

Home Business Newsletter

Issue 92



How to Make Money With Assets
You Don't Even Own

7 Reasons To Add SMS
To Your Marketing

How To Get Paid In Advance For
A Brand New Membership Site

...and more!



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automatically by nature in due time with an interest.

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Reacting Proactively

I've worked with many different types of businesses and business people over the years, large corporations, entrepreneurs, small business owners and obviously self-employed Internet Marketers. Good people all, doing their jobs and running their businesses to the best of their abilities. But often I see a simple trait that (whilst not a flaw) is somewhat bemusing.

I don't say this to criticise, but many of us it seems react to our experiences, this is true in our lives as well as our businesses. You may think of course we react, if something happens in life or business you deal with it, you react. But what I actually mean by this statement, is that we react to what has happened or occurred. We wait for something to happen and then deal with it.

Many times, in businesses large or small I see them planning out projects and working towards deliverables, and for that project, you will find things like milestones, so you can measure where you are at (in Internet Marketing terms, these would be your leads and product saturation statistics for example: are my marketing campaigns reaching the numbers and areas I want them to?) That is something you want to track. Also, in many corporate projects you will find a document called a "risk register", these are documents listing all things that have occurred that have caused a 'risk' to the project. They get entered into the register, so you can explain why things have slipped or not been completed when you expected them to be.

Great. But if you turn look at it more closely, you will often find that everything on these registers are things that you already knew up front! You could have planned in the beginning how to avoid them instead, thereby not risking your project or campaign, simply by not reacting to obstacles as they occur, but by proactively going looking for those obstacles and solutions before you get to that point. Pre-empting the negative, if you will.

So many times, in businesses large and small, I have seen initiatives fail not because of bad products but because of a lack of planning. It almost seems like we are engrained to try and approach things in the lazy way, i.e. wait for it to happen then deal with it.

The Richard Branson's and Elon Musk's of this world turn that concept on its head and rather than just react to obstacles and situations, getting bogged down and delayed, you will find that they have already been proactively looking for and at those issues and already have people and possible solutions in place. Don't wait till it happens to plan a response, train your mind to see the different sides of the equations. Train your mind to look for problems and solutions before they cause you to stumble.

In short stop just reacting, and start reacting proactively.

A man with glasses and a goatee, wearing a light-colored button-down shirt, is sitting and reading a newspaper. The background is blurred, showing what appears to be a living room with a lamp and some furniture. The overall tone is warm and focused.

IN THE NEWS

Google Introduces Four New Search Ad Position Metrics

The Google Ads team has introduced four new search ad position metrics to better help advertisers get most out of their online ads.

These metrics are going to help advertisers learn where their ads appear in the search results.

<https://support.google.com/google-ads/answer/9140484>

Americans Buy 58% Items Added To Shopping Carts [Survey]

A Yahoo! news report citing a survey by OnePoll has revealed that Americans buy only 58% of the items added to their shopping carts.

Here are some useful findings:

<https://uk.news.yahoo.com/abandon-online-shopping-carts-time-163000225.html>



Consumers Spent A Record \$6.22 Billion Online On Black Friday

Shoppers are no longer waiting for Black Friday. They're going straight from the turkey to the shopping via their smartphones.

<https://marketingland.com/consumers-spent-a-record-6-22-billion-online-on-black-friday-252380>



“I Should Have Used Google Shopping Ads Sooner”

Consumers who search for a particular product are in buying mode. They've done their research and know what they're looking for. They recognize the item — or something very similar — when they see it.

A picture really will tell a thousand words.

<https://www.practicalecommerce.com/i-should-have-used-google-shopping-ads-sooner>

Easy (and PROVEN) Blog Idea

American Express Open Forum is a collaborative website, on which American Express invites guest authors from a variety of sectors to share their business knowledge and wisdom.

The result of this digital marketing is a content-rich mega-site that's popular with the search engines—all created without American Express needing to shell out cash to content contributors.

Obviously, you're not American Express. And you most likely don't have a household brand like American Express, either.

But if you choose a name that exudes authority, such as "The Water Color Institute" or "Organic Gardening Daily News," then you should be able to convince tier two and three bloggers and authors to write posts for you in the form of guest blogging.

And once you've got plenty of those, then you can go after the tier one experts as well.

Start with a clean looking site with professional graphics and logo. Write or commission some great content of your own to get things rolling and let prospective authors see what your site will be like.

Then start asking. Pretty soon the day will come when experts are asking YOU if they can guest post on your site.

The Power Of A Name

If you have an animal shelter, what's the best way to get more eyes on your critters and more people coming in the door to adopt?

When the shelter "Dallas Pets Alive" renamed their shelter dogs after some of the most searched and trending topics, they increased their chances of adoption—with pooches being named everything from Obamacare to Kim Kardashian's Butt.

The push was promoted by a funny online film and a paid search campaign. The digital marketing campaign grew traffic to its website by a whopping 98% and increased adoptions year-on-year by 200%.

Give careful consideration when naming anything – your product, your website, your blogpost – anything.

Also, think of how you can tie your next blogpost or article to something in the news. You might get some search engine love, and you will certainly get more shares in social media and more eyeballs on your content.



Create Attention-Grabbing Pro Videos In Just Minutes

Explaindio, a favorite for marketing videos, has been upgraded again.

The newest version does things like:

- Produces Hollywood Like Promo Videos
- Creates Black & White (or Color) Doodle Sketch Videos
- Makes Creative Kinetic Typography
- Creates High Quality Parallax Videos
- Makes Top Converting Youtube Outros
- Lets you do Full Multi-Timeline Editing, just like the expensive, professional editors.
- Makes Eye Catching Logo Stings
- Imports Videos and Images you find online or create yourself

<http://explaindio.com/v4-fe/trial.html>



The Future Of Visual Search: Smart Glasses, AR And Retail Opportunity

"Over the next two decades, I believe that we'll see search develop in two key directions. First of all, we'll see voice search take off in a meaningful way – something that, despite the considerable hype surrounding voice search, we haven't yet seen. And secondly, we'll see the rise of visual search, alongside the development of technologies like smart glasses and augmented reality."

<https://econsultancy.com/future-visual-search-augmented-reality-smart-glasses/>



How to Make Money With Assets You Don't Even Own

“

Nearly all successful entrepreneurs have a certain trait in common. And no, I'm not referring to creativity, motivation, work ethic, attitudes, determination, focus or ability to delegate. All of those are important.

But the trait I'm referring to is akin to a special pair of goggles that entrepreneurs wear.

No matter where they look, or what they see, or who might own it, they are always looking for a way to make resources profitable for them.

They are able to recognize a resource or asset that can be used to build their business, even if they don't actually OWN or cannot buy or hire that resource or asset.

Think of it this way: They don't pay attention to the "Keep off the grass" signs. Rather, they see the sign and the beautiful grass, and they think, "Maybe I could hold concerts here, or art fairs, or outdoor workshops for executives, or turn it into green juice, or..."

They don't accept being told what they can and cannot do, or what they do and do not have access to.

They make their own rules instead.

Here's a prime example...

Richard Branson doesn't own the media. Yet he doesn't follow the "rules" laid down for how to interact with the media, either. He doesn't send out a press release and hope that some reporter does a story on his businesses.

Instead, he has become a master at using the media to advertise his companies.

He knows exactly how to get front-page coverage for his new launches, whether that involves wearing a dress or ballooning into the stratosphere.

From Branson's point of view, it's irrelevant that he doesn't own the media, because he's able to recognize and utilize it as an asset anyway.

He's even gatecrashed other companies' press conferences to get coverage for his own companies





Again, that's not following the rules – that's making your OWN rules.

As you go through your day, recognize the assets all around you, regardless of who owns them.

Ask yourself how you can use these assets to build your own business.

For example, you don't have a list. But you do have a knack for writing sales copy.

So, you approach a marketer with a big, responsive list, and you offer to write the sales copy for his next campaign in exchange for promoting your product to his list.

It's not your list. You don't even have a big name for yourself yet. But you can leverage what you do have to get the attention of another marketer. True, you're still paying commission on your product, same as always. Plus, you're writing sales copy for that person, too.

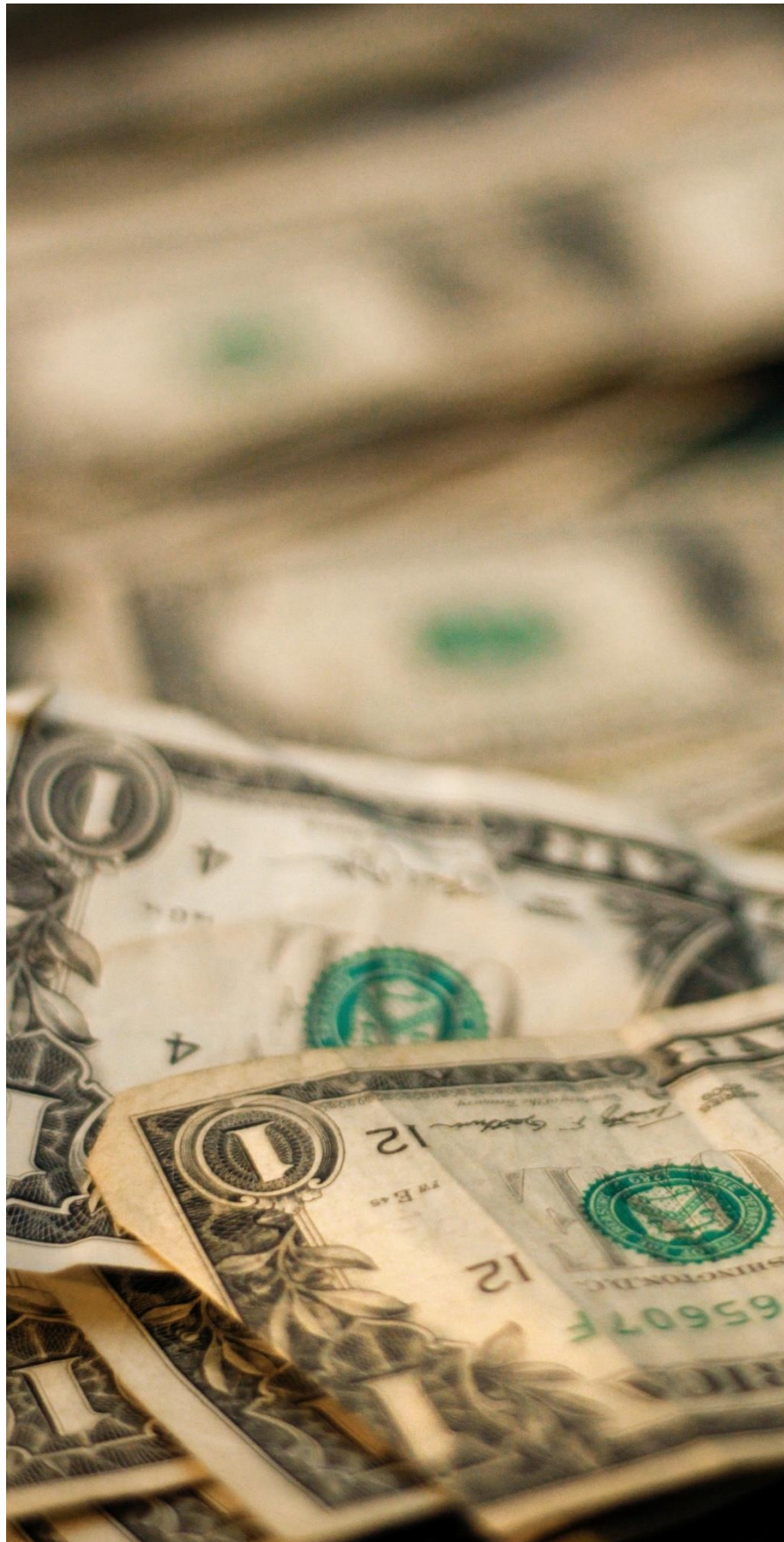
But when they make 300 sales at \$47 apiece, or maybe sell 300 of your memberships at \$20 a month, do you think it was worth it? You bet!

Maybe there's a forum in your niche that you don't like. But on that forum are your potential future customers. No, you don't own the forum. But you can certainly use that forum to find your customers, and do it in a way that allows you to come back time and again.

Or maybe you need a skilled outsourcer, but you don't have the cash on hand to pay them. What you do have is great contacts, and you can introduce this outsourcer to contacts.

Look at what you have. Look at what you need. Figure out ways to get what you need using what you do have.

You don't need to be Richard Branson. You just need to be the best version of you, and be willing to get creative and take action to make it happen, whatever "it" might be.



7 Reasons To Add SMS To Your Marketing

SMS stands for short message service and is also called texting or text messaging. SMS messages or 'texts' are usually sent from one mobile phone to another, but can also be sent from a business to customers' mobile phones.

More and more businesses are using SMS marketing, either in conjunction with their other marketing efforts, or as a stand-alone channel.

And since it's proven to be one of the strongest forms of marketing today, you might want to consider adding it to your marketing arsenal. Here's why:

1: SMS is Proven to Work

Text message marketing is phenomenally effective, with 8 times the engagement rate of email marketing.

8 times the engagement! Text messages have an almost 100% open rate, and most people read them within a few minutes of receiving them.

And text marketing has a higher conversion rate than most other marketing channels, making it proven and powerful at moving the sales process forward.

2: Text Messaging is Popular

Today, text messaging is one of the most common forms of communication, especially among Millennials. Over 90 percent of American adults have a cell phone, and 81% use it to text. These numbers are even higher for younger generations.

In the UK, over 93 percent of adults own a mobile phone, and send over 117 texts per month on average.



3: Customers Like It

In one study, approximately 70 percent of customers say they want businesses to communicate with them through text messaging.

And since commercial texting is an opt-in service, everyone you are texting has signed up to receive your messages, making them receptive to your SMS offers.

4: SMS is Convenient

One of the best features of SMS is just how convenient it is. Most people are carrying their cell phones with them nearly all of the time. If they choose to opt into your campaign after they see your ad, they simply need to text in a keyword and it's done.

This makes for high open rates, high engagement rates and an extremely convenient way for customers to redeem your offer without having to remember to bring along a coupon or print something out.

5: Plenty of Untapped Potential

While it's becoming more popular, SMS is still virtually untapped compared to other marketing mediums.

This means there's not as much spam, and customers aren't overwhelmed by too many messages. At least, not yet.

In this regard, SMS is a better choice than email marketing. And it also helps you to stand out from your competition, too.

6: SMS is Affordable and Easy to Use

Most text message services are quite inexpensive, with monthly plans available if you're sending a high volume of texts.

Even the messages themselves don't cost much money to create. They are text based, so there are no expensive graphics — and they are digital, so there is no paper or printing cost. And what two products — for example, a balloon and a cloth sack — can you combine into a new product?

It's also easy to get started. You simply need to create a list of your subscribers. Then, you can send out scheduled messages to your entire list, specific groups, or individuals.

7: Fast Results

As we mentioned earlier, SMS marketing

is immediate and direct.

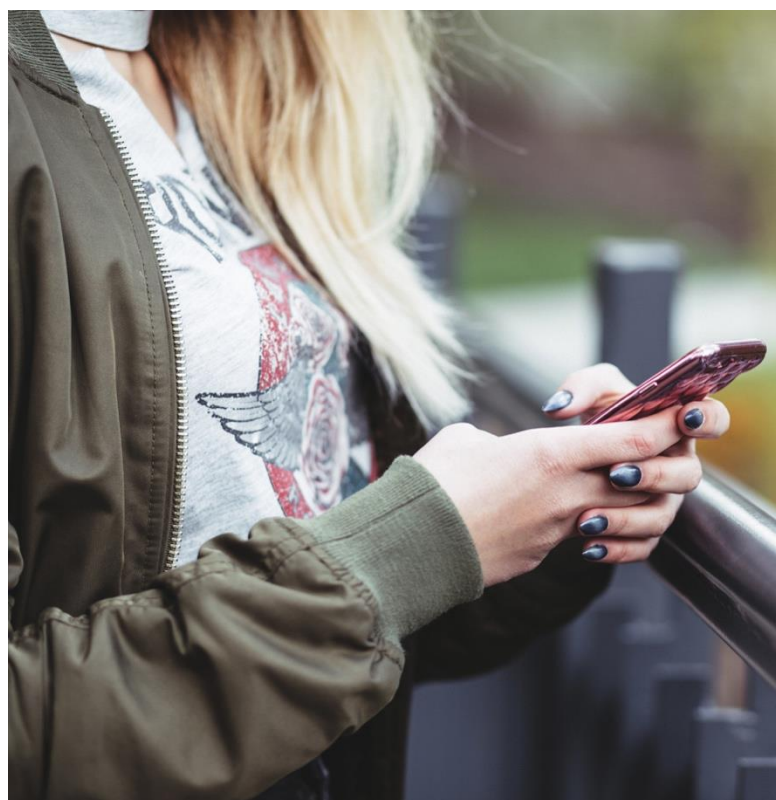
People view their cell phones as an extension of themselves, so the messages they sign up to receive are important to them.

Because texts are sent directly to the customers and people read them within minutes, you can provide last-minute deals and offers. You can also send out updates in real time.

And texting can even be set up as a two-way communication channel, so you have the option to receive messages directly from customers.

As you can see, text messaging offers a lucrative space for developing your marketing strategy.

You are targeting those who have already demonstrated an interest in your business in a direct, immediate, and convenient manner that benefits both your customers and yourself.



How To Overcome Every Single @\$% Obstacle In Your Way

Right now you've got a serious problem.

It seems you're not where you want to be.

Somehow, the entrepreneurial torch inside of you has been lit, and there is no way to put it out.

You see the possibility that you can indeed achieve your dream lifestyle. And this means you can never go back to accepting the idea of working for someone else for an average salary, of doing what they tell you, of working when they tell you, of being told how you will get your job done and who you will report to.

You've seen the light, and there is no going back now. There is something different for you out there.

We're talking about a freedom lifestyle that let's you do what you want, when you want, making as much money as you want, assuming you're ready to put in the work and overcome the obstacles.

Because there will be obstacles. Things you never thought of and things you did think of but can't seem to fix. Things that are driving you crazy. Things that make you afraid to move forward.

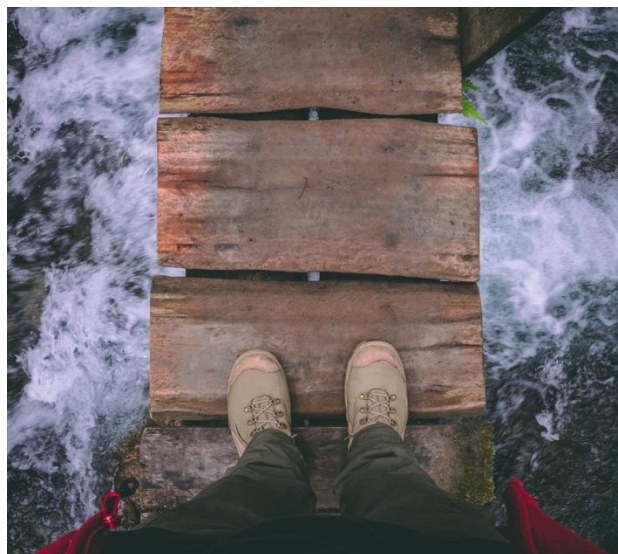
Building a business brings out all kinds of boogeymen who have one job – to stop you dead in your tracks and send you back to your 9 to 5 job with your tail tucked between your legs.

But here's a little secret – something few people know – the majority of those boogeymen are **IN YOUR MIND**.

That obstacle? Is barely a blip on the radar. But because your mind has built it into **SOMETHING SO BIG YOU DON'T KNOW HOW TO HANDLE IT**, it makes you afraid. Scared. Worried. Frustrated.

And so, you procrastinate. "I'll handle it as soon as I figure out the best way." But instead, it just grows and grows in your mind until that tiny little obstacle is now a 40 foot tall wall of razor wire.

How do you take charge and refuse to let your brain stop you from achieving your goals and starting your business?



Speed.

Plain and simple, speed will carry you through.

Let's say you need graphics for your website. You could get bogged down trying to figure out what those graphics should look like.

Maybe you'll visit a few sites (or a few hundred sites) and find graphics you like. Maybe you'll read some articles on what website graphics should be like, or even read a book on the topic.

You could take a graphic design course. Or even get your degree in graphic design.

Or better yet, just wait until you **FIGURE IT OUT**. But you never will figure it out by doing **NOTHING**.

Or...

Or you could jump on Fiverr or Upwork, or Google "Website graphics" and find someone or maybe even more than one person to take a look at your site, look at what you're doing and what you want to accomplish and **DESIGN** your graphics for you.

You might even have them make three different and distinct versions. Then you choose the one you like, have them make whatever adjustments might be needed, and you're done.

And it took you maybe 2-4 days to accomplish this, versus waiting until the day when you magically figure it out on your own.

Have you heard the expression, "Ready, Fire, Aim?" That's what they're talking about.

When you don't know what to do, DO it anyway.

Now then, sometimes obstacles are so big, they paralyze us before we get a chance to take immediate action. Sort of like coming upon a 40 car wreck on the highway – we're not going anywhere for a long while.

So how do you clear a 40 car wreck?

One car at a time.

When you have a BIG obstacle that's pretty much FREAKING YOU OUT, then you know you need to break it down into small, manageable tasks.

Let's say you decide to write a book. Pretty exciting, right? Until you realize that it's a HUGE job and you don't even know where to start.

Rather than do nothing, you get out a sheet of paper and you start brainstorming what you might need to do. For example:

- Create file on computer for the book in progress
- Brainstorm chapter ideas
- Research other books on the topic
- Find my angle – what makes my book different?
- Make sure there is a market for this topic
- Create an outline
- Create a working title
- And so forth

Now you no longer have to WRITE A BOOK. Instead, you simply pick something on your list and do that, instead.

Yes, getting started can be as easy as creating a file on your computer for the book you're about to write. That's not so scary, is it?

And while you're at it, why not start researching other books on the subject, and writing down chapter ideas as they come to you.

Wait – do you realize what's happening? You're starting on your book. Yeah! Good for you.

You can get past any obstacle if you employ speed, breaking the obstacle down into small steps, or doing one last thing:

Changing your mindset.

You see, the only way past an obstacle is THROUGH the obstacle. If you don't go through it, even if it somehow goes away out of sheer neglect, you'll still regret that you didn't take action.

For example, you could neglect to write that book. And guaranteed, you will regret it.

But if you look forward to having it done, and if you look forward to the CHALLENGE of DOING it, you can literally change your mindset from fear to power.

There is a technique used in martial arts that illustrates this beautifully. On the first day of class, the instructor screams at the new student, "DEFEND YOURSELF!"

99 out of 100 students will take a step BACKWARDS.

One student out of 100 will step FORWARD.

It is the forward mindset that you need. When you see a problem or obstacle, run towards it. It is only through obstacles that we grow and become better people.

Remember: "DEFEND YOURSELF!" leads to BACKWARDS. "CHALLENGE YOURSELF!" leads to FORWARD.

Marketing Campaigns You Might Like To Follow

The marketing and advertising industries have historically been more about fantasy than reality, and female idealization rather than empowerment.

Today, however, we're seeing a change in the way brands represent and market to women, fueled by social and political movements.

Here are 17 marketing campaigns with a positive message for women
<https://econsultancy.com/17-marketing-campaigns-with-a-positive-message-for-women/>



The 100 Most Popular Google Keywords (Infographic)

This is a list of the 100 most searched for non-branded keywords on Google, in the United States region.

The list was determined by manually sifting through the most popular search terms overall to find keywords that were not associated with a brand.

<https://www.siegemedia.com/seo/most-popular-keywords>



Everything You Need To Know About Voice Search Optimization

Voice search has been growing with the rising number of mobile devices.

<https://voicebot.ai/2018/03/07/new-voicebot-report-says-nearly-20-u-s-adults-smart-speakers/>

First, I'm not a lawyer. I don't play one on television, but I do enjoy a good legal drama show with humor (Boston Legal, anyone?).

Thus, this is NOT legal advice, just my own non-legal opinion, written with the help of Legal Zoom.

And my answer is yes, you most likely need a trademark... unless you don't. We'll decipher this in a moment. First...

What is a trademark, anyway?

A trademark is basically a brand. Think CocaCola, their name, their logo, and you get the idea. Customers purchase based on brand names. For example, they don't buy Dr. Nut, they buy Dr. Pepper.

Yes, Dr. Nut was a real soda, and it was GOOD – better than Dr. Pepper. But Dr. Pepper had the well-known name backed by millions of dollars of advertising – Dr. Nut didn't.

But I digress.

A trademark is basically a communication tool. Your brand or logo conveys intellectual and emotional attributes and messages about you, your business, your reputation and the products and services you're selling.

And a trademark doesn't even need to be a word. Think of Nike's "Swoosh" design: It's recognized globally, regardless of language.

Trademarks make it easy for customers to find you on the internet and social media, making them a true asset to your business. They don't cost a lot of money to get, and they never expire.

The United States Patent and Trademark Office will charge you as little as \$275 to obtain trademark registration. After 5 years you will pay a few hundred dollars more, and then every ten years you'll pay again. Not bad, considering you're protecting your business and your name.

And as long as you use your trademark, it will never expire. You can leave it to your heirs or sell it along with your business to fund your retirement.

What if I don't register my trademark?

If you don't register your trademark, but you do use it in your business, then you may have common law protection. You may be able to stop others from using your mark, but only in your immediate geographical area. This doesn't help if your business is on the Internet, but it's useful if you run a mom and pop pizza shop.

Do You Need A Trademark?

If you do register your trademark, you gain several advantages according to Legal Zoom:

- Nationwide trademark protection
- Your trademark ownership becomes part of the USPTO's database, creating a public record of your ownership and the date you began using the trademark
- People who conduct a trademark search will see your trademark and may be less likely to use it
- You can file a lawsuit in federal court to enforce your trademark
- Registration creates a legal presumption that you own the trademark and can use it for the goods and services listed in your trademark application. This is helpful if you ever need to sue someone to enforce your trademark
- U.S. registration may allow you to register your trademark in other countries
- Registration gives you the right to use the registered trademark symbol, ®

What kinds of names can be trademarked?

According to Legal Zoom, the more distinctive the name is, the easier it is to trademark.

"Coined" or made-up names like "Xerox" are the easiest to trademark and receive the strongest protection. Names that use existing words in unique ways-such as "Apple" computers-also make strong trademarks.

Names that suggest a product without describing it can also be trademarked. Examples are "Greyhound" bus and "Goo Gone."

Descriptive business names are the hardest to trademark. These include personal names, such as Ben & Jerry's ice cream; location names, such as "Chicago Pizza;" and names that describe a product or service, such as "Best Carpet Cleaning." The USPTO won't register a trademark for a descriptive name unless you can also show that the name has been used so much that people automatically associate it with your product or service.

If your name is similar to another business that offers similar products or services, then you likely won't get the trademark. For example, Pink Petunia Clothing is too similar to Pink Petunia Dress Shop and would confuse any customer.

There might be an exception if you can PROVE you've been using the name longer than the other business. In this case, you might want to consult a legal professional.

For that matter, you might want legal help regardless of your situation when applying for a trademark. If you hop on Google, you'll find all manner of services that are standing by to help you secure your trademark, for a fee, of course.

I sell on Amazon, do I need a trademark?

If you sell your own products with your own brand name (as opposed to being a reseller) then most likely, yes.

From JPG Legal: Amazon has recently changed its standards for their brand registry, which is the in-house trademark database they maintain for sellers. This is the main resource Amazon sellers have for stopping people who counterfeit and infringe on their brands.

With the changed standards, it is now much more important to have a trademark to legally defend your good name from copy cats selling inferior products.

What kind of Trademark Service help can I get online?

Basically, there are two kinds of online help:

There are full-fledged lawyers and law firms who will typically bill you for as many hours as they think they might get away with, so buyer beware. When you've got a fledgling business, you obviously don't want to be paying five figures for a trademark if you can help it.

On the other end of the spectrum, there are cheap, no-frills online service providers who may or may not get you the help you need.

Why would I need any help at all?

Applying for a trademark isn't just filling out a form and submitting a fee.

First, you determine if a trademark is right for you and your business.

Next, you get ready to apply by selecting your mark, finding out if it is registrable and determining how difficult it's going to be to protect.



Then there is mark format, identification of goods and or services, searching the USPTO database to determine similar or identical trademark rights in wording and or design and determining your filing basis.

Only then do you prepare and submit your application.

You can monitor the progress of your application through the system online. You'll be assigned a USPTO examining attorney who will review your application to determine if it complies with all applicable rules and statutes.

Note: If you make a mistake along the way, your filing fee will not be refunded and you'll have to try again. And this entire process can take months.

If the examining attorney decides your mark should not be registered, the attorney will send you a letter explaining the reasons for refusal. If only a minor correction is needed, they may contact you via phone or email.

If the examining attorney approves the mark, it is then published to give other parties 30 days to object. If there are no objections, the mark can be issued.

The proceeding was a greatly streamlined and simplified version of the entire process, which should clue you in as to why many businesses use attorneys. Still, don't let the process deter you from doing most of this work yourself.

You can go to <https://www.uspto.gov/trademarks-getting-started/trademark-process#step5> to read the specifics of the entire trademark process. And you can find the appropriate forms online if you wish to pursue the matter without legal help.

Did I scare you off from getting a trademark?

I hope not. Yes, it is a hassle. Yes, it takes months to get a trademark, or even longer if someone objects. Yes, it costs money.

But if you are serious about building a brand that customers trust and that you can one day sell for SERIOUS money, then I highly recommend you consider getting a trademark.

The extra work and hassle you endure now to get that trademark can pay off handsomely in financial dividends later.



When 3rd Place is 1st

I was wasting time on the internet the other day (you know what I mean, Reddit) when I came upon an image of three little kids with signs in front of them – 1st, 2nd and 3rd.

Evidently, they had been in competition and were now about to get their prizes, much like Olympic athletes receive the gold, silver and bronze medals.

But here's where it gets interesting: The little boy who won 3rd place was ecstatic, raising his "third place" sign high over his head and shouting for joy. For all the world you would have thought he won first place.

Which brings us to the first place winner, who looked like she just had her chocolate ice cream cone, puppy and favorite toys all stolen in the same moment. She looks absolutely miserable and on the verge of tears as she watches the third place finisher celebrate his 'victory.'

Happiness really is a choice.





How To Become A Better Product Creator

You've checked out a new product online... you know the one. The author is telling you that he made \$33,000 in a month without a list, without contacts, and without thumbs. Or whatever.

You've received multiple emails promoting this product and telling you why it's the BOMB and you MUST buy it or you will be BROKE forever.

Yet you don't buy it.

Why not?

Grab a sheet of paper and write down the reasons why you didn't buy it.

Here's a possible list:

- You don't believe the claims
- There's no evidence to back the claims
- You don't trust the product creator, or you just don't know him
- You bought something similar and it was junk
- You're too busy working on something else to bother with watching the 27 videos that come with this
- You're sure there are going to be a dozen upsells, and you HATE that
- In the third paragraph, the seller said something that really pissed you off
- If the seller is making so much money, why does he need to sell this for nine lousy bucks?
- Your Momma told you that there's no such thing as easy money

Or a hundred other possible reasons.

Now then, guess what? Other people have the same exact objections as you do.

Now do one of two things:

First option: BUY the darn product and review it. Overcome every single objection you had in your email to your list. Do the same on a blog post and send traffic to it. Watch the sales come in.

This is an excellent exercise to sharpen your copywriting chops. Or..

Second option: Create your own product that overcomes every single one of these objections in your sales copy.

Do this every time you promote an affiliate product or create your own products and watch your sales increase. something is, the more they want it.

How To Get Paid In Advance For A Brand New Membership Site

You'll need a list for this, although it doesn't have to be a big list – just a responsive list.

Let's say you want to launch a membership site, but you also need a big lump of cash right now to go with your ongoing monthly payments.

In other words, you make a sizable amount of money THIS WEEK, that you immediately pocket.

And you continue to have monthly payments from members coming in every month, too.

Here are two ways to do it, and after we cover these, we'll talk about how you can set up a membership site this week.

Method #1: The average member stays in a membership for 3 months. But this varies based on the product or service the membership provides, and the price point.

The lower the price, the longer people tend to stay.

And the more vital the product or service, the longer they stay.

For example, some software as a service memberships have members that stay for years and years.

Make a smart estimate of how long you think people will stay in your membership. If you're unsure, then use the 3 month figure.

Calculate how much your annual membership costs if someone pays by the month. In other words, multiply 12 times your monthly membership fee.

Let's say your membership costs \$30 a month – that's \$360 a year.

Now offer an option to new members as they're signing up to get an entire year of membership at a steep discount. In this case, you might offer it for \$150.

And no, you're not losing money. If the average member stays for 3 months, that's \$90. If you can get them to pay \$150 up front, you're ahead of the game.

Some will take the upgrade, others won't. Either you'll get a big payment now, or a smaller payment with additional payments each month until they cancel. You win either way.



One note about an annual membership: By keeping them on as members for an entire year, you also get that entire year to sell them additional products through the membership site. Something to consider when making your calculations.

Method #2: Offer a limited time BIG package to your new members. This could be several of your products bundled together at a really great price. Or it could be your BIG colossal course, offered at a major discount (\$200 instead of \$500, for example.)

As soon as each new member joins, you immediately send them to the offer on your thank you page.

If they don't buy there, you continue to remind them of the offer via email for a short period of time – 3 to 7 days. Let them know this is for NEW members only and they won't see it again.

You'll get new members along with their first month's membership, plus all the money from selling your big package.

Okay, you know how you're going to make quick money up front and get those recurring monthly payments, too.

But what about the membership site itself? What kind of membership site can you create out of thin air in a week?

That's going to depend on you and your assets.

What are you really good at? What can you teach? Or what kind of service can you perform?

Do you own software that others would like access to? Or PLR products? Or...

Basically, what can you provide that others want?

It could be something as simple as a newsletter in your chosen niche. Every month (or every week or two weeks) you provide all the latest news.

Or, in every newsletter you provide another way to get a certain result, like making money online, or raising kids, or growing marijuana (this is big now) or...

What are your interests? What are you willing to spend time researching, and talking to experts?

Make a list of all the possibilities that fit your list. You might even poll your list to see what they want.

Choose one thing and create your membership site around that.

See? That wasn't too hard.

Case Study: How To Make 5 Figures A Month Giving Away Free Courses

This takes some legwork, but once you have it set up, you can make 4 or 5 figures a month like clockwork.

First, you're going to target niche marketers (in most any and every niche) who want to turn their hobbies, interests and passions into full time income.

There are couple of reasons for targeting them, versus targeting people who come online for the sole purpose of making money, without already have a foundation to build upon. These niche marketers often already have some income. They have an audience. They have a blog and social media. They just need help to monetize it, and they're ready and willing to pay for that help.

Now then, why give a course away? Because the real money is on the backend.

In our case study, Joshua (not his real name) has built several different courses, all aimed at helping these niche marketers to monetize their efforts.

If you think about all the different aspects of internet marketing, such as building funnels, driving traffic, creating products and so forth, you'll realize there is a LOT to teach here, with a huge potential.

Joshua picks a topic – for example, how to build a profitable sales funnel.

He creates an awesome training course on how to build a funnel and monetize it to the max. And he creates this course from the newbie point of view, giving good information and techniques.

The free course is offered through a squeeze page, and he sends traffic to the page via paid and free methods. One of his best free methods is free viral reports targeted very specifically to certain niches.

These courses are doled out in segments over the course of weeks. The first couple of weeks are overviews to acquaint the reader with how the whole thing works, what to expect, what a sales funnel is and so forth. It gets them really excited for the content to come.

Next, everything is laid out in a step by step fashion. For example, step one might be to get an autoresponder or a website.

And in every single step, he recommends any and every service and product that can help his readers.

He even provides separate reports on each one, giving reviews, comparisons and so forth. Products he recommends are things like Leadpages, Clickfunnels, Aweber, Getresponse, certain plugins, hosting, software and so forth.

And of course each and every one of these products and services is offered through an affiliate link.





Remember, the course is FREE. And it's excellent information. That's why Joshua doesn't feel bad about splashing his affiliate links here, there and everywhere.

These services he offers are billed on a monthly basis, bringing him monthly payments, too.

But it doesn't stop there. Joshua also recommends specialized courses on various aspects of the business. He only recommends products he firmly endorses, and his readers trust his recommendations.

Everything is framed from the standpoint of helping the reader and being an advocate for them. And everything also pays Joshua hefty commissions, too.

Next, Joshua offers done for you services, like article writing, SEO, graphics, website design, email sequences, email support, PLR, plugins and so forth.

He has a team of freelancers that handle this work for him. Naturally he sells everything at a markup. And his customers are thrilled they don't have to find their own freelancers.

Next, Joshua offers high-ticket coaching and support. For \$200 a month, he will answer questions via email. For \$400 a month, he jumps on the phone with you once a week. Frankly, I think he could charge more for the coaching, and he says he will likely double his prices soon.

All of this comes from giving away a FREE course. And remember, Joshua is also building a list in the process. He sends out promotional emails three times a week in addition to all the promotions within the training, and no, he doesn't get complaints because his course is FREE.

And Joshua currently has THREE of these courses set up, with his eyes on creating another 4 in the next 4 months.

That's seven free courses, all building his list and gaining him sales of all the various products and services he's recommending.

And he never comes across as 'selling.' Not really. He always plays the 'advocate' card, looking out for his subscribers and only steering them to the best resources that will give them the highest advantages and biggest paydays.

Right now his take home income after expenses is up to over \$8,000 a month and climbing. I imagine when he gets the next four courses online, that will likely double or more.

Not bad for creating some courses one time and giving them away for free.

One note: If you do this, be sure to update your courses as needed. If your information is kept current and your links are all valid (some products come and go) then each course can continue to make you money for years to come.

The Facebook Ads Strategy That Can't Lose

Running a profitable Facebook Ads campaign is simple. Not always easy, but simple.

There is a formula that can guarantee a profitable Facebook Ad campaign. Once you know the formula and the values to plug in, you'll never sink money into a losing digital ad campaign again.

I know it sounds too good to be true, but stick with me...

<https://www.entrepreneur.com/article/323181>



The 3 Costliest Mistakes I've Made Launching A New Website (So Far)

"Last month my company launched an entirely new website. Hooray! Well, not so fast... it's been a slog. Growth has been slower than I expected. I realize now that users need more time to understand this relatively new way of getting services for a business application. I've made other mistakes. Stupid mistakes. Here are my biggest (so far)."

<https://www.entrepreneur.com/article/323302>



Dos and Don'ts to Guide Your SEO Campaigns

Here's how you can develop an understanding of search engine optimization in no time.

<https://www.entrepreneur.com/article/319072>



Funny WiFi Names

You've got WiFi for your home and business, so why not give it a humorous name? Here are a few of my favorites:

- 404 Wi-Fi Unavailable
- Abraham Linksys
- Area 51 Test Site
- Benjamin FrankLAN
- Bill Wi the Science Fi
- Dora the Internet Explorer
- Drop It Like It's Hotspot
- FBI Surveillance Van 4
- Free Public Wi-Fi
- Get Off My LAN
- Get Your Own Damn Wi-Fi
- House LANister
- It Hurts When IP
- John Wilkes Bluetooth
- LAN Solo
- Life in the Fast LAN
- Loading...
- Martin Router King
- Mom Use This One
- Never Gonna Give You Up
- No Free Wi-Fi Here
- No More Mister Wi-Fi
- Searching...
- Silence of the LANs
- Starbucks Wi-Fi
- Test Wi-Fi Please Ignore
- Text ###-#### for Password
- The Creep Next Door
- The LAN Before Time
- The LAN Down Under
- The Password Is 1234
- The Promised LAN
- This LAN Is My LAN
- Titanic Syncing
- VIRUS.EXE
- Virus-Infected Wi-Fi
- Ye Olde Internet
- Yell ____ for Password



Simple Contest, BIG Results

Krylon is a spray-paint company. They sent “DIY experts” to buy “worthless” items at yard sales and transform them into something desirable.

Krylon then listed the transformed items for sale online, becoming the first brand to use Pinterest’s buyable pin feature. The proceeds (roughly \$2,000) went to charity.


As a result, Krylon’s Pinterest following increased by 4,400 percent, and the company estimates it gained \$2.7 million in earned media on a \$200,000 budget.

Best of all, they didn’t even create their own ‘content;’ the DIY experts did it for them.

Asking their audience to source worthless items and transform them made it simple for Krylon, which merely set up the contest, listed the items when they came in, and sold them. The real work was done by their fans.

What sort of contest can you hold to get your followers to participate and make your content for you?

The more creativity you allow, the more amazing and surprising results you’re likely to get.



Is Relationship Building Hogwash?

Someone asked me the other day, "Why build a relationship with customers when you can just sell to them?"

I asked this person how much money they're making selling online.

And their answer was nothing.

True, they haven't even put up their first website yet. They have no list and no products.

But they're sure that you don't need to build a relationship with prospects – just put your links out there and people will buy.

I asked this person why they don't do that on social media – just post links to products and make sales.

And I loved their answer: "Oh yeah, I've been doing that. I've posted a half dozen different links probably 20 times each."

"And how many sales did you make from that?" I queried.

"None yet, but I expect the sales will start rolling in any day now."

Yeah.

Right.

As they say, "Good luck with that."

Imagine for a moment that you're surfing online. Maybe you're on social media, or a blog, or where ever. You see a link. You click the link. And it takes you to a sales page.

What do you do? 9 out of 10 people will click away within seconds.

The other person maybe checks it out for a moment, and then leaves.

No sale.

Now imagine you've been following this person online. You like them. They're interesting, entertaining, and most of all they give you good information.

One day they recommend a product. And because you know, like and trust this person, you check it out. You like what you see. And hey, it's recommended by someone you trust, so you buy it.

Big difference, right?

Now the question is, how exactly do you build rapport with your audience?

It's not by throwing affiliate links at them. At least, not right away. True, you can try to upsell them when they fill out your squeeze page form. It's a good way to monetize your list building so that it pays for itself.

But most people won't buy yet because they don't know you yet.

That's why you want to send them to a blogpost or "about me" page that tells them about you, your lifestyle and what you believe.

Your goal is to resonate with your new subscribers, or at least some of them. You'll repel some, too, but that's okay. It's all about building your tribe – find the people who will follow you and love you and your content and yes, your recommendations, too.

I've seen some marketers hit their new subscribers with a page full of their products. WHAM! It's like a slap in the face. "Now that I've got you here, I want you to BUY BUY BUY!"

Which is a really good way to get your new subscriber to RUN, RUN, RUN.

Do you know how to sell \$3,000 a month coaching?

Sell them a \$10 ebook. Follow up with amazing content. Sell them a \$50 product that blows them away. Spend a few weeks or months demonstrating that you are the person they can get to know, like and TRUST.

Then present your \$3,000 coaching program, and you won't even need a sales letter.

"Hey folks, I'm opening my coaching to 3 new clients. Here's where you sign up."

Yes, it works. Like gangbusters. And yes, you're taking the long view approach, but it's the method that works, so why not?

Or, you could just throw out handfuls of affiliate links, and hope that sooner or later someone buys something.

Yeah.

Right.

Affiliate Marketing Done Right

When done properly and genuinely, affiliate marketing can generate big results. The Wirecutter has found its own angle to get traffic and sales; labeling itself with the simple...

"List of the best gadgets—like cameras and TVs—for people who don't want to take a lot of time figuring out what to get."

The site generates \$150 million in e-commerce transactions a year.

You have to admit, their slogan isn't slick or clever. But it appeals to people who don't like to get bogged down in details. Their market is people who would likely say, "Just tell me which one to buy." And that's what Wirecutter cleverly does.

Any time you can come across to your visitors as the source of help, simplifying what could otherwise be a very difficult purchase decision, you'll likely do well.

EPILOGUE

Broken Biscuits

This is a new one to me, I was in an outlet store recently and they had a huge box of “broken biscuits”.

It was a 1300g box of assorted broken biscuits, so out of curiosity I bought them.

At home, as I was opening the biscuits, it struck me that many of these biscuits were not actually broken, many were just... biscuits!

Then I was struck by the masterful marketing ploy that had just worked on me. I had just bought 2000g worth of biscuits because I was intrigued by them being broken and misshapen. I didn't actually save any money either I actually spent more, because normally I would have bought say one packet of biscuits, but I had just bought the equivalent of around 20 packets in this set, purely because I was intrigued by “broken biscuits”.

And there is the genius that can be found in alternative marketing, beautifully packaged and sold, they caught me with the concept of a deal on broken biscuits, but got me to buy many more than I normally would, thereby negating the deal aspect. To be fair, I cannot complain the biscuits themselves were delicious and I had great fun organising them all into my biscuit barrel, way more than a 2000 piece puzzle would have been.



But it made me think about my own marketing campaigns, and how I could also do something (sort of tongue in cheek) with some of them as well, I sell products in suites of 'like' products generally, but could I package several dissimilar products that apply to the same niche and sell them together for a bundle price? Could some of those old products that I still have but don't actively market any more, still have value bundled together?

As Internet Marketers many of the products and services we sell are internet based or downloadable, and as we evolve and grow we change the product sets, meaning we end up building a large cache of products that we are not necessarily actively selling but we could easily make available for sales in bundles.

Think about how to be creative in your marketing, some of your misshapen ideas could be packaged again under a new curious label.

See you next month!



SIMPLE PRODUCT PROFIT FORMULA



**YES NICK! PLEASE GIVE ME ACCESS TO
THE SIMPLE PRODUCT PROFIT FORMULA**

