you reach a new target audience on different channels.

Imagine converting your blogpost into a Slideshare presentation, and then getting 50,000 views. It's entirely possible to do this. And further imagine that at the end of your Slideshare, you had an appropriate and highly relevant offer to join your list.

Even if a tiny fraction of people who viewed your presentation joined your list, it could still be 1,000 or more new subscribers for you.

You can convert your existing content into:

- Social Media Snippets
- Infographics
- Videos
- Slideshows
- Ebooks
- Pdfs
- Case Studies
- Lead Magnets
- Email Courses
- Images
- Podcasts

And more,...

I'd recommend starting off with videos on YouTube, republishing on Medium, pulling out social media snippets, and creating a slideshow on SlideShare.

These are some of the best and proven ways to repurpose content that will send heaps of traffic your way.

Shift

INCREASE  
WEB TRAFFIC

# How To DOUBLE Profits In Your Existing Business

*Just a side note: What you're about to discover here can also be used to help others squeeze more profits out of their online businesses, as well. In fact, you could build an entire business out of making other people's businesses more profit using these simple methods.*

Before you create new products and new profit streams, it makes good sense to maximize the earnings in your existing business.

To show you how this might be done, I'm going to use a membership site as an example. I love memberships because of the continuity of payments you receive. After all, why get paid just once on a sale if you can get paid every month for several months or longer, right?

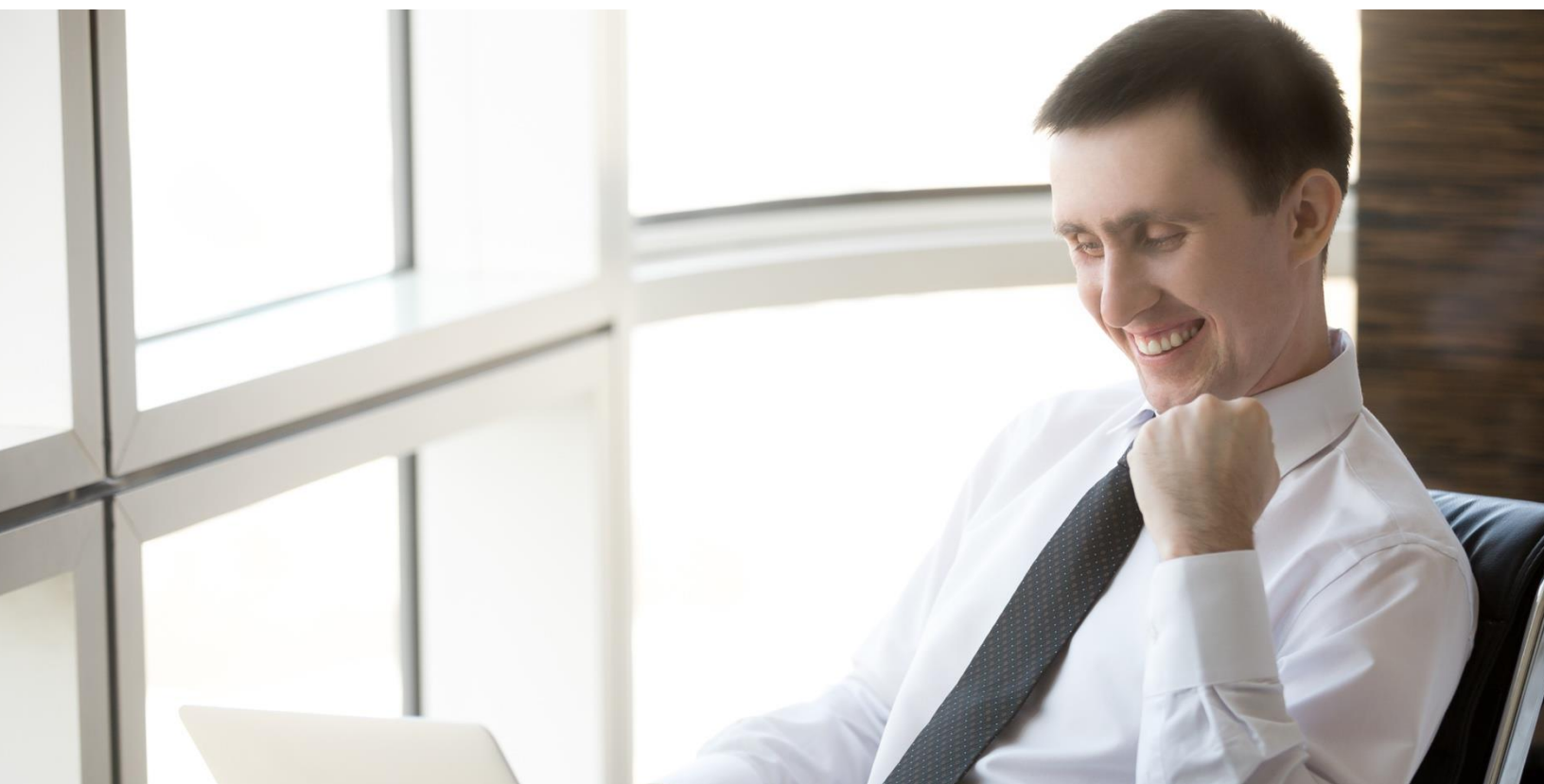
Let's say you (or your client) have a membership site. Naturally, the first thing you want to look at is increasing your conversions. First, you work on increasing conversions on your squeeze page, to get as many new (free) subscribers as possible. The more subscribers / prospects you have, the more of these you can turn into PAID subscribers.

Next, you'll want to work on increasing conversions on your immediate upsell to the paid membership. And then you'll want to work on increasing conversions with your autoresponder sequence as you follow up with prospects who haven't yet subscribed to the paid membership.

Odds are you already know all about this. In fact, you've probably read numerous articles that tell you the exact same thing. The problem is, this is the point where those articles STOP, and also the point we will jump off from.

Now that you've maximized conversions on your funnel, what else can you do to increase revenue?

In fact, what can you do to DOUBLE the revenue you receive from paid subscriptions?



You can choose from several methods, ALL of which I highly recommend you implement.

First, offer your current paid subscribers a yearly payment option.

For example, if your membership is \$25 per month, you might offer an annual membership for \$175. This is a great deal, since it saves your subscribers \$125.

"But won't I be LOSING money if I do this?"

GREAT question. Your first step in deciding how much an annual membership costs is to find out how long your average subscribers stay with you.

In this example, if the average subscriber keeps their paid subscription for 5 months ( $5 \times \$25 = \$125$ ) then you are making an extra \$50. If your average subscriber stays for 3 months, then you are making an extra \$100.

You've got to know how many months your subscribers stay with you, multiply that number times the monthly subscription rate, and then charge an annual fee higher than that number, but lower than 12 times the monthly rate.

Confusing? It's simple math, so just read the previous paragraph again and you'll catch on.

Another example:

You charge \$40 per month for your membership. Your average subscriber stays with you for 6 months (that's really good at this price point, btw.) That's \$240 that you are currently making on the average subscriber.

You offer an annual membership for \$320, which is \$160 off of the normal rate. Your subscribers save \$160, and you make an additional \$80.

Your numbers will vary, but you get the idea. Adding this option can potentially bring in a very nice chunk of money very quickly.

You might want to offer the annual rate for one week only, so that subscribers don't procrastinate.

And be sure to give new subscribers this option, too. New subscribers are generally the most excited, and thus the easiest to convert to an annual membership.

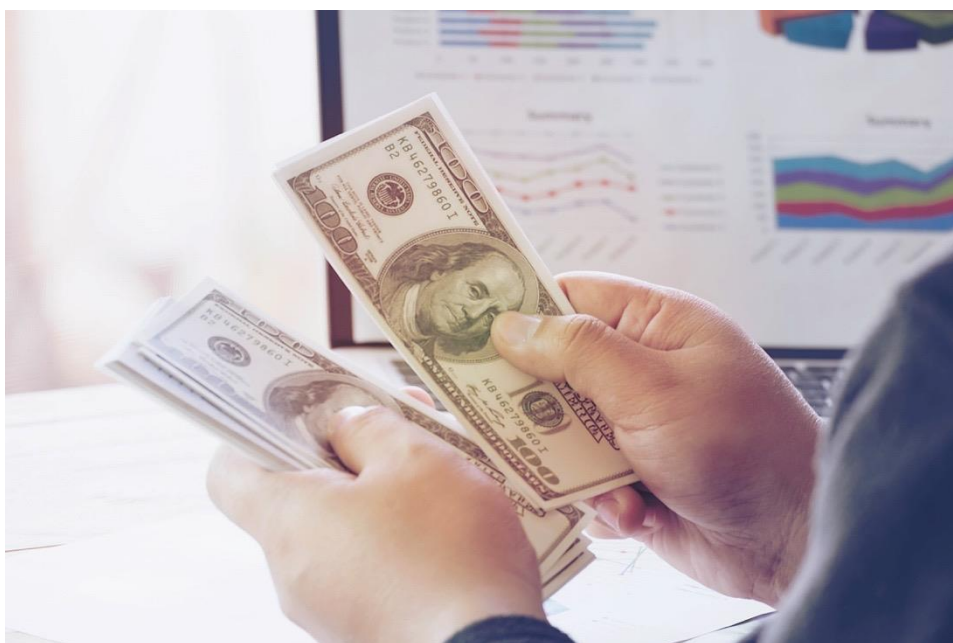
Second, you've got some prime real estate on your members page that's most likely not being used right now.

Choose some hot affiliate offers your members are bound to like and add those to your member page.

You can do it in the form of banners or 'personal recommendations.' Switch these out every so often. This isn't likely going to be a huge source of revenue but guaranteed, you will get some sales from this page.

An alternative is selling paid advertising on your members page. Basically, you are doing the same as before, except the banners or ads go to someone else's offer instead of your affiliate links. You'll find that fellow marketers would LOVE to offer something free to your members in exchange for their email address, and they will pay you nicely for the chance to get their offer on your member's page for a month or two, or longer.

Third, create an entirely new page in your member's area, and call it "Member Benefits." Be sure to use that exact name – we've tested other names like Member's Discounts and so forth, and "Member Benefits" out-pulled everything else we tested.





On this page, you're going to place discount offers that you've negotiated with other marketers.

These might be discounts on products, free courses and books, free consultations, free coaching sessions and so forth.

Everything on this page benefits you. The courses and products with discounts earn you affiliate commissions. The free items cookie you in for commissions on anything purchased in the future, and so forth.

And again, you can place paid advertising on this page if you want to.

You might think this sounds like a lot of promotion, but we've found that almost no one complains. After all, what member is going to complain that you've found them a discount or something valuable for free? Occasionally someone will quip about banners, but it's rare and nothing to worry about, as long as you don't go crazy overboard with advertising.

Best of all, if you implement all three methods above, you'll see a big cash boost from day one.

Your results will vary. And what if you don't have a membership site? You do have a download page, correct? You can place ads for products there.

You can also bundle products and offer a discount. If you create products on a very regular basis, you can sell 'memberships' to all of your forthcoming products for a certain period of time.

*And you can create a 'Subscriber Benefits' for your email subscribers. Add to the page every week, and also send out a weekly reminder email, letting them know there are new goodies to go collect – goodies that are available for a short time only.*

That last paragraph may have slipped by your attention almost undetected, so I'm going to recommend you read it again. Go ahead...

I hear from so many marketers that they have trouble monetizing their lists. But if they would simply create a 'Subscriber Benefits' page and keep it filled with interesting things that result in commissions and send their readers there each week to collect those benefits, they could earn a six-figure income from this one technique alone.

Bottom line: Take a good look at your current products, funnels and business. Get creative and find ways to squeeze more money out of what you're already doing, and it's entirely possible to double your income without creating any new products or businesses. Until you do, you're probably leaving thousands of dollars on the table that could be yours.

# **The 4 Basic Design Principles Every Marketer Should Know is CRAP!**

**Sorry for using that word, but it's true...**

C.R.A.P. - a design principle coined by the graphic artist Robin Williams - stands for Contrast, Repetition, Alignment and Proximity.

You know a good or bad design when you see one. But... how do you know why it's bad or good?

And more to the point, how can you create webpage designs, product cover designs, banner designs and so forth that are so visually appealing, they pull the reader into your message?

By knowing and using C.R.A.P., you can consistently create effective design that increases conversions instead of chasing people away. That's because the four design principles – when used together – help you to create a better user experience.

## **Contrast**

A small degree of contrast is bad, while obvious contrast is good. You want to avoid elements on the page that are merely similar. If things such as font, color, line thickness, shape, size and space are different, then make them very different.

Contrast will likely be the most important visual attraction to your page. It makes the reader stay on the page long enough to get the initial message. And it also clarifies the communication.

## **Repetition**

Repeat visual elements – such as colors, shapes, textures, fonts, sizes, etc. – throughout the piece. This develops a sense of organization (which the subconscious loves) and strengthens unity.

For example, bullet lists use the repetition of circular dots to help readers scan and read the list.

Using the same font in the same sizes and being consistent with color helps tremendously. Even being consistent with what type of images you use – real life pictures, stock images or sketches – can improve appearance and make it easy to read.

## **Alignment**

Your goal is a clean and sophisticated look, which is why you don't want to place anything on the page arbitrarily. Each element should have a visual connection with another element on that page.

## **Proximity**

If items relate to each other, then group them closely together. Several items in close proximity to each other become one visual unit, rather than several separate units. This reduces clutter, helps with organization and gives the reader a clear structure.

Next time you're designing something, or hiring someone to do the designing for you, remember C.R.A.P. and you'll have a visually appealing piece that encourages readers and prospects to stay on your page.



## Email Marketing is Dying, Right?

Ummm.... No. Not even close.

Consider these stats:

- Messages are five times more likely to be read via email than on Facebook. -Radicati
- Email acquires 40 times more new customers than Twitter or Facebook -McKinsey
- Your content will be shared with your email followers three times more than any other visitors. -QuickSprout
- 92% of all adults online use email, and 61% use it on any given day. -Pew Research
- Targeted and segmented emails account for generating 58% of all revenues. -DMA

Email open rates are highest when a company sends two emails monthly. -Database Marketing Institute

Read more here:

<https://readwrite.com/2018/06/13/why-i-choose-email-marketing-for-best-roi/>



## Get People Talking About Your Site

A quick and easy way to get your blog posts some quick links with a human-powered social bookmarking service.

<http://socialadr.com/>

## Email Marketing Funnels Done for You

If you don't want to hassle with the tech work of setting up email marketing funnels, you can test drive this software and service for just a buck.

<https://snapmailpro.com/>

# How To Create Your First \$300 Training Program In The Next 7 Days...

...even if you're the world's worst procrastinator.

I've used this technique to create all sorts of things, from a free bonus I put together and gave away for an affiliate product, all the way up to \$1,000 training programs.

Creating content and products is a huge obstacle for most marketers because it takes so much time and effort.

But what if you had a way to create products – such as expensive training programs – that you could finish in a week?

And better still, what if you got paid for them before they were even done?

The first key is you need is a big, fat, public DEADLINE.

If your deadline is public, then you will move heaven and earth to get it done – or at least I hope you will.

If you don't, you're in for some major public ridicule and embarrassment, not to mention the fact that you are letting people down.

The second key here – and this goes hand in hand with the first - is you're going to sell what you're selling BEFORE it's created.

You tell people what you're creating, you tell them when it's going to be done, and you sell it before you ever make it.

And in the case of a training program, you're going to create your product LIVE and then continue to sell the recordings as a product after the event.

So, in a nutshell – decide what you're selling. Tell the world what you're selling and when it will take place, and take orders. Hold the live event, create the product and continue to sell it.

## Here are the details:

This works best if you are already good at something. This way, you know the material and don't need to do any research.

If you need research, then you might need to add a day or two to this process or use this shortcut – bring in an expert.

If you're using experts, then you can cover any topic. Or every topic. Because no matter what your topic is, there is someone out there that can do the actual teaching for you – you just split the profits with them.

For the rest of this article, we'll assume you're the one with the information.

Set a deadline, because with a deadline and a hundred or so people depending on you to get your work done, you will get the work done. It's that simple. They're put their money on you, and they believe in you.

You will not let them down, which ensures the training course you're making – which would normally be finished in a month or two - is completed in a week's time.

Deadlines are magic this way, regardless of whether or not you naturally procrastinate. Without a deadline, your work expands to fill the time. This doesn't necessarily mean a better product – it just means it takes longer to make.





You can be surprisingly nimble with this method, getting products out fast on hot topics and things people want right now.

Figure out what the big 5 to 7 things are that you want to cover. What are the big ideas? What are the giant take-aways?

Instead of writing a sales letter, write bullet points. Remember, you're doing this FAST. Don't write a giant sales letter, write the high points. Tell them what they're going to discover and how it's going to benefit them through bullet points. Use curiosity, too.

You're going to do a webinar. Create a Powerpoint with an intro and all of the major points. Let people ask questions at the end, because some of your very best stuff will come from the questions, stuff you didn't even think of.

Cut up your recording into parts and sell it as a course. You'll have an intro, and each of the major points. You might also want to get it transcribed and then edit the transcription to give your customers a written copy, too.

Selling your course BEFORE you make it gives you a DEADLINE. You're telling people when the live event will happen. You're giving them a deadline, too, because they have to sign up before the deadline or they will miss the class.

Once you hold the class, upload the webinar into the members area and give access to everyone who bought. Some people will make it to the live event, some won't, but they all get access to the recordings.

If there is something you feel you can do better, go ahead and record it again. Make a new recording of that section and replace it in the member's section.

That's the beauty of this system – you get it done fast, but it doesn't have to be perfect. If you feel like it, you can go back and improve on it. And if you omitted something, make a new recording for that, too.

# FUNNY



**How do you get people to notice you online?**

You have to really make an impression.

=====

**What is a movie director's favorite part of a paid search ad?**

The call to ACTION!

=====

**Why did the naughty lead's phone ring at 1 AM?**

For a booty call-to-action.

=====

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

The WebinARRR! ...preferably one that's B2Sea.

=====

**What do religion and paid search advertisers have in common?**

They really want people to convert.

=====

**Why did the woman dump her marketer boyfriend?**

Lack of engagement.

=====

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

It's called influenza marketing. It's really going viral. (Sorry!)

=====

**Why did the marketing couple decide not to get married?**

Because they weren't on the same landing page.

=====

**A SEO copywriter walks into a bar, bars, tavern, pub, pubs, public house, Irish, bartender, drinks, beer, wine, liquor...**

=====

**What does the SEO professional see when she looks at twins?**

Duplicated content.

Sorry, that was not fair to SEO professionals

My apologies, apology, apologize, best apology, how to apologize, really sorry...

- What does the new Chips Ahoy Marketing Director do on his first day at work?

# How To Achieve Anything in 90 Days...

...that you can't achieve in a year.

What happens when you give yourself a goal to do something in the next year?

You procrastinate. "A year? Heck, I think I'll take a vacation first. I can work on that tomorrow – next week – next month."

You put it off. And put it off. And a year later... you are still exactly where you are right now, today.

But if you only give yourself 90 days, you've got to take action NOW. Not tomorrow. Not later today. But right now.

5 year plans? Work for almost no one. Things change during a year's time – what about during 5 years? Everything can change.

People function in 90 day chunks. You can't plan to lose 50 pounds in a year because you're continually eating the wrong things. Why? Because you think you can always eat right later and exercise later.

But you can lose 25 pounds in 90 days. Now you've got a deadline that is close, and you've got to get busy now.

And once you've lost those 25 pounds in 90 days, you can lose 25 more in the 90 days after that.

Let's talk about your online business. Can you ramp it up in a year? Probably not, because again, the deadline is too far out. You'll do everything BUT work on your business.

But in 90 days? You can build a website, build a list, create your first three products, recruit a couple dozen affiliates and do a joint venture or two.

And that's just the start.

Once you've laid the groundwork in the first 90 days, you can level up and leverage what you're already done.







Maybe you make an average of \$2,000 a month during your first 90 days.

But now you have products, affiliates, a growing list, a growing reputation, a name for yourself and people who trust you and want to do deals with you. Do you think you can earn a whole lot more in your second 90 day period?

You bet you can.

Decide what you want and then focus on just doing that thing. Don't get distracted. Don't buy stuff you don't need or spend time on things that don't take you to where you're going.

Break your 90 day goal up into 30 day increments. Where do you need to be 30 days from now to achieve your goal? Where do you need to be 60 days from now?

You're looking at one big goal with two checkpoints along the way to make sure you're on track.

Focus on this goal for 90 days. Will you do that for yourself? For your family? For your future?

The takeaway:

Ask yourself – where do you want to be in 90 days?

What do you have to do to get there?

And are you willing to do it?

Decide what you want.

Write it down.

Make a plan to accomplish it in 90 days.

And then just do it – in 90 days.

# How to SELL Your Webinar

You hold a webinar to sell your big ticket item and...

...No one shows up.

It's every webinar host's nightmare.

Webinars can be hugely lucrative, IF you get people onto the call. And not just any people, either. You want hot prospects who are eager to hear what you have to say and buy the product you promote at the end.

But let's face it – while webinars were an easy ticket to sales a decade ago, now people are burnt out on them.

"Another webinar? Yawn."

Here's how to get people to not only show up to your webinar, but look forward to it like a kid at Christmas, counting down the days and minutes until your webinar starts and they can soak up every juicy word.

## 1: Bold Promise with Proof

Make them a promise they cannot overlook – one that gets their blood flowing and their interest piqued. And then back that promise with proof that it's already happening.

For example, "The exact strategy I used to make \$341,000 in the last month." Shoot a 30 second video of yourself logging into your accounts and scrolling through your sales.

Another example, "The exact diet that my 10 'testers' and myself used to lose a total of 412 pounds in 31 days." Before and after still shots are good, before and after video clips spliced into a quick 60 second video are better.

## 2: Offer them a Bribe Just for Attending

The better the bribe, the more effective it will be.

For example, "10 Strategies to make an extra \$1,000 a month on autopilot."

Of course, the product you're selling on the webinar will offer a great deal more potential than just \$1,000 a month.

## 3. A Webinar to Sell the Webinar

Okay, it's not really a webinar, but it sure sounds like one. You make a recording in which you enthusiastically greet your potential webinar attendees and get them worked up and super excited to learn what you'll be presenting to them.

Let them know they're getting a ton of great information, regardless of whether or not they take the 'advanced' option or not.

Once you've got them raring to go, you direct them to sign up for the webinar.

## 4. Bullet Points

Once webinar attendees have signed up, send them a list of bullet points of all the great information they're going to learn on the call.

Emphasize there will be a ton of great info given out during the call, enough to get them started, regardless of whether or not they take the option at the end.

## 5. Use SMS

If your webinar service is equipped to send out SMS messages, by all means do so. Reminding your sign-ups that the webinar is happening soon can make a tremendous difference in how many show up for the call.

Put as much effort into selling your webinar as you do your product, and you can double the attendees and sales.

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# 103 Blog Brainstorming Topics

You need to write another blogpost or email and you're stuck for ideas. It seems like you've already written about... EVERYTHING, and there is nothing left.

That's the time to try this list. Pick any one of the following headlines at random and fill in the blank with ten different ideas. Then choose one of those ideas and start researching and writing and writing your new blogpost.

Just think – if you have 10 different ideas on how to use each headline below, that will give you 1030 new topics to write about – enough to keep you busy for a long time.



## Blogpost Idea Generator – Write 10 Ideas for Each

1. How doing \_\_\_\_ could make \_\_\_\_ far better/worse
2. 5 Things you need to know when \_\_\_\_
3. The most obnoxious \_\_\_\_
4. How to avoid 7 costly mistakes that most \_\_\_\_ make when they \_\_\_\_
5. Why \_\_\_\_ is a truly bad idea
6. The 7 secrets of \_\_\_\_
7. 3 easy ways to \_\_\_\_
8. 2 lessons learned from \_\_\_\_
9. The amazing power of \_\_\_\_
10. \_\_\_\_: 5 Mistakes you're about to make and how to avoid them
- 11.

11. My new favorite \_\_\_ and why
12. The facts about \_\_\_
13. 4.5 Life lessons from a \_\_\_
14. How to \_\_\_ like a pro
15. The secret to \_\_\_ that \_\_\_
16. \_\_\_ of the week
17. The quick and easy way to \_\_\_\_\_
18. 3 Thoughts on \_\_\_ that \_\_\_
19. \_\_\_ vs \_\_\_: Which is better?
20. Why your \_\_\_ hates \_\_\_ and what to do about it



21. How to bring \_\_\_ to the \_\_\_
22. 12 surprising \_\_\_ that cause \_\_\_
23. What do \_\_\_ and \_\_\_ have in common?
24. 8 things I would do differently when \_\_\_
25. Why \_\_\_ makes \_\_\_
26. 10 things I wish I'd known about \_\_\_
27. What's wrong with your \_\_\_?
28. How to \_\_\_ in no time at all
29. My 5 top tips for \_\_\_
30. 7 things you can learn about \_\_\_ from \_\_\_
31. Surprising \_\_\_ that actually work
32. The surprising reason why you need \_\_\_ NOW
33. 3 Best \_\_\_ for \_\_\_
34. How to avoid \_\_\_
35. 7 Top \_\_\_ blogposts worth reading this week
36. Weird ways to \_\_\_
37. How to get the most out of \_\_\_
38. 5 \_\_\_ that won't drive you crazy
39. How I \_\_\_
40. What to do the next time \_\_\_ happens
41. How to make \_\_\_
42. 4 stupid mistakes I'll never make again
43. Should you get \_\_\_ or \_\_\_?
44. The 3 best \_\_\_ - how to decide which one is best for you
45. How not to \_\_\_ ever again
46. The rebel's guide to \_\_\_
47. 10 radical ideas to \_\_\_
48. Why I disagree with \_\_\_
49. The worst \_\_\_ I ever experienced
50. 7 Lessons learned from the worst \_\_\_ ever
51. A surprising way to \_\_\_\_\_
52. How I use \_\_\_ to \_\_\_
53. Do this before you \_\_\_
54. 4 \_\_\_ that actually work
55. The ultimate guide to \_\_\_
56. How to be a better \_\_\_
57. 5 Things I learned from \_\_\_
58. \_\_\_: Everything you need to know about \_\_\_
59. Do you make these 10 mistakes when you \_\_\_?
60. How to get more \_\_\_\_\_
61. 6 Ways to \_\_\_ in 14 days
62. The \_\_\_ trap that will ruin your business
63. 12 books on \_\_\_ you must read
64. The bootstrapper's guide to \_\_\_
65. Do you know what to look for when you buy your
66. From \_\_\_ to \_\_\_ in 8 easy steps
67. 10 uses for a \_\_\_ that you never thought of
68. Do you know how to \_\_\_? Take our quiz
69. 4 Ways to do \_\_\_ with only a \_\_\_
70. When it comes to \_\_\_, you've got to do THIS
71. Let's talk about \_\_\_
72. 7 habits that can \_\_\_ for you
73. New trends for 2019
74. From the \_\_\_ experts: 33 tips that actually work
75. Create your own \_\_\_. No \_\_\_ required
76. 5 Tricks that \_\_\_
77. What the best \_\_\_ know about \_\_\_ that you don't
78. How \_\_\_ causes \_\_\_
79. All \_\_\_ is not created equal: What you need to know NOW
80. 7 Reasons to never \_\_\_
81. The best \_\_\_ ever and why
82. The ugly truth about \_\_\_
83. Why \_\_\_ get \_\_\_ wrong almost every time
84. 3 Ways to finally stop \_\_\_
85. How to prepare yourself for \_\_\_
86. 5 lies we tell ourselves about \_\_\_
87. The \_\_\_ no one wants to talk about
88. Why I don't do \_\_\_ and I'm proud of it
89. 22 \_\_\_ experts/trends to watch in 2019
90. 10 things the experts don't tell you about \_\_\_
91. The most surprising secret of \_\_\_
92. So you want to \_\_\_? 7 things to know first
93. The ultimate \_\_\_ quiz
94. 7 Keys to \_\_\_
95. How to create a killer \_\_\_
96. The rise of \_\_\_ and what it means for you
97. 33 \_\_\_ tips from 33 different \_\_\_ experts
98. The top 11 blogposts about \_\_\_
99. How to find out \_\_\_
100. What \_\_\_ taught me about \_\_\_
101. 8 myths about \_\_\_ that are \_\_\_
102. The surprising dangers of \_\_\_
103. 103 \_\_\_ brainstorming prompts/topics

# EPILOGUE

## Snowfall

Quite a few years ago, I was doing some contract work for a major investment bank in the city of London, we were working with some offshore resources and some of them had been brought onshore to help us get our projects delivered as it was winter. If you are familiar at all with English weather, you'll know that that means rain, rain and more rain. Well that is the norm anyway.

However, this year we got a cold snap and it snowed. Personally, I have always loved snow, the way it blankets cities and fields alike, makes everything see clean, and adds a little magic and wonder to the days. But these resources, they had never seen snow before. Coming from a much hotter climate, they all left their desks and tasks and went first to the window and then down to the streets as it settled.

Now to most Londoners the sign of snow hitting the ground is the bringer of doom and gloom and impending nightmares of trying to travel home amidst public transport chaos and long delays. To employers it means offices will be desolate the following day as people take snow days so as not to be caught up in the nightmare that is inclement weather-related commuting.

But this men and women saw none of that future, they simply saw the wonder and miracle of snowflakes falling. They would hold their hands out to try and catch them only to laugh as they melted away at the lightest of touches. Those were the feelings we remember having as children when we first had the same experience.



That wonder and magic, its something that seems to be sadly lacking in our adult lives and in our businesses. We all need a little magic in our lives, the little things that bring that childlike smile and glee back to us for even a moment.

Do you remember the last time you had that feeling in your business? Isn't that why we all started our own businesses in the first place, to do things differently, to give us more independence and to give us a life that could be enriched by our work, not defined by it.

Always, always remember that look for the wonder each day, in each of your tasks, in your campaigns, with your customers and suppliers, with your partners and colleagues. We each had our own reasons for starting our businesses and they are our mantras to hold onto. But honestly look at where you are right this minute, have you held true to them?

If you haven't, what changes can you make right now to get back to them?

## See you next month!





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

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