

Home Business Newsletter

Issue 91



7 Foolish Ideas That
Made Their Creators Rich

10 Inspiring Ways
To Generate Profitable
Business Ideas

12 Things Discovered From
Starting Two 7-Figure Lifestyle

...and more!

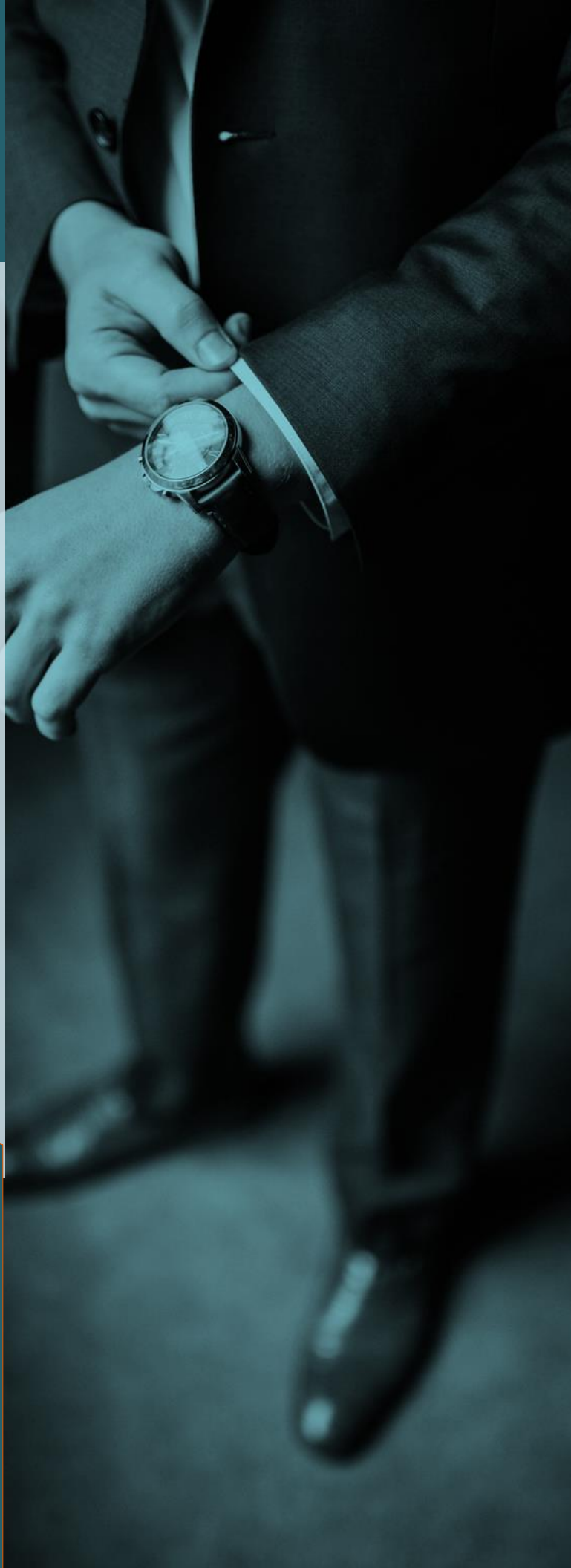


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INTRODUCTION

Bullet-time

In 2001, a small games development company called Remedy Entertainment produced the video game Max Payne. Whilst the game went on to perform fairly well in gaming circles and spawned several sequels and even a movie, as well as being ported from the original Windows PC version to other gaming platforms, it never achieved the huge global success that the "Call of Duty" series of games have achieved.

But it had a couple of revolutionary features built into it, (and firsts for the first-person shooter genre games). It was one of the first games that featured more fully interactive surroundings. You could use almost the full environment as part of the gameplay, you could for example, defeat an opponent by throwing them through a window, or knocking them unconscious with a chair. But more revolutionary than that was the "Bullet-time" feature.

This feature gave you a limited slow-down in the game play. Basically, you could enter the bullet-time feature when faced with multiple opponents attacking you from different angles, and fight or shoot them in half speed time, allowing you to carefully place your attacks, to ensure a successful outcome from the engagement. This feature found its way into other types of games in different guises and functionality sets, but the Max Payne series was the start point.

In our lives and businesses how useful would the ability to slow everything down be? The ability to be able to plan out that meeting, that deal, with the time to properly consider all the options, to evaluate the benefits and caveats.

As Internet Marketers and Entrepreneurs, we know that our business, our "world" if you will, is moving at superhuman speeds. Changes and innovations are discovered and eclipsed almost daily. The giant super tech company today, could be put out of business tomorrow, by a few kids in a garage with a new idea, or a reimagination of an existing one.

Look at Apple, at one time they were bankrupt and near to closing, then they launched the iPod and the company started to change overnight. MP3 players existed already, as did online music stores, Apple didn't actually invent anything new, they instead took separate components and perfected them and brought them together in a single package.

In our own businesses it is tempting to try and react and change as fast as possible. But here's the thing, time is the same for all of us, we have exactly as much of it as we need. So, when you venture into that new deal or new niche, don't approach it thinking you've got to get on that bandwagon as quickly as possible, before the bubble bursts. Instead engage your "bullet time" slow your thinking down and have the time to evaluate properly all the scenarios and approaches. It's always tempting to jump on that new fad or craze straight away. But that's reacting to external pressures, plan your moves, think out your strategies, be clever instead.

A photograph of a middle-aged man with grey hair and glasses, wearing a white button-down shirt, sitting and reading a newspaper. The image has a teal/cyan color cast. The text 'IN THE NEWS' is overlaid in the top right corner in a bold, italicized, yellow font with a black outline.

IN THE NEWS

Was a Bug The Final Nail In Google+ Coffin?

Earlier this month, Google dropped a bombshell: In March, the company discovered a bug in its Google+ API that allowed third-party apps to access private data from millions of users.

Google's mishandling of data was bad, but its mishandling of the aftermath was much worse. And in the same post where it announced the bug, Google also announced it will begin phasing out the consumer version of Google+, heading for a complete shutdown in August, 2019.

<https://www.eff.org/deeplinks/2018/10/google-bug-more-about-cover-crime>

Get Amazon Reviews

Perhaps the best way to solicit legitimate product reviews for Amazon is by using Feedback Genius. You can set up automated email sequences to your Amazon customers and generate the reviews on autopilot.

<https://www.sellerlabs.com/feedback-genius/>



CMS, COS, CRO, CPL and WTH??

If terms like content management system, content optimization system, conversion rate optimization and cost per lead have you baffled, you might want to bookmark Hubspot's Ultimate Dictionary of Marketing Terms.

There are 99 marketing terms – see how many you already know.

<https://blog.hubspot.com/marketing/inbound-marketing-glossary-list>



Is Ignite The New 'Ted Talks'?

Ignite is a series of speedy presentations. The presenters get 20 slides which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. Ignite events are now held in cities around the world, and if you like, you can find an Ignite event near you, browse videos or even start your own Ignite in your city.

<http://www.ignitetalks.io/>

A photograph of three women standing together, looking at their smartphones. The woman on the left has curly hair and is wearing a white shirt. The woman in the middle has dark hair and is wearing a striped shirt. The woman on the right has blonde hair and is wearing a blue shirt. They are all looking down at their phones. A large teal overlay covers the right side of the image, containing the title and text.

Nothing Is Neutral On Social Media

To grow your social media following, it's vital that you post content consistently.

You might test to find how often you should post for your audience, and also monitor competitors to see how often they post and how well it's working for them.

But here's the key: How often you post is NOT as important as WHAT you post.

As Jay Baer notes, you need two things: A plan for making and distributing your posts and making sure those posts are genuinely compelling. There are no "neutral" reactions, so if your post isn't excellent, don't post it.

Yes, that puts a bit of pressure on you, doesn't it? But that's a good thing, because it will make you better at social media.

Spend some time looking at other marketer's posts to get a feel for what is working and what isn't. Don't be afraid to experiment, monitor reactions, and notice what types of posts really resonate with your audience.

Once you have this information, you can save time and get a much better response by only posting things that get read, shared and acted upon.

Useful tools for scheduling posts are Buffer and Hootsuite. You can integrate these with your browser and dozens of other apps and schedule posts to your social networks. Using these apps help you cut down on time spent executing your social marketing strategies, so you can focus on creating great content your audience loves.

Engaging Your Audience With Twitter Chats

If you want to keep your Twitter community vibrant and tuned in, then you need a tactic to grow your following and boost online sales. And Twitter chats might be the answer.

You can either co-host an existing Twitter chat or start one of your own. Obviously tapping into an existing chat provides an existing audience, but you won't have the branding of hosting your own, so it's a trade-off. Hosting your own means having to build the audience over time, but it's worth it to establish your brand as an authority in your niche.

Best scenario – do both.

Hot tip: Pick a hashtag related to the Twitter chat, and then ask your community to use this hashtag within their tweets. This will help you with branding, makes the practice familiar to those who take part, and allows you to search the chat later for content and recaps.

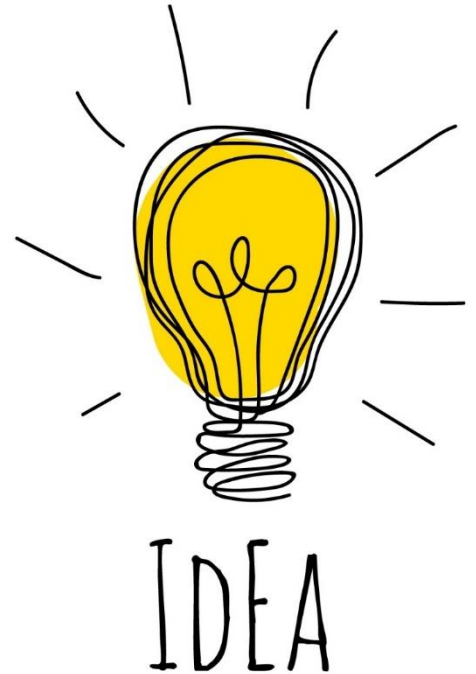


Copy Blogger Publishes Guide To WP Tools

This Buyer's Guide answers questions like:

- What are the best options for WordPress hosting?
 - Which WordPress themes can you trust?
 - What kind of security tools will protect your site?
 - Which SEO tools deliver benefits that are worth the price?
- How do I know which plugins provide the best functionality

<https://www.copyblogger.com/best-wordpress-tools/>



Facebook To Rely On Instagram For Its Ad Revenue Growth

When Instagram founders Kevin Systrom and Mike Krieger announced last month they were stepping away from Facebook, there was a collective gasp: Instagram's future was suddenly at risk.

So far, Facebook's acquisition of Instagram has been a total success — one of the biggest of the internet era. The app, which Facebook acquired for \$1 billion in 2012, now has more than a billion users and should generate \$8 billion to \$9 billion in revenue this year, depending on whose estimate you use.

Facebook has been warning for two years that its revenue growth would start to slow. When that happens, Instagram will have to drive the next phase of growth.

<https://www.recode.net/2018/10/9/17938356/facebook-instagram-future-revenue-growth-kevin-systrom>



7 Foolish Ideas That Made Their Creators Rich



Throughout history, entrepreneurs have had a dream: To start that ONE business that makes them a FORTUNE.

Personally, I don't recommend shooting for the stars straight from your first launching pad. Rather, I'd like to see new marketers and business owners learn the basics, get good at what they're doing and gradually ramp up from there.

But I understand the appeal of getting rich from your very first business. Heck, if I'm honest, I had the same dream. Granted, I wound up falling on my face a few times before I got things right. But there are folks out there who start that ONE business and do indeed strike it rich.

And to that end, I thought it might be fun to talk about some of those folks and what they did.

No, I'm not going to list out a dozen or so websites like a little search engine called "Google" or another little site that sold books called "Amazon."

Rather, I've dug deep and found plenty of examples of people building million-dollar businesses in a wide array of niches – some of them downright surprising.

This isn't meant as tutorial, as in "Do what they did." Rather, I hope you'll take it as inspiration to find your own unique niche in the business arena and fill a need or want that desperately needs filling – maybe even one nobody's figured out yet.

Here then are 7 examples of ordinary people earning extraordinary money in their small businesses, *along with questions you can use to find and launch your next great business idea.*





1: A Silly Concept for a Television Show

Four years ago, David Briggs, wrote down an idea for a TV show on a scrap of paper. He wanted to have audiences on the edge of their seats as they watched contestants make decisions which could affect their lives.

The final idea had even more audience participation. Studio audiences could directly affect a contestant's level of winnings by answering a question for a contestant who doesn't know the answer.

"Who Wants to be a Millionaire," created by Steve Knight, David Briggs and Mike Whitehill was watched in 40 countries by millions of people. The show exceeded all expectations and left even the trio amazed at the worldwide success.

The creators believe that a secret of the show's success is that each contestant in the hot seat is there because they answered questions correctly and not because they are beautiful or friends with someone in television. Anyone watching at home also knows they could be a contestant, and the people on the show are just like them. Contestants have the real chance to win one million dollars or pounds by answering general knowledge questions.

It's a TV game with high audience participation and a game which has made the trio who created it, millionaires.

Questions for you to ponder:

What seemingly simple question (such as, "Who wants to be a millionaire?") can you turn into a business?

How can you keep your audience on the edge of their seat?

If your idea is a BIG one, are you holding back from getting started because you're afraid you can't make it happen?



2: Massive Money in Thrift Store Rejects

Vahan Chamlian knew that in some countries, American clothes are considered a status symbol. Vahan realized if he purchased unwanted garments at rock bottom prices from Charity shops, he could afford to sell them in other countries.

Arriving in America with \$20 in his pocket, he visited charity shop dealers like the Salvation Army and Goodwill to purchase unwanted garments, which he then sold to any country where American clothes are desired as a status symbol.

Not all the garments donated to charities are sold, because even people who visit charity shops are discerning shoppers, and don't want some of the donated clothes on offer.

From this small start, he built and owns more than a dozen business enterprises, employing over 800 people and earning \$78 million.

If it wasn't for people like Vahan, a lot of the clothes from charity shops would end up in landfills. Vahan turns garbage into gold and gives extra funds to charities by buying unwanted garments.

His donations to charity have funded many worthy causes, and he paid for a private elementary school to be built, donating it to Glendale, California.

All this – and a \$78 million-a-year business empire – just from selling unwanted clothes.

Questions:

What items, that are currently being thrown out, can you find a new use for?

What products can you either repurpose, or find an entirely new market for?

What do you take for granted in your country, that people in other countries would love to have?

3: School Kids Hit It Big

Sisters Anna and Sarah began their business while still at school. They both loved wearing unusual colors of nail polish, and invariably ended up mixing their own shades because the shops simply didn't stock what they wanted.

Friends, classmates and even shopkeepers asked the girls where they bought their nail polish. So, they decided to start-up their own company, producing bottles of nail polish in the colors they were always mixing up for themselves. Their grandmother gave them a loan and RIPE was officially born.

Today, Macy's and other top stores stock their product. The girls have created over 60 shades of polish, retailing at \$7 a bottle. The polishes carry exotic names – emerald forest, raisin, buttercup, shark and meteor, are just a handful. Their customers range from young trendsetting girls to funky grandmas. Celebrities also like to use RIPE. Tori Spelling wears cumulus and Demi Moore's favorite shade is kelp. Now a line of lipsticks have also been introduced. Anna and Sarah have turned painting their nails into a million-dollar business.

Questions:

What products do you use every day that could be improved?

What do you wish was available to buy, that isn't?

Have you noticed your friends complaining that they can't find what they want? If so, what is it they're looking for?

4: Profits Between the Sheets

Housewife Giselle Jubinville can hardly sew a stitch, but she was so fed-up with fitted sheets that kept popping off mattress corners that she decided to design a better fitted sheet – one that really did stay put.

For two months, day and night, she tried hundreds of designs, using just her old sewing machine. Everyone told her she was crazy and even experts said she was wasting her time because you can't patent a sheet. But Giselle was determined and wouldn't give up, even sewing in the corner of her bedroom all night while her husband, Leonard, slept.

The breakthrough came when one night she saw the perfect design in a dream. By stitching the corners at just the right angle and using slightly more fabric, she was able to make a deeper pocket, and the sheet remained in place because the pocket stayed on any mattress.

Despite designing the perfect fitted sheet, it took Giselle of St. Albert, Alberta, Canada, another 4 years to sell her design. The patent office in Washington, D.C. turned her down three times because there were already more than 100 patented ways of sewing sheet corners, so they didn't agree that Giselle's idea was new. Furious, she travelled to Washington, taking with her a miniature mattress and the new sheet corner. Once the patent examiner had been shown the design he agreed it was new and awarded a patent.

Next stops were the two largest Canadian sheet manufacturers. However, Giselle suffered a devastating setback when both companies were not in the least bit interested in purchasing her design. But when she tried Springs Industries in the U.S., they purchased her patent for a \$1 million plus. Now Giselle and her family are enjoying the results of her 'foolish' idea – a four-bedroom dream house newly built, they are on easy street and having a ball.

Questions:

What irritates you no end, making you wonder why SOMEONE hasn't fixed it?

remedy it?

What idea so possesses and obsesses you, that you can work on it night and day until you find the answer?

5: Merging Two Existing Products into One

Mary Rodas started in the toy business, at the tender age of just 4 yrs. Her dad worked as a janitor at a New Jersey apartment building where the toy executive, Donald Spector, lived. Over the years Donald gave Mary new products to test. She proved to be an amazing judge of what kids like and her opinions were always right on target.

At 14, Mary was helping Donald Spector to pick out so many winners that he hired her as vice president of marketing on a salary of \$200,000 a year.

Mary scored an instant success with the 'Balzac', a ball made by blowing up a balloon inside a sturdy cloth sack. When Mary suggested wild colors and patterns should go on the sack, sales shot through the roof – topping \$100 million. Mary Rodas, at the tender age of 14, was earning \$200,000 a year.

Questions:

Remember back to when you were a kid. Get in to the "childlike" frame of mind, and then ask yourself these questions:

If you could invent anything, what would it be?

What annoys you? (for example, popping balloons)

How can you improve the appearance of something? (for example, make it more colorful with vivid patterns)

And what two products – for example, a balloon and a cloth sack – can you combine into a new product?

What little thing is driving your friends / coworkers / neighbors crazy, and how can you

6: Wrong Order Creates Business Empire

The turning point in Ann Beiler's meteoric rise in business was the result of a mistake, which eventually led to an empire of over 400 stores. The 48 year-old mother of two, took a low-paid job managing a pizza and pretzel booth at a farmer's market to financially help her husband's new counselling service.

Another farmer's market booth came up for sale at \$6,000 and Ann decided to buy it. She borrowed the money from a family member.

At first, her sales were just steady, but that all changed when a supplier delivered the wrong ingredients. Ann had to make up her pretzels with different ingredients and sales quadrupled to \$1,500 a weekend. Her ingredient mixtures are still a trade secret, known only to the franchisees.

Auntie Anne's was ranked as the top franchise in the pretzel industry by the Entrepreneur magazine. Today, Auntie Anne's produces freshly baked pretzels in cinnamon sugar, sour cream and onion, whole wheat, garlic, sesame, caramel almond and raisin flavors. The pretzels sell for less than \$2, and Auntie Anne guarantees her pretzels will never be out of the oven more than 30 minutes.

Ann Beiler believes her secret to success is making a difference in business by giving of yourself. Today, Ann donates \$100,000 a year to the counselling service her husband started. And she built an \$80million-a-year empire – all from a mistake which led her to the simple idea of cooking her pretzels with different ingredients.

Questions:

What fundamental things can you change in your business to create something brand new?

How can you take a product that hasn't changed much in decades, and turn it into something new and exciting?

How can you take a problem and turn it into an opportunity?

7: Doing What They Say Can't Be Done

James Dyson is a former art student who didn't know a ball-bearing from a ballpoint pen, but still set out to invent a vacuum that would revolutionise cleaning our homes.



Not a qualified engineer, James didn't even have an O level in physics. Yet, he invented the first vacuum cleaner which discarded the bag and replaced it with a little typhoon that spun at the speed of sound in a chamber that couldn't clog.

James is a keen enthusiast on the importance of a good looking product with an intangible style, which sets that product apart. The Dual Cyclone is uniquely on permanent display at both the Science Museum and the Design Museum, and in the Twentieth Century Gallery at the V & A.


James's personal success steps:

Observe objects in daily use which are assumed cannot be improved.

Using lateral thinking, it is possible to find an improvement that can be made.

There's no need to worry about not being an expert – after the idea there's plenty of time to learn the technology. The first cyclonic vacuum cleaner James built, was out of cereal packets and masking tape, long before he understood how it worked.

Retaining the patent, he tried to raise money for research and then production by selling licences to America and Japan.



The Japanese market was a success, with the machine being sold as the 'G Force' and produced in pastel pink, it became a luxury status symbol selling at £1,200 per machine.

America was not a success, because after a licence agreement was terminated, a gargantuan manufacturer began production and marketing a cyclonic vacuum cleaner under its own name. James took out a lawsuit and fought against the company for five years.

James Dyson took his idea from a cereal box and masking tape to the instantly recognisable, stylish Dyson Dual Cyclone cleaner. Now James heads his company, Dyson, which is turning over £100 million.

Questions:

Thinking out of the box, what industry or product can you turn on its head?

Are you letting your lack of knowledge stop you from getting started?

Can you partner with an expert and work together to make your idea a reality? Or can you learn as you go, as Dyson did?

You'll notice that all 7 of these examples are 'blasts from the past.' But the simple fact is, coming up with just one great idea can be all it takes to build your fortune.

Amazon May Ban You For Factors Beyond Your Control

Selling on Amazon can almost seem too good to be true. You source a product, list it on Amazon and start making sales.

Except... Amazon is in control of your business – not you. And Amazon can ban you anytime it likes for whatever reason it chooses, and there's not a lot you can do about it.

When you are a seller on Amazon, you've got to remember that in any dispute or with any problem, you are guilty until proven innocent. And proving innocence can be tricky.

The #1 threat of getting your Amazon seller's account revoked? Getting a string of negative feedback on 'product quality policy violations.'

You might not think this is something that will affect you. After all, you only sell great products.

Except... there are services out there that will leave an array of bad seller feedback on your products. And they'll only charge your competitor a nominal fee for destroying your business.

In one case, a seller shipped over 8,000 products in a year. 6 of those customers complained to Amazon that their product arrived damaged or used. And a small percentage listed the item as defective or "didn't match listing" when they returned the item.

Why do buyers say a product is defective or "didn't match listing" when it's not true? To avoid having to pay for return shipping. That's right – customers who don't want to pay postage can literally kill your business.

And when this happens, you can be stuck with liabilities and retail merchandise in stock that you cannot sell...

Unless. Unless you are smart enough to set up your own store in addition to selling on Amazon. Those Amazon sellers who also have their own stores have an insurance policy against Amazon totally wiping out their business overnight. Remember, you never want to depend 100% on someone else's website for all of your revenue.

One last thing... if Amazon shuts you down, they can also freeze money in your account indefinitely. Some sellers report getting the run-around from Amazon for months, with Amazon refusing to send their money despite return periods being long over.

If Amazon is holding your money and not transmitting within the timeframe agreed upon and you live in the U.S., contact your state agency where Amazon Payments is licensed as a money transmitter. You'll find the list here: <https://pay.amazon.com/us/help/82972>

Once you have filed your complaint with your state, let Amazon know. Sellers report suddenly receiving funds that have been held for months, once they notify Amazon of the filed complaint. HINT: Amazon's license is at risk of being suspended in a state if there are too many complaints.



Internet marketing or online marketing are the vehicles to take a business big. But first, you need a business idea.

True, you can basically copy other businesses – information marketing, for example – and do fine.

But if you want a HUGE business with a brand that stands apart from all the rest, then you need not just the same idea as someone else, but an even better idea.

Here then are X ways to generate profitable business ideas. Who knows – your next million-dollar business might be right underneath your nose.

1: Ask Questions

Get interested and involved in what's going on, both around you and around the world. Read popular blogs, watch the news, and find news portals that report on the unique, odd and different.

Find out what start ups are launching and see what their initial idea is.

Never stop learning. You'll be surprised how something you read in a science magazine, for example, will give you an idea for your next information product and so forth.

2: Focus on Problems

If you can solve a real problem for people, you might just have a million dollar business.

Pay attention to the problems people face in their daily lives. Talk with others to find out what's bugging them, and check out forums to find the questions people are repeatedly asking.

Watch for problems in your own life. Is there a chore you hate doing? Can you find a better or easier way to get the same benefit, without the drudgery?

Look for anything you can improve or positively change.

3: Go on a Web Quest

Exploring the internet is not only fun, it's also a great way to get new ideas.

Go to websites you don't usually visit on topics you know little about. Ask yourself how this might apply to a product or service you are considering.

Often times the best ideas are simply the melding of two ideas into one new solution, and finding the inspiration could be as easy as surfing the web.

4: Become a Traveler

There is something about travelling to new places that inspires your creativity and helps you generate new ideas.

10 Inspiring Ways To Generate Profitable Business Ideas

I know some of my best ideas have come on the plane ride home from a trip, thinking about everything that I experienced while also making mental notes of what I need to do when I get back to work.

The two – travel and work – seem to meld into new forms and ideas, and pretty soon I'm feeling so creative, I have to grab pen and paper just to hold all the ideas before they flit away.

5: Carry a Notebook

Speaking of writing things down, always carry an old-fashioned pocket notebook and pen with you. Or if you are truly resistant to the notebook, then take notes on your phone.

Either way, make it a habit to immediately write down new ideas and you'll find you become an idea machine.

One note: Do not judge your ideas when they come to you. Rather, just write them down so you don't lose them. Later, you can better judge if a particular idea is any good. But if you judge ideas as soon as you have them, new ideas will become scarce.



6: Build a Mastermind or Network

Having plenty of people you can turn to for ideas can be a tremendous help. It's said that two heads are better than one, and it's true. Two people working together can come up with twice as many ideas as two people working alone. And just imagine how many ideas an entire mastermind might have?

Better still, having knowledgeable people you can turn to is a priceless resource. That problem you're having? You might spend six months trying to solve it on your own. But if you have a friend who had the same problem, or knows someone who did, you can get your solution in minutes.

7: Do Something New

A great way to inspire creativity in yourself is to do something brand new. When we engage in a new activity, all of our senses are engaged, too, and our mind is paying full attention and making new connections.

And with these new connections can come new ideas. Not to mention the fact that sometimes it's just plain nice to get away from your usual thoughts and focus on something entirely different. When you do go back to your brainstorming and idea generating, you'll feel refreshed and rejuvenated.

8: Practice, Practice, Practice

Perhaps the best way to become an idea machine is to write down ten new ideas every single day, regardless of whether or not you feel like it.

The habit of continually finding new ideas can exercise your 'idea muscle' and earn you a reputation for problem solving and innovative ideas.

9: Focus on Making Life Easier

People love things that simplify their lives. As you go through your day, continually ask yourself what takes up your time, how can you make it faster or easier, and how you simplify things for the better.

If you can offer people convenience and save them time, you likely have a winner.

10: Combine Random Words

Let's say you're looking for the hook for your next book. The book's topic is Publishing on Kindle, but of course there are already lots of books out there on that very topic.

Here's what you do: Take a list of random words. Perhaps you use one of the online random generators to do this, such as this one:

<https://www.randomlists.com/things>

The random objects that come up are (for our example) a purse, a banana, a key chain and packing peanuts.

Combining each one with your idea for a book on Kindle Publishing, you come up with these possible (and sometimes silly) angles for your book:

- With this book, you'll make so much money on Kindle you'll need a bigger purse to carry it in
- This book makes Kindle publishing so easy, a monkey could do it (banana)
- Your book is the KEY to (benefit) (benefit) (benefit)
- You're packing so many insider secrets in this book, it's likely to explode the moment you open it.

The more you use these techniques to generate ideas, the better you'll get. And you'll surprise yourself with just how creative you become, too.

144 Power Words That Convert

As a marketer, your objective is to get your customer's attention, hold it, and then make the sale.

The problem is, all you have in your arsenal to accomplish all of this is words. Whether you're writing sales copy, recording a video or even speaking to a live audience at a conference, it's the words you use that will make or break your conversion rate.

Let me give you an example: You want people to opt in to your mailing list. On your button, you place a call to action. You could use, "Click here," or "Sign up" or "Join us."

The command, "Click here" can create instant resistance from the visitor. *"Maybe I don't want to!"*

"Sign up" sounds like a commitment. *"That's what they said when I joined the Army – no thanks!"*

But "Join us" evokes a sense of community, of being one of the 'gang.'

Imagine walking into a restaurant, seeing someone you've only once met briefly, but they smile, stand up, reach out their hand and say, "Won't you please join us?" It's pretty hard to say no to that!

But if they pulled out a chair and commanded, "SIT HERE!" You likely would say, "No thanks!"

It's the exact same offer but presented in two different ways.

And if, when it comes to conversions, you subscribe to the fact that EVERY - SINGLE - WORD - COUNTS, then wouldn't it be nice to have a LIST of words that YOU can count on to work for you?



For ease of use, we'll break this list down into types of words. You might want to save this article for the next time you write a sales letter, an email, a blog post or anything where you would like to persuade someone in some way. Let's start with the power words you already know:

The 5 Most Persuasive Words

- Because
- Free
- Instantly
- New
- You

These words have been proven time and again to work. Use them everywhere, especially where it counts most.

4 Phrases to Create a Sense of Community

- Become a Member
- Come Along with Us
- Join Us
- You Are Not Alone

These phrases provide a sense of togetherness, so that your prospect feels they are taking part in something larger than themselves.

David Ogilvy's 20 Most Influential Words

- Amazing
- Announcing
- Bargain
- Challenge
- Compare
- Easy
- Hurry
- Improvement
- Introducing
- Magic Offer
- Miracle
- Now
- Quick
- Remarkable
- Revolutionary
- Sensational
- Startling
- Suddenly
- Wanted

David Ogilvy is one of the 'fathers' of advertising. He published this list back in 1963, yet it remains as relevant 55 years later as it was then.



Darlene Price's "Cause and Effect" List of 10

- Accordingly
- As a result
- Because
- Caused by
- Consequently
- Due to
- For this reason
- Since
- Therefore
- Thus

"These words make your claims sound objective and rational, rather than biased and subjective." - Darlene Price

12 Exclusivity Phrases

- Apply to be one of our beta testers
- Ask for an invitation
- Be one of the few
- Be the first to hear about it
- Become an insider
- Class full
- Exclusive offers
- Get it before everybody else
- Login required
- Members only
- Membership now closed
- Only available to subscribers

If you can make visitors feel you're offering an exclusive club with membership restrictions, people will want in.

Think of two nightclubs. One has massive advertising, a neon sign, discount coupons and 'something for everyone.' The other is hidden from the public at a secret location, and you need a passcode just to get in the door. Which one do you want to join?

People are the same way. The more exclusive something is, the more they want it.

Neil Patel's 9 Social Networking Words

- Create
- Discover
- Help
- Increase
- Inspires
- Promote
- Secret
- Take
- Tell us

Neil put this list together based on research from Twitter, Facebook, Google+ and LinkedIn. These are the words that can get your content shared on social media.

9 Scarcity Phrases

- Double the offer in the next hour only
- Get them while they last
- Limited offer
- Only 10 available
- Only 3 left
- Only available here
- Sale ends soon
- Supplies running out
- Today only

The fear of missing out can sometimes be more powerful than any other driver.

Jon Morrow's 28 "No Risk" Phrases

- Anonymous
- Authentic
- Backed
- Best-selling
- Cancel Anytime
- Certified
- Endorsed
- Guaranteed
- Ironclad
- Lifetime
- Money Back
- No Obligation
- No Questions Asked
- No Risk

- No Strings Attached
- Official
- Privacy
- Protected
- Proven
- Recession Proof
- Refund
- Research
- Results
- Secure
- Tested
- Try before You Buy
- Verify
- Unconditional

Anytime you get a chance to make your prospect feel safe and secure, do it. Trust is paramount to making a sale, whether it's selling someone on giving their email address or making a \$50,000 purchase.

Linda Ruth's 47 Power Words

- Amazing
- Anniversary
- Basic
- Best
- Big
- Bonus
- Complete
- Create
- Discover
- Easy
- Exclusive
- Extra
- Extraordinary
- First
- Free
- Guarantee
- Health
- Help
- Hot
- Hot Special
- How to
- Immediately
- Improve

- Know
- Latest
- Learn
- Money
- More
- New
- Now
- Plus!
- Powerful
- Premiere
- Profit
- Protect
- Proven
- Results
- Safety
- Save
- Today
- Trust
- Ultimate
- Understand
- Win
- Worst
- You

This list came from studying best selling magazine covers, but they've been found to work equally well in promotional copy, calls to action and email subject lines.

Try combining words from these different lists together, to create an even greater impact in your writing.

12 Things Discovered From Starting Two 7-Figure Lifestyle Businesses

Steve Chou of “My Wife Quit Her Job” fame has made a list of 12 things he learned while starting not just one, but two different 7 figure lifestyle businesses from scratch.

He created the businesses so that his wife could quit her job to stay home with the children, and because he wanted to spend plenty of time with his family.

That tells you right there that Steve does not believe in working 80 hour weeks, but instead creates businesses that conform to the lifestyle he seeks.

First, he started an online store that made 100K in profit the first year and has been growing ever since, now generating 7 figures per year.

Next, he started a blog that became highly profitable in its third year, and now generates over a million dollars a year on its own.

Here’s what Steve learned on his journey of lifestyle success...

1: Find out what you’re good at, and focus on that

Be hyper focused on one thing and be the best at it. Steve focused his wedding linens store on handkerchiefs and became the largest seller of hankies on the internet.

Then with his blog, he positioned himself as an ecommerce entrepreneur because there were few blogs out there that wrote about running a real online shop.

He recommends finding the thing you have a shot at being the best at, to avoid blending with the rest of the crowd.

2: Work with People Who You Love and Who Challenge You

While Steve loves working with his wife, he’s also the first to admit that working with a spouse might not be right for everyone.

But if you can find someone with a complementary skill set who pushes you harder than you’ll push yourself, having this person will keep you motivated and moving forward.

3: Make Decisions and Execute

When you have no clue as to what to do, it’s really easy to sit on the sidelines until you choose a path. But the problem is you’ll never know which path is right until you pick something and go for it.

If you’re feeling indecisive, take action anyway. By getting off your butt, you begin to accumulate valuable data that you can use to make adjustments in what you do next.

When Steve decided to launch an online course, he did nothing for six months because he didn’t know where to start. Then one day he launched the course with ZERO content, preselling the class to 35 students at \$299 each.

Now he was forced to take action and create the course content. This class has since generated millions of dollars in revenue.





4: Build and Own as Much as You Can

While many would-be entrepreneurs take shortcuts and rely on third party services to run their websites, this limits flexibility and puts your business potentially at the mercy of someone else.

He explains that building your own site may increase your time to market, but in the long run it's worth it.

Good examples are Etsy and Ebay. By relying on a third party for their primary sales channel, sellers are at the mercy of these companies when they drastically increase prices or change ranking algorithms.

That's why he recommends owning your own website, so you're not at the mercy of someone else.

5: Understand the Underlying Principles of What You Are Outsourcing

Have you known someone who outsourced the creation of their Wordpress website for a few thousand dollars? And then paid more money every time they needed to make a change or update to their site?

This is why it's important that you have an understanding of what is involved in a job you outsource.

Yes, it's absolutely terrific to hire others to do the work you don't want to do. But you do need a basic understanding of what's involved, so that you don't get taken advantage of.

6: Establish a Routine and Stick with It

A great way to burn yourself out before you barely get started is to pull several all-nighters in a row. Instead, establish a set routine that allows you to gradually and steadily make progress over time.

Steve and his wife devoted Sunday mornings and various evenings to their first business. And their only objective each time was to accomplish one thing per day.

By creating a priority list and checking off goals, they made consistent progress and their shop was soon ready to launch.

7: Treat Your Customers Like Royalty

If you treat a customer well, they return the favor and tell their friends about your business.

But if you treat a customer poorly, you lose a lot more than just that single customer.

Did you know that the average business doesn't hear from 96% of unhappy clients?

Or that every dissatisfied customer will, on average, tell at least 9 other people?

This means for every customer complaint you get, there could be 24 more customers who are unhappy but didn't say anything.

And if those 24 customers tell 216 more people about their negative experience with your business, you've got a problem.

But on the flip side, up to 70% of customers will do business again if their complaint is resolved, and up to 95% will do business again if the problem is resolved quickly.

That's why you want to treat your customers like royalty and never underestimate word of mouth and social media.

8: Get Some Exercise

When Steve and his wife were working to start their first business, Steve stopped exercising.

But then he noticed he felt listless from a lack of energy, and he'd lose focus easily.

Once he went back to lifting weights, running and playing sports, he was far more productive in his business.

9: Just Ship It

You can spend weeks (months or years) tweaking your website, perfecting your product, playing with your sales funnel... and the whole thing turns out to be crap anyway.

Or... you can get it DONE and 'ship it.' See

what's working, what's not working, and make adjustments as you go.

As Steve says, if you are making too many minor tweaks, or if you're second guessing yourself (for the 47th time) then you are likely stalling your business on purpose because you are afraid to launch.

Just. Ship. It.

10: Don't be TOO Cheap

It's good to be frugal... to a point.

But let's say there's a task you're doing that takes you 20 minutes a day, or 2 ½ hours per week. There is a software that will do the task for you, but you're frugal and don't want to pay the \$20 a month for the software.

Do you realize that when you factor the money saved versus the hours you spend on this task, you are basically 'earning' \$2 AN HOUR??

Is that all you're worth? Or could you perhaps use those 10 hours a month to make a LOT more than 20 lousy bucks?

Think about this the next time you decide to 'save' money by doing a task manually that software can do for you.

In fact, think about this before you do anything. For example, let's say you need some work done. To hire an outsourcer to do the work for you is going to cost \$250. Ouch, right?

But this is something that you are NOT GOOD AT. You will need to LEARN how to do it, and then you'll need to practice, and then you'll need to work out the bugs or problems that you caused because you didn't know what you were doing.

You spend perhaps 10 hours or 100 hours (depends on what it is and how bad you are at it) to get this task done.



11: Don't Take Yourself Too Seriously

You're starting and running an internet business... not overthrowing a regime or blasting off to Mars.

Have fun. Take time out and enjoy the process. Marvel at how much you're learning. Be thankful that you are doing something 90% of other people don't even dare dream.

And when you have your first big success, or your hundredth big success, don't let it go to your head. The moment you do, you're headed for a fall, pun intended.

No one likes a smug, self-centered know-it-all, especially your customers. But everyone likes a regular "joe" or "jane" who doesn't take him or herself too seriously.

And remember to poke fun at yourself every chance you get – your customers will love you for being real, rather than pretending to be something you're not.

12: Be Inspired

Hang out with the right people to get inspired. Read stories of how other entrepreneurs built their businesses. Find like-minded people and start a mastermind, or a support group, or a combination of the two.

The best way to stay motivated is to be among those who inspire you to push yourself beyond your comfort zone.

Because yes, you can!





Killer Content For Social Feeds

When you think about how most users are browsing social media, you realize that many of them are on mobile devices, taking a quick peek here and there throughout their busy day.

Think of social media as the thing people do in those bite-sized bits of time between doing longer tasks.

What will someone who only has a minute or two read on social media? Something short, that's what.

Let's say you wrote an article on 7 Ways to Improve Your Memory.

If you break that article down into 7 bite-sized pieces, you now have seven pieces of social media content. Those short bits are going to play better than trying to get someone to read your entire article in one go.



Selling Flexible Coaching

It can be difficult to schedule a time each week with a coaching client. They work full time, they're in a different part time zone and so forth.

Plus, many clients don't need an hour every week. They might need an hour now, and then not need your time again until 3 weeks later once they've implemented everything they learned on that first call.

If you're trying to sell coaching by having them book their time first and then pay, you're essentially putting up a roadblock to the coaching ever taking place.

But if you sell the coaching first and then let them book whenever they want, as they want, the flexibility will lead to more sales of your coaching.

For example, let's say you charge \$300 an hour to work with clients. Maybe you also offer a discount for booking in advance, such as \$1000 for 4 hours.

Let them know you are flexible as to when the coaching takes place and how often you talk.

Open up your coaching for a short time, sell hours, receive a big cash influx, and then close it down until next month.

This gets people off their duff and buying your coaching.

Next, have an online scheduling tool that tells clients when you are available and lets them grab time slots when they want them.

For example, your latest client might want to book an hour as soon as possible, and then book the rest of their time in half hour increments ever two weeks.

You decide when you are available and how much time you want to sell. Your clients can redeem their time anytime they like – now or weeks or months in the future.

And one last thing – if you put an expiration on the time, make it well into the future. A year is good. This relaxes your coaching clients into buying more time, since they don't have to stress about USING IT RIGHT NOW OR LOSING IT.

Added bonus – a few clients won't actually use all the time they book. Strange but true. So yes, you can go ahead and over sell if you want to. Plus, if you sell too much, you can always just add a few hours each month to your calendar.

This really is a great way to have a very nice cash influx each month, just for talking on Skype.

How To Sell a Ton More Residual Products

There are certain products and services that most every marketer needs, such as hosting, Leadpages and an autoresponder.

And if you're lucky enough to sell those services, you can get paid month after month, year after year on the sales you make.

But how do you compete against all the other marketers trying to sell the same services?

One guy I know has found a way to easily cut through the noise and earn himself six figures for very part time work.

He writes helpful reports for each service that he promotes, giving useful tips about how to use the services.

And in each report, he makes it clear that he will provide help and support for anyone who purchases through his link.

He uses paid traffic to advertise these reports, and also SEO on simple websites that also offer advice, hints and tips.

He uses all of the services he promotes, so he knows what he's talking about.

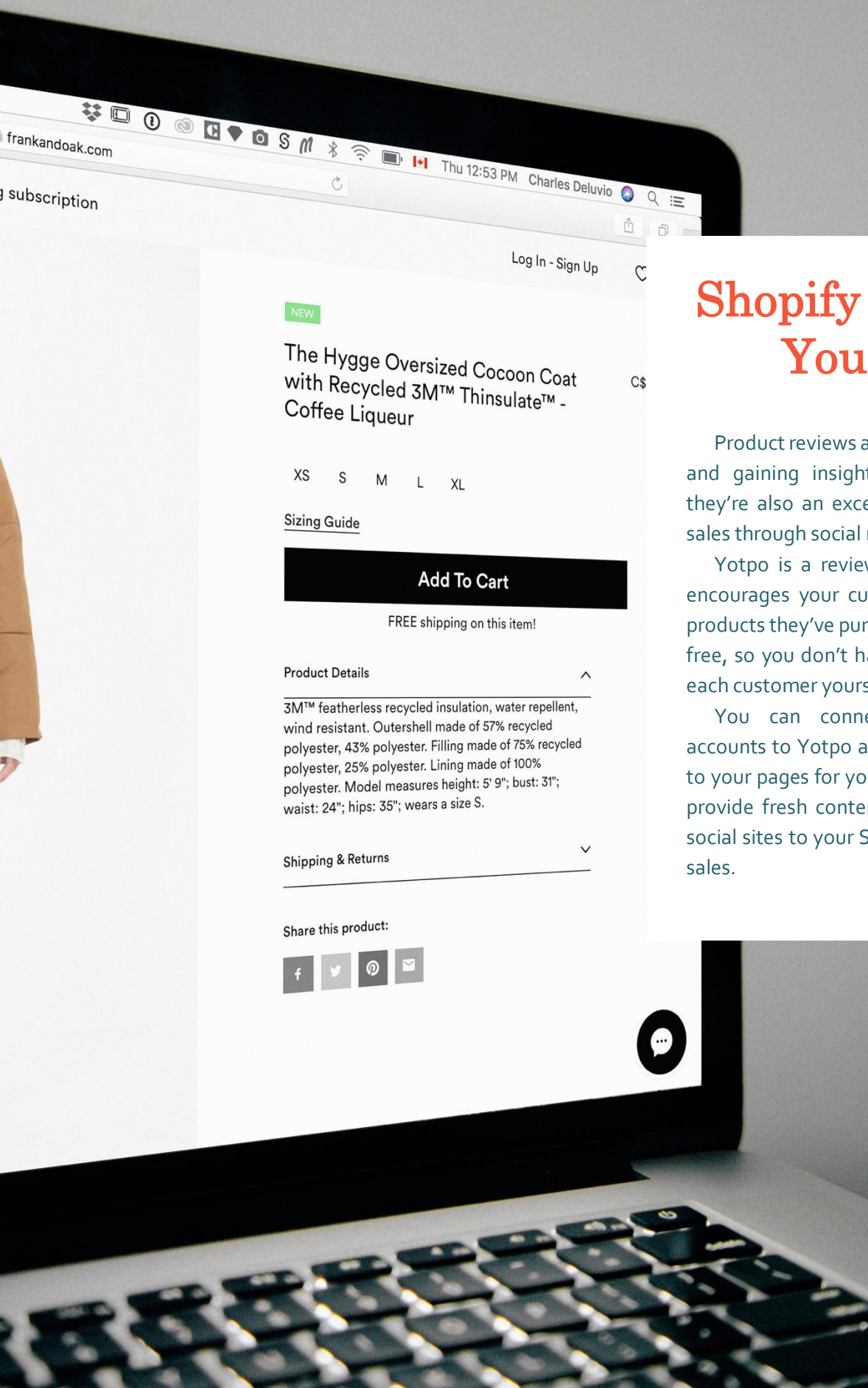
And while you might think he would be spending all of his time answering emails, the fact is that only about 2% of the people who sign up through his links ever get in touch again.

Those that do get in touch get very friendly, helpful emails back. After all, he's making a commission – sometimes for years – on these products, so he's happy to provide support.

The paid traffic he buys is extremely targeted and results in a high rate of sales. And the minimal SEO he does on his little websites also brings in plenty of traffic.

I'd estimate he only spends an hour a day on this business, but it's earning him more than most full-time jobs.

And it's so simple and easy to duplicate with any software as a service. Imagine if you make a few hundred sales and customers stay subscribed for years... there's a lot of money to be made long term in this simple business model.



Shopify Users – Do You Yotpo?

Product reviews are awesome for creating trust and gaining insights into your products. And they're also an excellent way to increase online sales through social media, too.

Yotpo is a review app for Shopify sites that encourages your customers to leave reviews of products they've purchased. The process is hands-free, so you don't have to manually reach out to each customer yourself.

You can connect your business's social accounts to Yotpo and let it post reviews directly to your pages for you. These reviews are going to provide fresh content, while driving traffic from social sites to your Shopify site, thereby boosting sales.

EPILOGUE

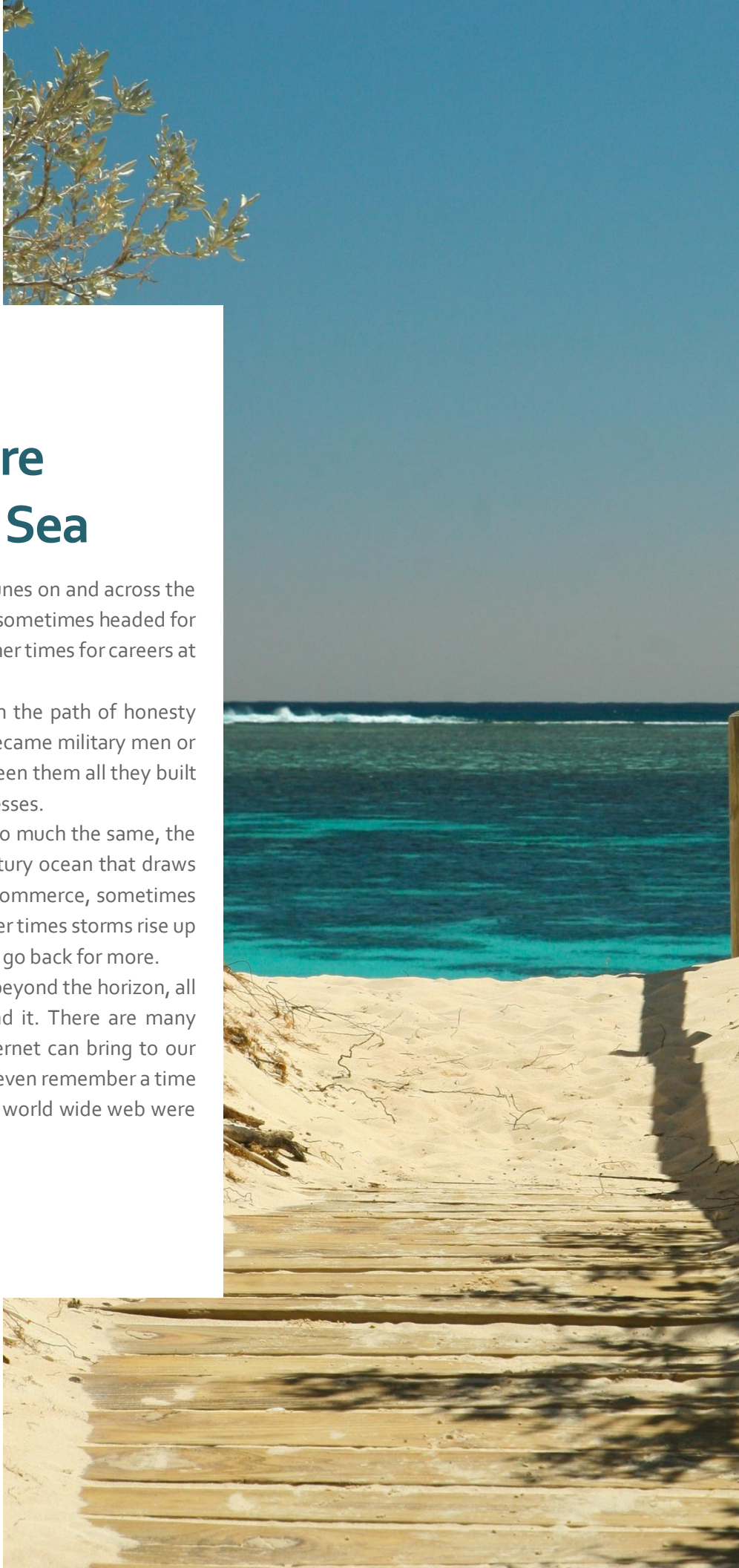
Somewhere Beyond The Sea

In the past, men would seek their fortunes on and across the seas, setting forth from their homelands, sometimes headed for newly discovered and exotic countries, other times for careers at sea, all seeking adventure and riches.

Some found them, some strayed from the path of honesty and became pirates and rogues, others became military men or rich and powerful businessmen, but between them all they built great empires, be they countries or businesses.

Today we look to use the internet to do much the same, the internet has become the twenty first century ocean that draws many of us into the waves of electronic commerce, sometimes the waves take us to profitable shores other times storms rise up and crush us against the rocks, yet still we go back for more.

Our future is there waiting for us, just beyond the horizon, all we have to do is set sail and go and find it. There are many successes and great fortune that the internet can bring to our lives, it has revolutionised an age. Do you even remember a time before the near limitless resources of the world wide web were available to us?



But here is the lesson I seek to impart, the internet can bring great wealth but like the seas of old it is also a force of nature, it can take as fast as it gives, no one saw the dot com bubble bursting, millionaires that had appeared overnight, disappeared even quicker. So, the lesson is as impressive and lucrative as the internet is, do not lose sight of the shore, because that's where all our customers are, that is where deals are made and lost, in the ports and marketplaces on land, not out at sea in the internet. We're all looking for our successes on the world wide web and in the cloud. But those successes come from normal people buying the products and services that we have to sell, and its to them that we need to appeal, not the internet or the search engines

See you next month!



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that is on that "to do" list and
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