

# Home Business Newsletter

*Issue 90*



Double Sales With  
Three Magic Words

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“Buyer Beware!” or  
“How Sneaky Language  
Increases Sales”

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How To Have  
Overnight Success

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...and more!



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automatically by nature in due time with an interest.

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## People Aren't Mountains

There is a Scottish Gaelic proverb that reads, “Coinnichidh na daoine far nach coinnich na cnuic”, it translates as: The people meet each other but the hills do not.

It basically means that in life some things are impossible, for instance like two mountains meeting, but people can always meet.

I've always found it to be a nice hopeful phrase, particularly among today's 24/7 Internet driven world, where often you could ring a customer service department for what you think is a local company, and be speaking to someone half the world away.

More and more we are becoming a faceless society, it started out in business as an easy way for multi-national companies to coordinate efforts across offices and regions. Then with the rise of social media, personal relationships started to become virtual, now at the end of 2017, we probably all have more friends on things like Facebook than we have in real life, but out of the new friends you made purely on these sites, how many have you actually met?

Relationships too have fallen foul of this move to the Internet, no one seems to meet in a pub, or at a café or just in the street anymore in the same way they used to. It all seems to be increasingly coordinated through dating apps and social media.

In many ways we are becoming mountains that never meet. The very nature of our businesses as Internet Marketers too is often very solitary, how often do we speak to our customers? Have you ever met any of them? The power we have available to us to generate revenue and communicate from across the world, for example, I am writing these very words in another country, propped up in a kitchen. I will (in all likelihood) only ever meet a few of the readers of this. I interact with other contacts and partners across the world daily, but again some I may never get the pleasure of meeting them more than a few times.

For example, I worked for a man for two years and never met him once, never even knew what he looked like!

As convenient as this makes things in our lives, it is sad in a way that these personal points of contact have been lost.

Customers still value the interaction with actual people, if not more so in a world where it is becoming a rare privilege, so in our businesses it's important to find points that enable us to make actual contact, to put an actual face to our customers and for them to see us. Loyalty isn't built around companies and products, but around people.

People are social, they need each other... the hills will take care of themselves.



A man with glasses and a goatee, wearing a white shirt, is sitting and reading a newspaper. The image has a warm, orange-toned filter. The text "IN THE NEWS" is overlaid in a bold, italicized, yellow font with a black outline in the upper right corner.

# ***IN THE NEWS***

## How a Small Company Created the Greatest TV Commercial Ever Made

The greatest television commercial ever made doesn't involve celebrities or Coca-cola or anything you might think of in TV commercials.

Believe it or not, the commercial is for retractable awnings, and it's a direct response piece that has viewers call in to get a coupon.

For years the SunSetter Retractable Awning company has been trying to beat this control. They've brought in some of the best ad agencies to do the job, but no one has been able to touch this homey little ad with the perky couple who just love their awning.

To get some priceless marketing and direct response tips, as well as see the commercial itself, check out the full story here:

<https://www.bostonglobe.com/lifestyle/2018/09/22/how-small-company-malden-created-greatest-commercial-ever-made/4228o1kdpC4K86zqLiwxwl/story.html>

## Simple Twitter Strategy Generates 90% More Clicks

Social media and marketing tactics are dynamic. With the changes that occur in the marketing landscape we need to change targeting strategies.

Buffer contributor Alfred Lua shares a Twitter strategy that helped his brand improve its clicks by 90%.

<https://blog.bufferapp.com/twitter-retweet-experiment>



## 41% of Americans Follow Word of Mouth [Infographic]

Here are more findings:

- 50% of Americans prefer word of mouth when it comes picking up a source of information
- 83% of them have made a word of mouth recommendation
- 66% American believe in anonymous and online reviews.

<https://www.entrepreneur.com/article/320097>

## Is A/B Testing Costing You Sales?

A/B testing helps brands discover which experience works best for the majority of their customers. Continuous improvement can lead an organization to newer heights by getting to know their customers well. Entrepreneur contributor Karl Wirth has published an in-depth article on A/B testing and two ways to improve it.

<https://www.entrepreneur.com/article/318056>





## How to Increase Your Profits Right Now

Dan Kennedy tells the story of one of his clients who ran an introduction agency for divorced American men to meet foreign brides. (This was the pre-internet days.)

Dan persuaded his client to raise his price from \$395 to \$3,995. (Not a typo – he multiplied his price by 10.)

Would you like to guess what happened to sales?

Believe it or not, they stayed THE SAME. But of course the owner made a LOT more money – ten times as much, to be exact.

Most marketers look at what their competition is charging, and they charge about the same. But what they don't realize is their competitors probably did the same thing.

There's a pizza place in a major city that has probably 100 competitors. Yet this pizza place outsells all of them, and does it without offering coupons or special deals, either.

How do they do it? Positioning. They claim to be a 'gourmet' establishment, and they charge more than any of their competitors.

Sometimes you just need to establish yourself as the premium option to set yourself apart. Other times you might need to add something to your product or service, such as personal involvement, to make it exclusive.

If you're competing on price alone, you're never going to do well. But if you can reposition your offer so that you can charge more – maybe even twice as much or five times as much – then you become the gold standard that people want.



## Double Sales With Three Magic Words

If you're in the internet and online marketing niche, then I've got three words for you that increase sales – sometimes as much as doubling sales.

There are a LOT of new people entering the online marketing realm every day of the week. They come seeking ways to make money from their computer. Maybe they want to quit their job, maybe they want to strike it rich, or maybe it's just a hobby. Doesn't matter.

More and more, what these new marketers seem to be looking for and buying are 'done for you' types of products.

For example, a complete sales funnel in a box. You give them the squeeze page, the lead magnet, the sales page, the main product which might be a video, ebook or software, thank you pages, affiliate pages, email follow up sequence and graphics. Yes, it sounds like a lot, but you can outsource the whole thing.

The key here is that you are offering a done for you package that the buyer can upload to hosting, change a few links for their own list and payments, and they're live.

These packages are great learning tools for the new marketers, and they'll make some sales, too.

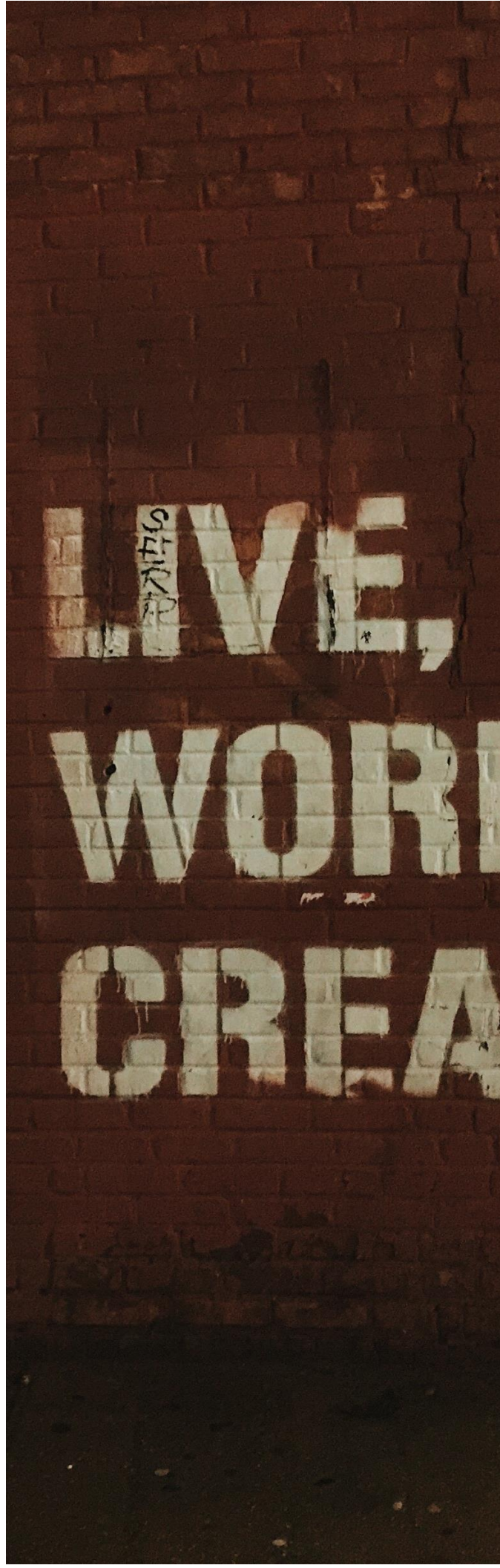
You could outsource the creation of a funnel for \$500 or more and keep selling it until you realize at least a \$1,000 profit. Rinse and repeat.

If it's selling well, affiliates will jump on board and promote it, too.

New marketers love anything that's 'done for you.'

Hopefully by now you've caught on to the three words that can increase and even double your sales. If not, go back and reread this article – those three words are mentioned no less than three times.

Good luck!

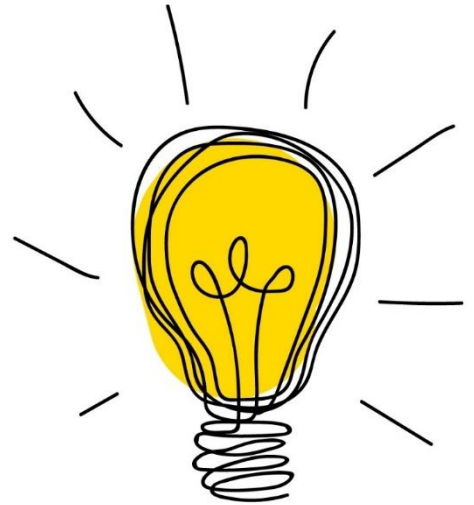




## “Average marketers think in campaigns...”

“They work all week, push out a campaign, then start again from scratch next week. That will only take you so far. To get to the next level, you need to start thinking in systems and build a marketing machine. This is the only way to 10x your growth and then 10x it again.”

- LARS LOFGREN Growth Manager, KISSmetrics



IDEA

## Customers Can Handle The Truth

According to a University of Chicago Booth School of Business, new research explores the consequences of honesty in everyday life and determines that people can often afford to be more honest than they think.

In a series of experiments, the researchers explored the actual and predicted consequences of honesty in everyday life.

They found that individuals expect honesty to be less pleasant and less socially connecting than it actually is.

"These findings suggest that individuals' avoidance of honesty may be a mistake," the researchers write. "By avoiding honesty, individuals miss out on opportunities that they appreciate in the long-run, and that they would want to repeat."

Make it a practice to give your readers and customers only the truth and see what happens. I suspect your opens, clicks and conversions will all improve.

<https://www.sciencedaily.com/releases/2018/09/180919133003.htm>





## The One Word Every Prospect Loves



This might be the most important word in the copywriter's arsenal, ranking higher than even "free," "new" and "savings."

Do you have any guesses as to what this word might be?

We're talking about the word "you."

Using the word "you" gets your prospect's attention and keeps them reading. It's vital that your reader regards herself as the target of your message, and there is perhaps no better way to begin that process than to use the word "you."

Your goal is to build a relationship with your prospect, as in, "We." But paradoxically, the best way to build the relationship is to talk about "You" a whole lot more than you refer to "we."

Think of a conversation with someone new. If you allow them to do the talking while you listen attentively, they're going to think you're the greatest conversationalist in the world.

But if you talk about yourself, they're not going to think nearly as well of you.

And this goes for anyone. Imagine meeting a world leader you respect, and they show interest in YOU. How great would that be?

But if they ramble on about themselves (as you would expect they might) you'll be happy to have met them because it makes for a great story, but you won't be walking away with the warm fuzzies. And that's somebody well known and regarded.

When we come to our prospects, they often don't know us from Adam, or they only know us from some emails and blogposts. Certainly, we've never sat down over a cup of tea and gotten to know each other.

That's why, if your goal is to put prospects first, it's best to have the "you's" far exceed the "we's."

It's the "you's" that matter to prospects. They're your workhorse for communicating your message and include all derivatives such as "your," "yours," "yourself," "you're," and "you'll."

you





I wonder if I can use all 6 of these in a sentence or two...

*"You will love seeing how happy your family is when you get this product for yourself. You're simply going to overjoyed at knowing from now on, the world is yours and you'll be able to do anything you want."*

Okay, maybe it is possible to overdo the "you's" and all the derivatives, but not by much. When you've written your copy, go back and see how many you's there are.

Then add some more, changing "we" and "I" to "you" whenever possible.

Then read the copy out loud, and unless the amount of "you's" seems crazy, you've probably got it about right.

People care more about themselves than anything. This isn't to put people down – not at all. It's simply the way we're wired for survival, and you can use that knowledge to get your prospect to pay attention to your message.

What else makes "you" so powerful? For one thing, it addresses your readers directly. In effect, it says "Hey you," which is much harder to ignore than "Hey somebody."

Say "Hey you" in a crowded room and a lot of heads will turn. Say "Hey somebody" and a few heads might turn.

Think about conversations you've had. When you say the word, "you," doesn't the other person pay closer attention? *"What do YOU think?" "Are YOU going to that event?" "I hope you'll enjoy this restaurant – what do you think of the decor?"*

When people say these things to you, they get your attention and involvement. After all, they're interested in your opinion. They're interested in the things you do. They have something to tell you that will make you happy.







That's the goal of you-oriented copy. Address your audience directly, personally and in terms of their interests. Be conversational and "you" will pop up in the copy naturally.

Newsweek used the exact same subscription solicitation letter for nearly two decades. This is the letter they sent out to cold prospects, asking them to subscribe.

If they used the same letter for nearly 20 years, then clearly it was effective – so effective that no control could beat it. Why did it work so well? Perhaps it's because the word "you" was used nearly 30 times on the first page alone.

More than 100 million copies of the letter were mailed, a testament to its effectiveness.

When you write your sales copy, don't forget things like benefits and having a great offer. All the "you's" in the world won't overcome a lack of a great offer and awesome benefits.

But if you have something to offer your reader that is truly beneficial, focusing your message on your prospect and using the word "you" can mean the difference between mediocre sales and a control sales letter that continues to make sales for a very long time to come.



## Brand Storytelling

"Contrary to popular belief, brand storytelling is not about your company. It's about your customers and the value that they get when engaging with your product or service. The most powerful brand stories are the ones that prioritize customers as the stars. Think of your company as a supporting character."

– Quicksprout



## Bad Amazon Reviews Deleted

Some of Amazon's online sellers are offering bribes to Amazon employees to take down bad reviews or retrieve confidential information, the Wall Street Journal reports.

The practice, which is especially common in China, has launched an internal investigation within the company. For Amazon's online sellers, a negative product review can be extremely damaging to businesses selling their products on the retail giant's site.

In order to quash bad feedback, some sellers are offering Amazon employees bribes to obtain bad reviewers' email addresses or to erase the negative review from the site entirely.

<https://www.businessinsider.com/amazon-china-cash-bribes-sellers-investigation-2018-9>



## “Buyer Beware!” or “How Sneaky Language Increases Sales”

I couldn't decide on a title so as you see, I went with both.

But really, I wanted to title this article, “What Happens When You Read the Fine Print.”

Okay, I'm not going to pass judgement – good or bad, on what I'm about to reveal.

Some would say this is 100% ethical, and I won't argue. Others will say something that involves cuss words, and I won't argue with that, either.

I would just like to point something out, and whether you use this information for your own protection or to increase your own sales is up to you.

Fair enough?

I was sent an email claiming that this person wanted to make my sales for me. In fact, the exact words were, “You will make sales for doing nothing, guaranteed!”

Yeah. Uh-huh.

So, I read the email (mostly for laughs, but... you know) and clicked the link.

Mind you, the person who sent this is no slouch. He's been around. He's probably made a boatload of money. And I'm sure this promotion alone is making him another boatload of money. But I digress.

I was sent to a page with a recording from a webinar (which I did not watch.) Beneath the webinar replay, after the usual, “We've already sold 15 and there are only 5 left” comments, it said:

*“We'll promote Bob's top selling product for 7 days to our 200,000 subscribers using your affiliate link.”*

*“We will send at least 3 broadcast emails per day for 7 days using YOUR affiliate link promoting Bob's best selling product. You will receive 100% of all sales made through your link.”*



Ugghhhh. Whenever I read something like this, I always think that if there's sales to be made, then they sure as heck won't be using someone else's affiliate link to make the sales.

This emailing they want to do is a bonus for buying the product in the webinar. And I'm sure it's an expensive product.

Let's see... if they send out my affiliate link 3 times a day for 7 days to 200,000 subscribers, that's a possible 4,200,000 exposures of my affiliate link to their readers. Right?

Nope.

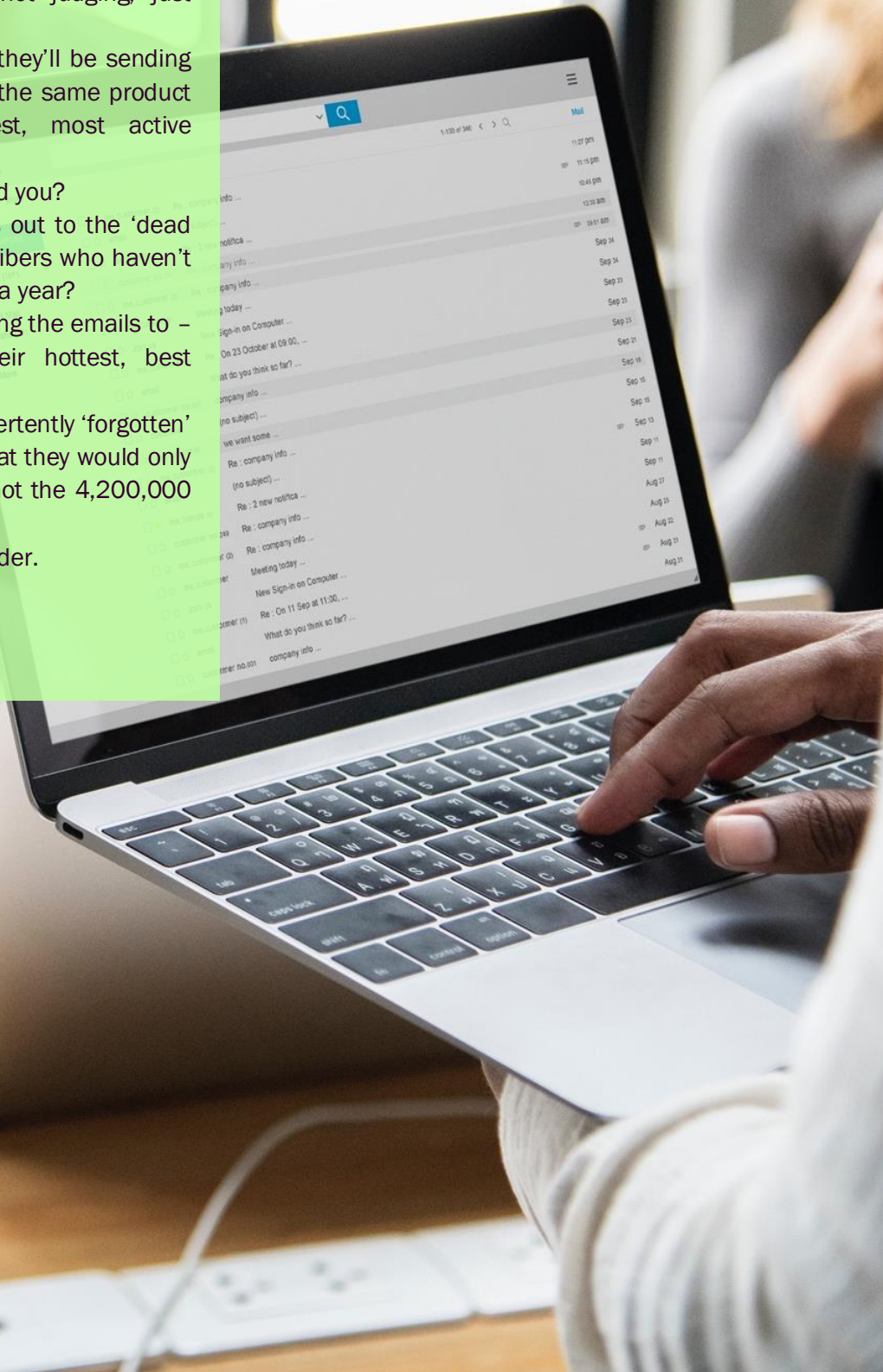
Here's where you need to read the fine print. Or in this case, the print that's found way... Way... WAY... down at the bottom of the page.

Oh-oh, what's this??

“Your affiliate link will be put in a rotation system with a maximum of 20 links for the entire 21 email campaign over the full week to our 200,000 subscribers, promoting your link.”

Forget the 4,200,000 exposures of your affiliate link. We're now back to 210,000 exposures.

But it sure does make you wonder.





## Case Study: \$12,000 a Month Giving Almost Everything Away

This is a great approach for someone who is new in their niche and wants to build a reputation and list while still making really good money.

I met this guy who is fairly new to the internet marketing realm. He's no expert or guru and yet he's making about \$12,000 a month from the start.

He realized that it's a lot easier to sell a \$1,000 product one time than to sell a \$10 product 100 times. For one thing, the customer service for one person versus 100 people is like night and day. For another thing, it's so easy to give stuff away rather than sell it. He's sort of sneaking under people's radar with this method.

He runs promotions, free WSO's, advertises on Facebook, has a Facebook Group and so forth.

And on all of these platforms, he's giving away his stuff.

People opt in to his list just like you would expect, and then they're presented with an upsell, again just like you would expect.

Except... here's where it's different – he even gives away his upsell.

I know, how crazy is that?

Then he gives his list tons of stuff for free, too. His subscribers open his emails (his open rate is INSANE) because they know he's always giving them awesome content FOR FREE.

This builds trust like you would not believe. His list isn't all that big yet, but it doesn't matter because his subscribers LOVE him.

Then once a month he opens a limited number of slots to work directly with him on a one-to-one basis at different levels.

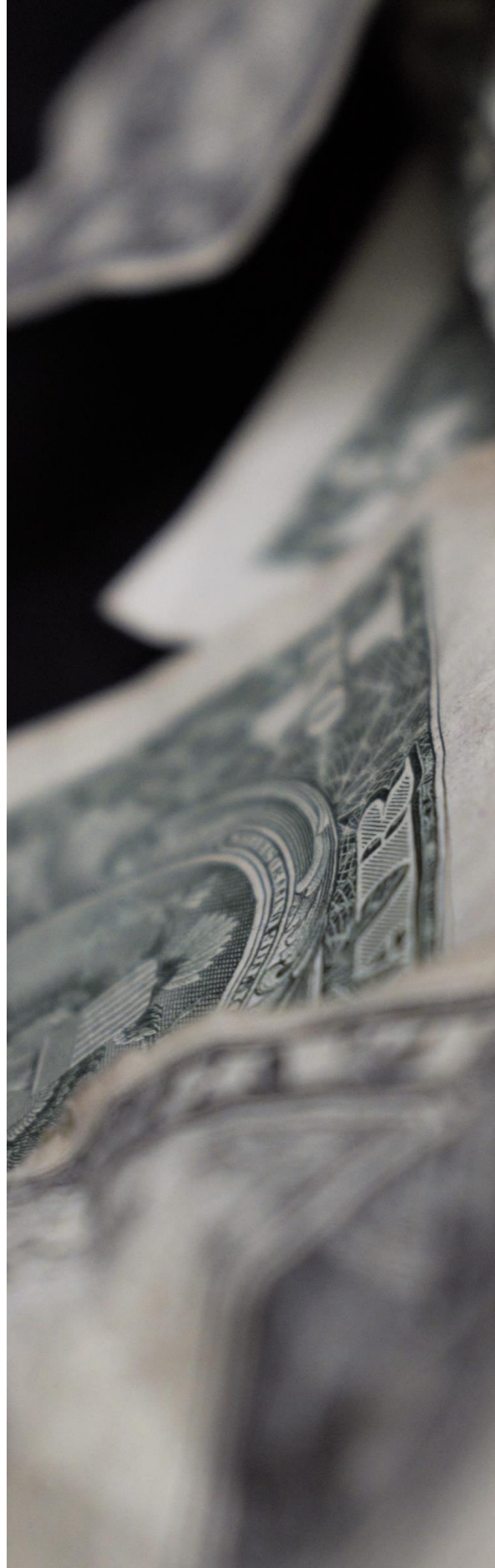
He offers email coaching, personal coaching over Skype once a week, and even a higher level of coaching. His prices run from about \$250 to \$3,000, depending on the package.

Like I said, this guy is new to the internet marketing realm – he just started about a year ago now.

Yet he's bringing in about \$12,000 a month with this model.

He never promotes affiliate products, only his own stuff. And he gives away everything but the expensive products.

What a great business model!



If you live in the USA, you might be having a problem with tariffs. It seems the powers that be aren't going to be happy until they tariff just about every product from overseas, making it darn difficult for you to make a profit.

And even if it weren't for tariffs, there are still reasons to buy 'locally.'

When you're in the USA and deal with Asian vendors, you've typically got language barriers, import duties, shipping costs, different time zones and longer lead times for production.

Working with vendors in your own country is much more straightforward.

Here are 4 methods to find US based wholesalers:

### **#1 World Wide Brands**

This is a service that aggregates light bulk and dropship wholesalers into a nice, searchable directory. They also pre-vet these suppliers to make sure they are legit.

It's an excellent resource for finding light bulk and dropship suppliers in the United States. And you can get started for a much lower cost than going with traditional factories.

If you're struggling to find dropship vendors in the United States, then World Wide Brands can save you a lot of time.

### **#2 Reference USA**

Reference USA is 100% free but it's probably the best and most comprehensive database available in the United States.

Reference USA offers the most up-to-date data on businesses in the United States and it can be used to...

- Locate any type of company nationwide
- Research business executives of any company
- Find business opportunities and suppliers for your ecommerce store
- Find manufacturers to produce your products

But there's a small catch. Reference USA can only be accessed at your local library, but most libraries support it. Just call your library and ask if they have it. Odds are you can access it right from your own computer, using the library website.

### **#3 Makers Row**

This is a directory of over 10,000 US manufacturers across over a dozen different industries. And similar to ThomasNet (below), you can search by location and capability.

Yes, it's work. Then again, selling (for example) 10,000 of a single product that profits you \$5 per product can certainly make the hassle worthwhile.

# 4 Ways To Find USA Wholesale Suppliers

Makers Row is considered a premium service and it comes at a monthly membership cost. But their interface allows you to easily get estimates, book consultations and reach out to real US manufacturers.

And they present you with a view of each factory, including reference samples, pictures and videos.

Keep in mind that Makers Row is tailored towards businesses looking to manufacture their own products from scratch.

### **#4 Thomasnet.com**

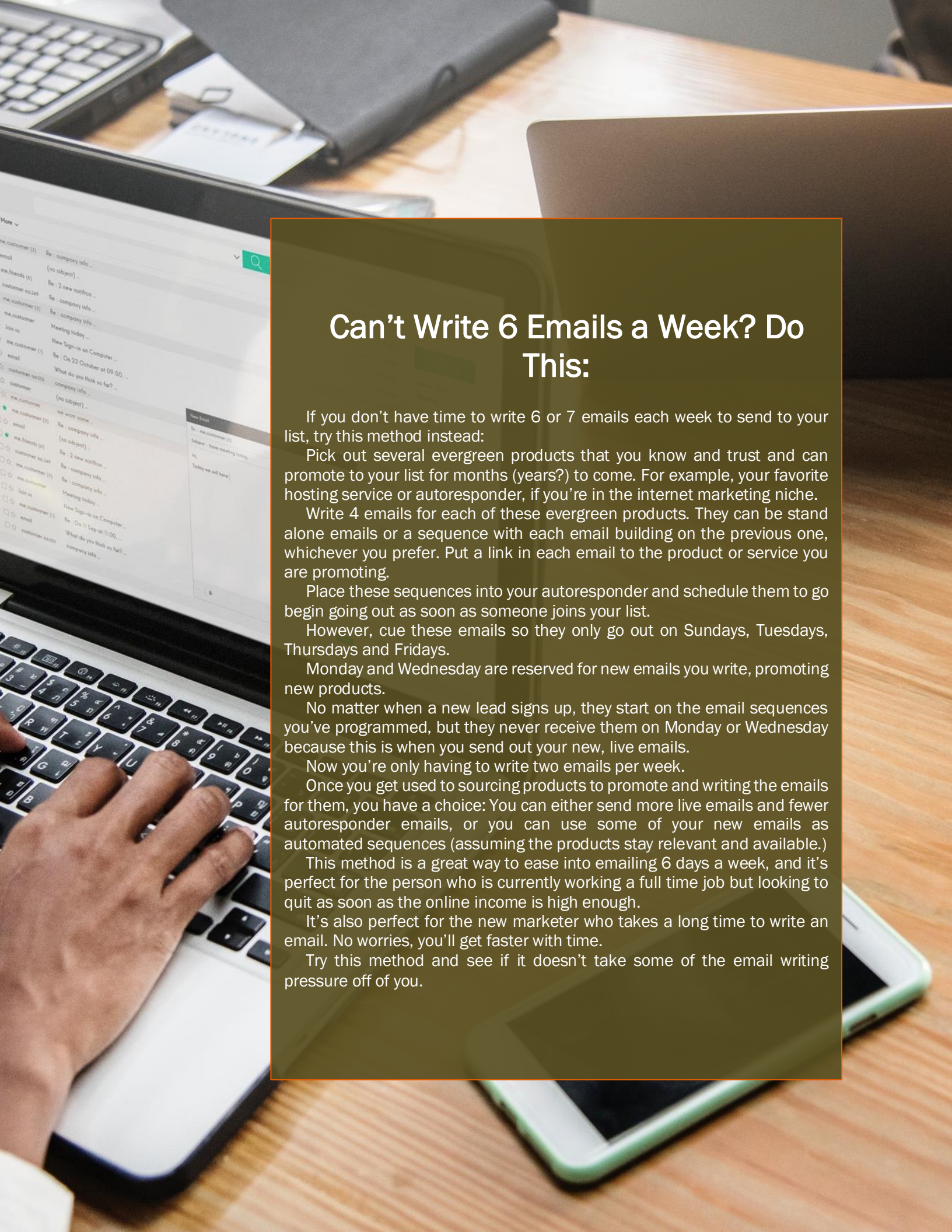
This is a database of US suppliers that caters to industrial and commercial suppliers. You can easily run searches for what you're looking for, and even search by zip code to find a supplier near you.

And Thomas.net also is a good place to look if you want to fabricate your own designs, whether it's clothing, plastic or metal.

When it comes to sourcing in your own country, versus another country such as China, it pays to do a full cost benefit analysis. Factor in all costs, including inspection, freight forwarding, import taxes, tariffs and duties and so forth.

Yes, it's work. Then again, selling (for example) 10,000 of a single product that profits you \$5 per product can certainly make the hassle worthwhile.



A background image showing a person's hands typing on a laptop keyboard. The laptop screen displays an email inbox with various messages from 'me.customer' and 'me.friends'. A semi-transparent dark green box with an orange border is overlaid on the right side of the image, containing white text.

## Can't Write 6 Emails a Week? Do This:

If you don't have time to write 6 or 7 emails each week to send to your list, try this method instead:

Pick out several evergreen products that you know and trust and can promote to your list for months (years?) to come. For example, your favorite hosting service or autoresponder, if you're in the internet marketing niche.

Write 4 emails for each of these evergreen products. They can be stand alone emails or a sequence with each email building on the previous one, whichever you prefer. Put a link in each email to the product or service you are promoting.

Place these sequences into your autoresponder and schedule them to go begin going out as soon as someone joins your list.

However, cue these emails so they only go out on Sundays, Tuesdays, Thursdays and Fridays.

Monday and Wednesday are reserved for new emails you write, promoting new products.

No matter when a new lead signs up, they start on the email sequences you've programmed, but they never receive them on Monday or Wednesday because this is when you send out your new, live emails.

Now you're only having to write two emails per week.

Once you get used to sourcing products to promote and writing the emails for them, you have a choice: You can either send more live emails and fewer autoresponder emails, or you can use some of your new emails as automated sequences (assuming the products stay relevant and available.)

This method is a great way to ease into emailing 6 days a week, and it's perfect for the person who is currently working a full time job but looking to quit as soon as the online income is high enough.

It's also perfect for the new marketer who takes a long time to write an email. No worries, you'll get faster with time.

Try this method and see if it doesn't take some of the email writing pressure off of you.



# How to Get TONS of Profitable Ideas

Have you ever met someone who was an idea machine?

You give them a problem to solve, and in just a few minutes they've come up with half a dozen creative ideas.

In fact, you can ask them anything, and they'll give you enough ideas to keep yourself busy for weeks.

But... wouldn't you like to be that idea machine?

Just one idea – the right idea – can be worth millions. The problem is, in order to have that one million idea, you first need to have hundreds or thousands of ideas that aren't as good.

Case in point: Imagine you never work out, and then one day you've got to lift a heavy object off of your own chest or you'll die.

If you're weak as water and can't lift that thing, then you're a goner.

But if you've been exercising your muscles, then you can throw that object across the room and go about your life.

Your brain works much the same way as a muscle.

If you use it daily, it's sharp and ready to tackle whatever comes its way.

But if you just park your brain in front of the television all day long, it's going to be weak as water, too.

And when you need it most, it's going to fail you.





James Altucher says that when the gun is to your head, you either figure it out or you die.

Think of the times in your life when you hit bottom and you were forced to come up with ideas.

The worse the situation you're in, the more motivation you have to come up with some great ideas.

But if you haven't been using your brain much, then it's going to be difficult.

That's why it's important to exercise your brain right now, because ideas are the currency of life.

As James Altucher says, when you become an idea machine, you're like a superhero.

No matter what situation you're in, you'll have a ton of ideas. If you need to make money, you'll come up with 50 different ideas, and so on.

And this is the process Altucher recommends for turning yourself into an idea machine:

Get a waiter's pad, or any pad that fits in your pocket.

Sit quietly – maybe in a café somewhere – and read an inspirational book for ten to twenty minutes.

Then start writing down ideas. Any ideas. All ideas.

You've got to write 10 ideas.

Yes, ten.

Pick a subject and come up with ten ideas. Maybe it's 10 ideas for a book you want to write.

10 ideas on how to get a better job or get a raise.

10 business ideas.

10 ideas on how to meet women (or men.)

The first 5 will be easy. 6 is a little harder. 7 through 10 might feel like they're going to break your brain.

But... what if you can't come up with 10 ideas?

Then come up with 20.

If you can't find 10 ideas, then you're putting too much pressure on yourself to come up with PERFECT ideas.

Forget perfect.

Forget trying to top the ideas you already wrote down.

Focus on coming up with BAD ideas, and your brain will relax.

You'll have fun.

Creativity will flow, and you'll be surprised at what you think of.



**Do this exercise every day.**

EVERY day.

At the end of one year, you have 3,650 ideas.

Hopefully you've acted on a few of them.

The point is to exercise your brain so that no matter what happens in life, you can find the solution.

But how do you act on an idea?

**By taking the first step.**

Here's Altucher's favorite example of acting on an idea:

"Richard Branson didn't like the service on some airline he was flying. So he had an idea: I'm going to start a new airline. How the heck can a magazine publisher start an airline from scratch with no money?

"His first step. He called Boeing to see if they had an airplane he could lease.

"No idea is so big you can't take the first step. If the first step seems too hard, make it simpler. And don't worry again if the idea is bad. This is all practice."

The ten ideas exercise is my favorite brain exercise, but I encourage you to do other brain exercises as well.

Choose exercises that help with memory, increase creativity, or somehow enhance your cognitive skills.

Pick what works best for you, because it helps if you like what you're doing.

If you dread something it will never be a daily habit, and the whole idea is to be consistent in striving to reach your goals.



# How To Have Overnight Success

You have the potential to achieve great things, and to do something extraordinary, whether it's in your online business or something else.

And achieving the extraordinary is more possible than ever before, thanks to the technologies and knowledge we have today.

However, it's also easier than ever before to get distracted, too.

So, how do you stay focused? And how do you ensure that you are making progress every single day?

By taking a lesson from other successful people who have reached their goals.

There is a common fallacy in our culture known as the 'overnight success.'

Someone achieves something great, and because this person was previously an unknown, people say s/he achieved this success seemingly overnight, out of thin air.

But as you might expect, it actually takes years to become an overnight success.

If you ask any entrepreneur or actor who made it big, you'll find they worked hard for years before achieving their goals.

Think about this: You're an actor, going up for a major role. If you get it, this will be your big break.

But you're up against another actor for that same role.

This actor has been taking acting classes for 10 years, taking part in local theater, auditioning for every part possible, and taking every job she's offered.

You've been 'acting' for 10 years, too, but in that time you really haven't done much.

You didn't take any acting lessons.

You didn't participate in local theater.

You didn't audition for a part unless you 'felt like it.'

Needless to say, it's the other actor who gets the part and becomes an 'overnight success,' all because she's been working hard for a decade to get ready for this exact moment.

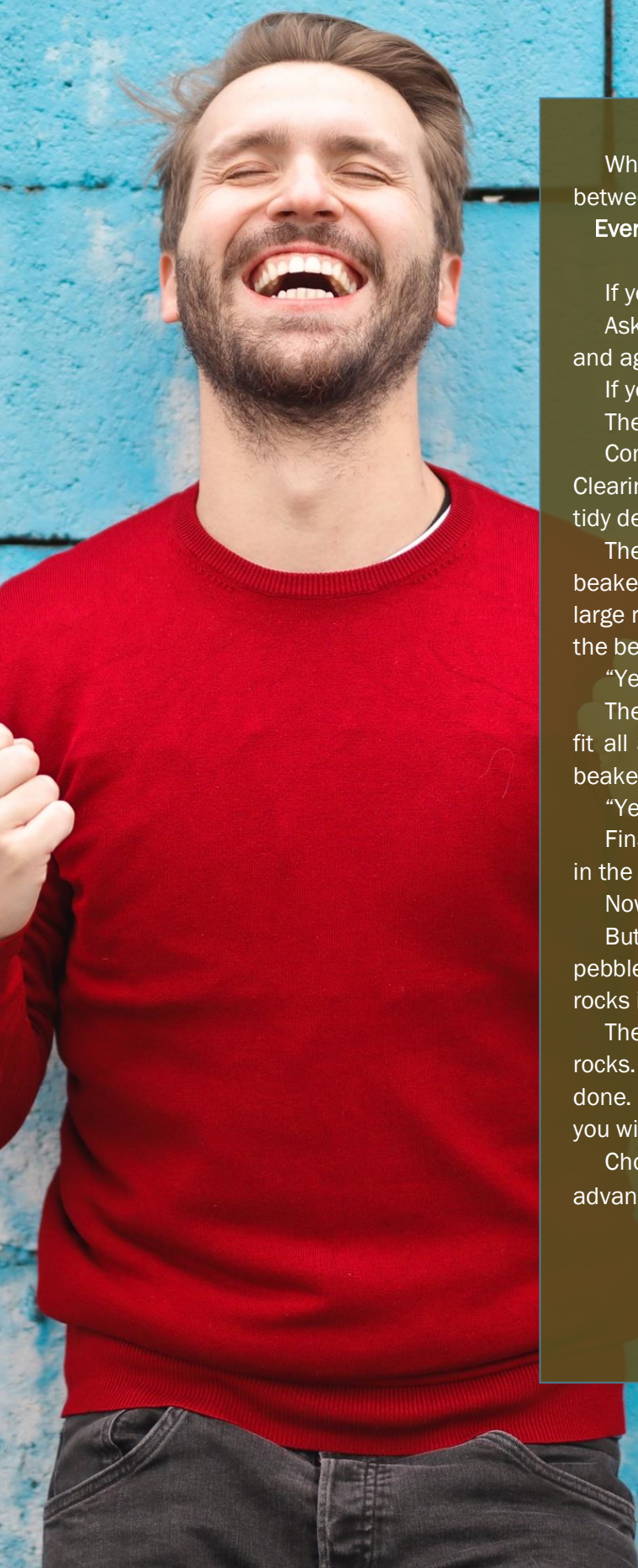
I'm going to share something with you right now that is life-changing.

However, since you've probably heard this before, you're also likely going to dismiss this.

That would be a grave mistake.







What I'm about to impart will make the difference in your life between mediocrity and stellar success, and it's this:

**Every single day, without fail, determine the ONE thing you need to accomplish to move forward on your goal.**

If you can only get one thing done, what would it be?

Ask yourself this question every night before going to bed, and again the next morning.

If you get just ONE thing done, what should it be?

The key here is to focus on importance, not busy work.

Contacting ten possible new clients is a step forward. Clearing your desk is not. Yes, it might be important to have a tidy desk, but how does that advance your goals?

There is the story of the professor who holds up a glass beaker in front of the class. The professor fills the beaker with large rocks all the way to the top, and then he asks the class if the beaker is full.

"Yes!" the students reply.

Then the professor pours small pebbles into the beaker that fit all around the large rocks. Again, he asks the class if the beaker is full.

"Yes!" comes the reply.

Finally, the professor pours sand into the beaker, which fills in the gaps around the pebbles.

Now the beaker is full.

But what if the professor had put the sand in first, or the pebbles in first? Then the professor could not have fit the big rocks into the beaker.

The things you need to do to advance your goals are your big rocks. You've got to do these things first, or they will never get done. If you focus your efforts all day long on sand and pebbles, you will always be busy, but you won't accomplish anything.

Choose one thing per day, the one BIG thing you can do to advance your goals, and do that thing first, no matter what.



# You're Doing Affiliate Marketing All Wrong

What's the easiest way to make money online, without having to create a product or a sales page?

Affiliate marketing, of course.

So, why is it that most affiliate marketers never make nearly what they could make? Anyone has the potential to make HUGE money in affiliate marketing, yet 90% or more of affiliates make a pittance (I'll wager the number is closer to 98%, in fact.)

Think about this: If you earn an average of \$50 on each sale in a sales funnel you promote, and you make 6 sales, you've made \$300. Sounds good, right?

But guaranteed, there is someone else who made 600 sales and walked away with \$30,000.

Why did they make 600 sales when you made just 6?

There are reasons why a handful of affiliate marketers do amazingly well, and everyone else barely makes a profit.

And marketers who understand this will always have a tremendous advantage over marketers who don't.

## 1: Build a relationship.

I know you've heard it before, but are you doing it? People buy people, not products.

If you want them to open your email and click your link, or visit your Facebook Group and click a link, you've got to have a RELATIONSHIP with your people.

This is so simple to do, yet few marketers take the time.

Start with a blog post that is all about you, and then send new opt-ins to the post so they can get to know you. Make the post silly, funny and most of all REAL. Talk about the stupid stuff you've done, the mistakes you've made, where you live and so forth.

Do you have a strange hobby or unusual taste in food? Include that. Do you have 17 pets? Talk about them. Do you work until 3 in the morning and sleep until noon? Mention that.

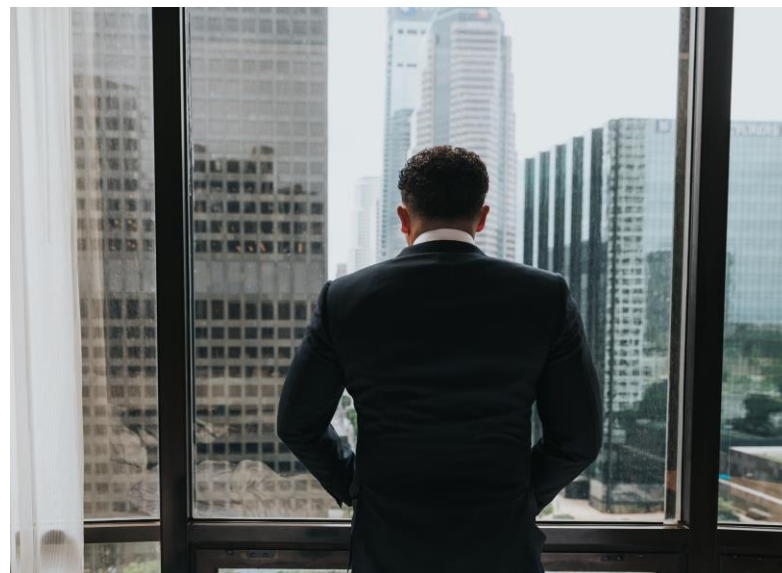
Reveal the real you. Not the details people don't want, but the ones that amuse and interest. You're looking to make a real connection, not give a resume.

And above all else, don't make your life seem like a series of magnificent accomplishments. No one is going to relate to someone who turns everything they touch into gold.

But they are going to relate to the time you bought Bitcoin when it was worthless and sold it just before it took off, or the time you thought you could fly and jumped off your uncle's barn into the manure pile.

And don't stop with your 'about me' page, either. Use this relationship building in your lead magnet, your emails, your other blog posts and so forth.

Always inject a little bit about yourself. Not so much that you bore people, of course, or make everything seem about you. But just enough to keep it real.





Think about relating an event to a friend. Aren't you going to give your own perceptions of what happened, as well as tell about how you got out of your car and stepped in the mud puddle just before your big presentation?

Use this same method of personal, one-on-one friend communication with your readers as well.

Post on your blog as often as possible, and we're talking every day or two. Encourage your list to subscribe to Feedburner or the equivalent so they know when you add a new post.

Your readers will realize you're a real person who isn't out to pitch them a new product every 5 minutes. And they'll gladly read your sales emails much more readily when they know there is a real live human being who is sending them these messages.

## **2: Use Your Own Voice**

How many emails do you receive that say something along the lines of, "Buy this product - this product is the greatest product ever - you will be sorry if you miss this - so rush right over and buy it now."

Yeah. Same old stuff, over and over again.

There is a marketer (or maybe several, but I'm thinking of one in particular) who sells MASSIVE quantities of this exact type of emails as a swipe file to new marketers.

Like a brand-new marketer couldn't write their own 25 word email that basically says, "GO BUY THIS NOW!"

People are TIRED of getting these emails. You're tired of getting these emails. I'm tired of getting these emails.

Same phrases, same message, same B.S.

If you're not going to stand apart from the crowd, then you're going to have to share the same crumbs they're getting.

Instead, take 30 minutes and write your own promotional email in your own voice.

Forget hype. Be sincere. Be honest. "Hey, this product isn't for everyone. I don't even know if it's for you. But if you have this problem, then maybe this is your solution. Check it out and decide if it's right for you, because I know it's worked like crazy for some people. And it's on sale right now, too."



I've written emails where I basically tell people not to buy something unless they really really want it or need it. "Don't buy this if you already know how to do xyz." "Don't buy this if you're not going to be doing this type of marketing." This is only for people who want (fill in the blank.) It's like I'm trying to talk them out of it, which paradoxically often results in more sales, not fewer.

But the point isn't trick to them into buying; it's to be honest. Because you know what? That latest, greatest product you're promoting ISN'T what everyone on your list needs. Some of them, sure. The rest of them, no.

Do you have any idea how refreshing it is to open an email that says, "Here's a new product, thought you might want to know, but please don't buy it if you're not going to use it."

The first time I got an email like that, I bought the product without even reading the sales letter. True story. I was just so happy that someone wasn't ramming a sale down my throat, that I jumped at the chance to buy it.

Weird but true.

My point is, be you. Be honest. Talk to your readers as though they are your best friends and you don't want to lose your best friends by acting like a carnival barker who is here today and pulled up stakes (vanished) tomorrow with their money.

### **3: Email a LOT**

This is the one where people like to argue with me, and I understand that.

You've heard over and over again that you shouldn't email too often, or you'll upset your subscribers, right?

After all, every time you email, there is the potential that a subscriber will hit the unsubscribe button.

Do you know what the potential is when you DON'T email? Nothing. No opens, no clicks, no sales... not even any relationship building.

Do you want people to open and read your emails? Then send out those emails every day.

Here's why:

First, almost no one will see every email you send out. Let's say you've got a sale on one of your products. Don't you think your readers might like to know about it? But if they miss the one and only email you send that lets them know, then they've missed out on the discount and you LOST a sale.

Second, send emails at different times. I opened someone's email just yesterday, decided I was VERY interested in the new membership he was selling, clicked the link and discovered it was no longer available.

What happened? This particular marketer only sends out emails at 1:00 a.m. my time, so I don't even see most of his emails in the avalanche of mail I get before I wake up.

Third, if you're sending email once a week or once a month, your readers are forgetting who the heck you are. And when you finally do send an email, they think it's spam.

Fourth, if you mail more often, you will make more money. Don't take my word on this, just do it for one month. Send out one email per day, every day, for 30 days. Put a promotion in each one. See if you haven't made more – a LOT more – money during that time period than during the previous month.

And by the way, I'm not saying JUST send out a promotion in each email. Make sure you have some content in there as well, even if it's just an amusing anecdote.

## If You're Good At Marketing, You Don't Need Products

Heck, you don't need services or customers, for that matter.

You just need clients.

If you know marketing, you can go into any business field and work with the people in that field to make more sales.

A certain consultant is the highest paid coach in the real estate niche. Yet he's never sold real estate in his life. Realtors pay him big money because they know that he can show them how to get more business than they can handle.

Another guy has made a fortune telling chiropractors how to market their businesses, yet he's no chiropractor.

The key is to get really great at marketing, and then you can go into any field you choose and command top dollar.

And better still, it's actually easier for you – and outsider – to see what needs to be done in a business than it is for the person working in the business.

So, if you don't want to sell products yourself, then hire yourself out as a hired gun in the industry of your choice. Specialize in that industry, and you can command top dollar for your services.

When you get really good at what you're doing and you've built a nice reputation, you might want to charge an upfront fee and a percentage of the business you bring in.

You'll make a fortune with this method.'







## How to Drastically Increase Your Sales Page Conversions

The best copywriters in the world do this, although you may never hear about it.

It's so simple, really, and yet powerful. And once you start doing it, you'll likely see your sales go up in a really big way.

Here's what you do: Take a good look at your product from a prospect's point of view. Come up with every single objection they might have as to why they cannot or will not buy your product.

Write down all of these objections – every single one of them.

And then answer them in your sales copy.

For example, might they say you're charging too much? Outline the potential income and benefits they'll receive compared to the pittance they're paying.

Are they afraid it won't work? Create a money back guarantee that assures them they are taking absolutely, positively no risk, and back it up with plenty of testimonials.

Might they say it's too complicated? Show them how easy it is, or provide a 'done for you' service.'

This is such a simple thing, yet most marketers never take the time to do it. Just gather all the objections together, overcome each one in your sales copy, and they won't have a reason left not to buy your product.



# Know the Law Regarding Email

The FTC rigorously enforces laws email compliance. Make sure that your strategy is aligned with the CAN-SPAM Act so that you're not exposed to potential lawsuits.

Here are the rules that businesses must follow:

Don't use false or misleading header information. Your "From," "To," "Reply-To," and routing information — including the originating domain name and email address — must be accurate and identify the person or business who initiated the message.

Don't use deceptive subject lines. The subject line must accurately reflect the content of the message.

Identify the message as an ad. The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.

Tell recipients where you're located. Your message must include your valid physical postal address.

This can be your current street address, a post office box you've registered with the U.S. Postal Service, or a private mailbox you've registered with a commercial mail receiving agency established under Postal Service regulations.

Tell recipients how to opt out of receiving future email from you. Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future. Craft the notice in a way that's easy for an ordinary person to recognize, read, and understand. Creative use of type size, color, and location can improve clarity.

Give a return email address or another easy Internet-based way to allow people to communicate their choice to you. You may create a menu to allow a recipient to opt out of certain types of messages, but you must include the option to stop all commercial messages from you. Make sure your spam filter doesn't block these opt-out requests.

Honor opt-out requests promptly. Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipient's opt-out request within 10 business days.

You can't charge a fee, require the recipient to give you any personally identifying information beyond an email address, or make the recipient take any step other than sending a reply email or visiting a single page on an Internet website as a condition for honoring an opt-out request.

Once people have told you they don't want to receive more messages from you, you can't sell or transfer their email addresses, even in the form of a mailing list. The only exception is that you may transfer the addresses to a company you've hired to help you comply with the CAN-SPAM Act.

Monitor what others are doing on your behalf. The law makes clear that even if you hire another company to handle your email marketing, you can't contract away your legal responsibility to comply with the law.

Both the company whose product is promoted in the message and the company that actually sends the message may be held legally responsible.





## How To Eliminate Distracting Negative Thoughts

You sit down to work, but thoughts keep getting in the way. Maybe it's something you saw on the news, or the guy who cut you off in traffic, or irritation you have at yourself for the stupid thing you did yesterday.

Worse yet, maybe those thoughts are all about self-doubt. You're afraid you're not up to the task at hand, and so you hear this monkey chatter about how you're wasting your time because you're not good enough to get the job done.

Whatever it is that's bothering you, just write it down. Don't try to talk yourself out of it or over analyze it, just write it as it flows into your mind and out through your pen or typing fingers.

If you have trouble doing this, set a timer for 15 minutes and just start writing anything. Don't stop until that timer goes off. You'll be surprised what comes to the surface after the first few minutes.

For maximum results, do this exercise daily.

NOTE: For the first few minutes after doing this exercise, you might actually feel worse. But that's okay, because it's just your body letting all this negative stuff go.

Within 15 minutes you should be feeling better, and within an hour or less you should feel lighter, happier and more optimistic.



ATM

## Are You Getting Paid Up Front Yet?

One of the differences between successful marketers and unsuccessful marketers is how they get paid.

For example, if you have to wait every month for the \$7 payments on your monthly newsletter to roll in, things can be difficult.

Wouldn't you like to get paid up front? Offer an incentive to pay for a whole year at one time. Then continue offering the incentive to new subscribers. When a year rolls around, you'll now be getting annual renewals, too.

Or sell coaching and take your monthly fees up front. 5 students at \$1,000 a month on the first of the month would probably pay all of your bills on the first of the month, too.

This makes budgeting cashflow so much easier.

Look at your business and see where you can offer up front yearly or monthly pricing.

If you don't have anything you can charge for up front, think about it. It's nice to have that lump sum come in the door when you need it.



# EPILOGUE

## Mornings

When you wake up in the morning, are you the kind of person that leaps out of bed, teeming with energy, enthused for the day ahead? Or are you the one that angrily slaps their alarm clock's snooze button and grabs that extra ten minutes of sleep, before grudgingly dragging yourself from your cosy warm bed to fight against the days?

It's the old argument between "morning people" and "night owls".

Personally, I sit in the latter camp. I think I currently have four morning alarms, spaced at fifteen-minute intervals to get me up at the "required" time in the morning. Therein lies my question, who unilaterally decided that we should get up and go out to work or school for 0900hrs and stay there for eight plus hours each day?

Back into the mists of the past when I started school, we started at 0900 and worked through till 1530 five days a week, then we had several hours' worth of homework, basically forty-five minutes worth for each academic subject we had studied that day. Then as we aged, we moved onto college and university and the number of work hours only went up. Finally, if we graduated, we went to get that first job, we foolishly thought that we'd arrived, we'd finally made it to the point where we get to build the lives that we spent all those hours studying for.

How naive we were, the starting thirty-seven hour week, became forty, then fifty, then you stopped counting how many hours of work you were doing. Those dreams of finally having the time and resources to catch up with friends, do those hobbies and take those trips that you let languish while you studied and built your future, they all slowly died before those workdays.



That's why many of us aren't morning people, that's why we don't leap out of bed hyped up and ready to kick the new day's ass! When you are staring at that paperwork, or at your computer screen in that job that has become as heavy as the chains that dragged old Jacob Marley down to the underworld in Charles Dickens the Christmas Carol, what are you thinking of? Are you remembering those dreams and wishes that you once had? Do you wish for that enthusiasm that you once had when you first started out at work to come back?

That's what brought a lot of us to this point, this 'longing' births entrepreneurs, people that see the antithesis of what has become the norm, and aspire to that life, to that balance. I started my journey this way. I didn't want my life to be defined by my chosen profession, I wanted my life to determine my reality, and I wanted to once again be able to wake up and jump out of bed as happy and enthusiastic as a child on the morning of Christmas day. We all became Internet Marketers and online entrepreneurs because we wanted to break away from the prisons of everyday normalcy. When we do that our lives become our own again, we don't need to start at 0900 each day, but we can choose to do what we want, when we want and motivate ourselves on our terms.

My mornings are finally something to look forward to, because they are finally MY mornings...what are yours?

## See you next month!





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