

HOME BUSINESS NEWSLETTER

Issue 95



Viral PDF Case Study:
160.000 New Subscribers

7.5 Secrets To Making
Your Content Go Viral

5 Secrets to Selling
High End Coaching

...and more!

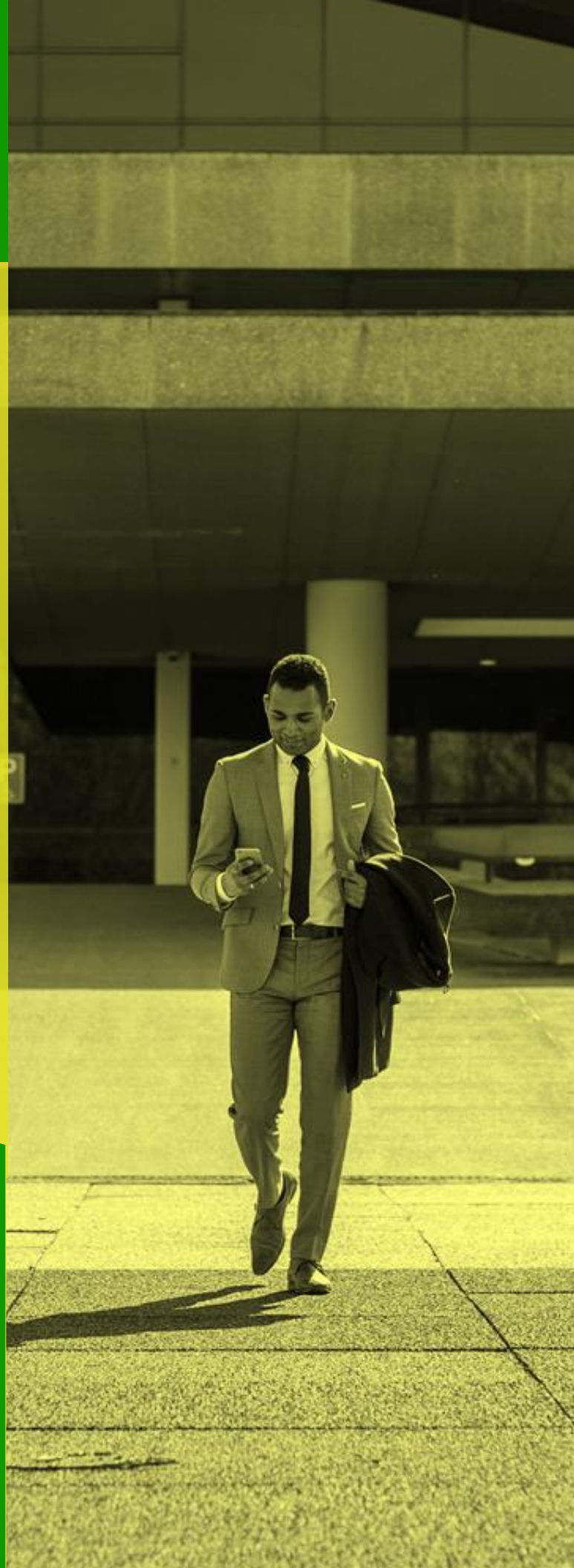


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INTRODUCTION

Digital Village

The world has become a very small place, the internet has put the whole world easily within our grasp when it comes to commerce, this makes the internet a very powerful place to do business and also makes it easier for you and I the small entrepreneurs to reach wider audiences.

Let's shrink our world down a bit, just to make it manageable for this article.

If we condensed the population of our planet to be just 100 people, the demographics would be something like this. 58 Asians, 20 Europeans, 15 Western Hemisphere, and 7 Africans.

Of them, probably about 53 would be female, 47 would be male. 28 would be white, 72 non-white. 5 people would possess around 61% of the world's wealth. Around 80 would live in average or substandard housing, around 27 would be able to read. There would be an almost even split 50/50 for starvation vs obesity. 1 would be close to death, 1 would be recently born. Only 1 would have a university education. And only 2 would own a computer.

When you look at the world this condensed, the wars and disputes and disagreements all seem very petty don't they, the needs for acceptance and understanding glare unblinkingly out at us.

Someone once said: What goes around comes around, work like you don't need money, love like you've never been hurt, dance like nobody's watching and live like it's heaven on Earth. With those figures it seems all the more important to do so.

In the business marketplace, we as entrepreneurs are trying to make our mark, as an online marketer you are trying to reach that one person with a computer, I say one because if you're online you must be the other one.

That's a bit of a scary thought isn't it? Just one person out there for you to sell to, how are you going to reach them, if you don't already know who they are? The way for you to reach them is for you to partner and affiliate with as many of those other people you need to get to that one, surely one of them must know your target after all. Some of these people would be in your supply chain, others might be your partners, some may be in completely unrelated fields and have lives that you would never normally be able to reach. But by partnering with the ones that you can, you can spread your reach further, you may only be able to reach tenth or the hundredth people out there, but each of them might be able to reach nine more.

Thankfully our world is slightly bigger and you aren't trying to find just one, but each one you find has the capability to open the door for you to find another and another.



IN THE NEWS

Warrior Plus PayPal “Beta” is Up and Running

According to their post: WarriorPlus's PayPal Plus is the latest in PayPal technology - combined with the powerful Warrior Plus Wallet - that allows vendors to make sales and affiliates to collect commissions easier and more securely than ever before.

Here's how it works:

<https://www.facebook.com/notes/warriorplus/the-future-of-paypal-is-here/2192462614181685/>

Maximize Facebook Performance by Leveraging The Algorithm

A successful Facebook campaign structure is based on objective, budget and target audience, which was explained in detail by Michelle Morgan during her SMX West session.

<https://searchengineland.com/maximize-facebook-performance-by-leveraging-the-algorithm-312830>



Does Vertical Video Make a Difference?

They spent \$6,000 on tests to find out.

"While we know that square video (1:1) results in 30-35 percent more video views and an 80-100 percent increase in engagement compared to landscape video (16:9), we wanted to know how vertical video stacks up on Instagram and

Facebook (both within the News Feed and Stories).

Which is why we teamed up with our friends at Animoto once again to test (and test again) the hypothesis that vertical video would perform better than square video on social media.

We were shocked by the results!"

<https://buffer.com/resources/vertical-video>

Are You Profiting From Viral PDF's Yet?

5

A viral PDF is one that you create and give away. It could be a report on any subject related to your niche that solves a problem.

But here's the twist: You give it away with rights to sell or give it away.

People who receive it can use it as their own to sell or give away again and again.

The magic to this isn't just that a lot of people can see your lead magnet – it's that a lot of people can end up clicking the LINKS you've placed INSIDE the lead magnet.

You strategically place links in the PDF that lead to your landing page, your website, your products and your affiliate programs. Anything that is relevant works.

And if your PDF happens to be a newsletter or magazine, all the better. Each article can link to a product that is relevant to the article. For example, an article on how to get more traffic can link to a traffic generating plugin, course, book, etc.

An article on YouTube marketing can lead to... you guessed it, a product on marketing with YouTube.

If you want to get your links seen and make more money, viral PDF's are a must have.

Look for more on this elsewhere in this issue – including a \$1,267,200 case study.



Earn \$2870 To Fix A Plugin?

I know a guy who recently bought a WordPress plugin for \$47, which included resale and rebranding rights.

But when he tried to use the plugin, it didn't work right.

Plus, it was missing features that he wanted for his website.

So, he hired a coder to fix the plugin and add the features. Finding the coder on Upwork was easy, and the cost was reasonable.

Then he rebranded the plugin and sold it as his own.

Result?

He cleared nearly \$3,000 after expenses.

Time involved – about 5 hours, and most of that was writing and setting up his sales page.

It's worth noting that he does have a virtual assistant to handle customer service. If you do this, just know that you or your VA will need to answer any questions you get from customers.

Also, be sure to set up a page where you place all the questions customers have before and after the sale, as well as the answers.

This way you won't have to answer the same question twice, and customers can go there first, instead of emailing you.

Do one of these a month, and you've got a very nice part time income without a lot of work.

Best Social Media Management Systems

Buffer is a tool for publishing and scheduling your posts on major social media platforms. Buffer Reply creates a unified team inbox and lets you reply to Facebook, Twitter, and Instagram conversations. Anyone from solopreneurs to enterprise clients will find a suitable Buffer plan.

Sprout Social is best for small- to medium-sized businesses. This is a social media toolkit that offers all-in-one inbox, scheduling, analytics, and monitoring solutions.



How To Create Infographics In Under An Hour [15 Free Infographic Templates]

Wouldn't it be great if creating infographics was as simple as writing regular old text-based blog posts? Unfortunately, making visual content like this usually takes a lot more time, effort, and let's face it -- skill -- than the written word. Usually.

But considering the popularity and effectiveness of visual content in marketing today, you can't just afford to throw in the towel.

That's why we decided to take all the pain and suffering out of infographic creation. Seriously -- don't give up just yet. You, too, can create infographics that are professional-looking, high-quality, and completed in under an hour. I'm going to prove it.



<https://blog.hubspot.com/marketing/create-infographics-with-free-powerpoint-templates>

Viral PDF Case Study: 160,000 New Subscribers



Can you make money by creating a viral PDF filled with great content?

In a word, yes.

Joanne uses this strategy to get 440 opt-ins...

Per day...

With zero ad cost.

She gives away a free 35 page report with a provocative headline that catches plenty of attention.

Two years after writing the report, she still gets 160,000 new subscribers a year just from the viral report alone, without doing anything.

Of those 160,000 new subscribers, about 9% make their first purchase within 3 months. That's 14,400 new sales with an average first order of \$88.

Total revenue: \$1,267,200.

And that only includes initial sales. The real money comes with repeat buyers.

Her current time investment? None.

Her cost? Zero.

What are Joanne's secrets to making this work?

She offers great content that people want, and she offers giveaway rights to everyone who gets her report. That means they can give the report away, sell it, use it to build their list or do whatever they want, as long as they don't change the report.

And she gives her customers branding rights to the report, so they can earn commissions when people purchase from the links inside the report.

But only customers can insert affiliate links and make money.

And you can create reports just like this that promote affiliate products, your products, your services or anything you like.

You can get free traffic and sales, your content shared, recognition, trust and credibility.

Viral marketing is powerful indeed, isn't it? □





If you're offering free reports or free newsletters right now, but you're not offering rebranding rights, then you are leaving money on the table.

How does it work?

The first page of your report or newsletter is a title page, just like usual.

But on the second page of your content, you'll say something like:

"Congratulations! Free!

You now own resell and giveaway rights to this report.

By owning resell and give away rights, you may freely distribute this report (or newsletter, book, etc.) to anyone you wish, resell it for any price and keep 100% of the profits, or use it as an incentive to build your mailing list. The choice is yours.

The only restriction is that you cannot modify this document in any way without permission from the author.

Enjoy!"

Now here's a twist to earn even more money:

Not everyone is going to want to give away a report with YOUR affiliate links in it. And that's okay, because you'll still make money.

After the section above, you'll write something like:

Hot Tip: If you would like to learn how to make this report your 24/7 "Digital Sales Machine," then be sure to read the last page for full details."

You're going to allow them to completely rebrand your report with their own affiliate links and have a finished money magnet ready to go.

The last page includes a compelling offer for branding rights, and it might say something like this:

"How To Make This Report Your 24/7 Digital Sales Machine.

I hope you enjoyed this free report and picked up your copy of (insert product name.)

Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...

Would you like to get paid a commission when the people you share this report with also buy (insert product name?)



If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. You can then post it to your blog, share it on social media, or even use it to build your list.

And the best part is...

Your readers will also receive 'giveaway rights' to this report. Which means, if they give it away without rebranding it, you'll get paid commissions on all of their referred sales as well."

And then you explain how they order their branding rights from you.

This gives you, as the author, incredible leverage.

Let's say you've written report promoting a new Clickbank product. You make money when people buy the product from your personally branded report, and you also make money when you sell branding rights.

In fact, you can potentially make branding sales rights from every person who comes across your report, regardless of whose name that report is branded to.

And the people who have paid for branding are highly motivated to share your report because they can earn product commissions when they do.

If you graph this out, it looks like a pyramid – a LEGAL pyramid, mind you. I know how fishy that word sometimes sounds, but I don't know how else to explain how this can potentially grow so BIG for you.

Let's say you only sell rebranding rights to 3 people. But each of those 3 give the report away, and 3 people they give the report to also buy branding rights, for a total of 9 more branding rights sales.

And it keeps growing like that.

3 people

9 people

27 people

81 people

243 people

729 people



Content
is King



Multiply these numbers by the amount you will charge for branding rights, such as \$29, and you see that over time you can potentially earn significant money.

Of course, it doesn't happen exactly like this. 2 of those first three people never share the report, and the other one shared it to 3,000 people, or whatever. The point is, there is a potential for this to grow exponentially.

Another option is to create a report to promote YOUR OWN product. You could offer free branding rights to anyone who purchases your product, or free branding rights to any affiliate who 'qualifies.' You determine how they qualify.

The point is, this report that promotes your product can go viral – super viral – and if it does a good job of preselling your product, it can make you a lot of sales for a long time.

It works as a super hot affiliate tool. Just imagine affiliates giving away your report with their affiliate link inside. You can even create a follow up email sequence to drive readers back into the report and to the product sales page, to increase sales even more.

A third option is to use the free report to build your list. Your offer might be, "Subscribe to my newsletter and get branding rights to this free report."

A fourth option is to write a follow up report to the first report and offer it free inside the first report. This is another great way to build your list.

Is all of this getting confusing?

Just think of a viral rebrander this way: You write the content ONCE, and it continues to circulate around the internet, acting as your ambassador, driving traffic to your sales page or squeeze page and making you money.

And if you sell rebranding rights, it can make you even more money, both from

selling the rights, and from building your own list of subscribers.

Bottom line: If you're NOT using viral PDF reports, you're losing subscribers and money.



7.5 Secrets to Making Your Content Go Viral

What makes one piece of content go viral, and a hundred other pieces of content die on the vine?

You might think it's luck, or timing... and certainly those do play a part.

But there are ways to build virality into your content to increase the odds it will indeed go viral. Here's how:

1: Make it memorable.

In 2014, the "Tokyo Dog" food truck in Seattle, Washington, unveiled what was confirmed as the most expensive hot dog available – at a retail price of \$169.

The world's most expensive pizza? The Luis XIII, Salerno, Italy, a Renato Viola Creation (sounds like expensive furniture or a ball gown, right?) Well, the price is more than most people pay to furnish their entire living room or fill their wardrobe - \$12,000.

World's biggest commercially available hamburger? 74.75 kg (164.8 lbs), on the menu at Mallie's Sports Grill and Bar in Southgate, Michigan for \$399 (271.55 pounds).

They all sound pretty silly, right? And does anybody actually order these things?

It doesn't matter. What does matter is it gets people TALKING and SHARING on social media and in person.

Find a way to make your content, your business and even yourself memorable. Be different from your competition in a way that gets people talking.

2: Be Passionate

Memorable is a great start. Now add in passion for what you're doing. People will share things that matter to them, and things that matter to others.

For example, how many people would share a video of a double rainbow? A few would.

But what if there was a guy in the video who was so overwhelmed by the double rainbow, he was jumping up and down and hollering and crying with joy?



That video went viral faster than the latest political sex scandal because the guy was so incredibly passionate.

Talk about things that matter to you, because then your passion will show.

And talk about things that matter to your audience, because then they will connect with you and share your stuff because this is also THEIR stuff.

They feel this way. They believe this way. This matters to THEM.

3: Offer Practical Value

New York best selling authors Jonah Berger and Katherine Milkman discovered that people are more likely to talk about and share things that have practical value in their lives.

If you can help people to get an immediate result, benefit or solve a problem, they are more likely to share your content.

For example, "3 Ways to Feel Happier Right Now" is more likely to be shared than, "Why People Get Depressed."

And "One Mushroom that Makes You Smarter" is more likely to be shared than, "A 10 Year Study of Mycology and Possible Effects on Human Intelligence."

You get the idea. Make your content offer real value that people can benefit from immediately.

It should be practical, easy to implement and deliver fast results.

4: Be Your Reader's Better Self

People talk about and share things that project who they want to be to their friends.

Notice it doesn't say, "Who they are," but rather "who they want to be" - a better version of themselves.

People want to be perceived a certain way, so they're going to talk about and share things that reflect that image of themselves that they want to have.

For example, studies show that people are more likely to share long, deep authority type articles that really dig into a subject. But those same studies also show that the people sharing the articles often don't read them.

Reading them is not who they are – but being perceived as the type of person who would read them is how they want to appear to their friends.

How do you reconcile this disparity so they still share the article AND read it?

You might try breaking it down into manageable pieces, such as a series. Or break it up with plenty of sub-headlines, graphics and pictures.

This one is tricky, so we'll just say this: Is the content you're creating something you would want to share with others if you hadn't written it yourself?

5: People Love a Good Controversy

Sure, this isn't news to you, is it? People talk about and share controversies, but...

...only if they're not TOO controversial.

Some controversy inhibits sharing, while other controversy promotes it.

People like to fight about moderately controversial subjects. Highly controversial subjects tend to make people uncomfortable, and less willing to share with friends. You might say, some things are simply too hot for them to touch.

For example, writing an article about which religion is superior to all the other 4200 religions is going to be too much for all but the most extreme people to share on social media. Who wants to send an article to their friends that might be saying something bad about their beliefs?

But at the other extreme, I once saw a raging Twitter battle go on for two days about which is better: Smooth or crunchy peanut butter.

Remember the commercials for Bud and Bud Light beer, where people were arguing about which one was better? They were surprisingly effective.

People love to fight about moderately controversial things.

So, go ahead and write that article about how Facebook advertising is dead, or high intensity interval training is better than weight training, and see what happens.

6: People Follow the Pack

When people “like” a Facebook post, their friends are more likely to “like” the same post.

It’s no different than when someone laughs at something; the people around them are more likely to laugh, too.

When someone ____, others are more likely to ____, as well. You can insert many, many things into those blanks, such as boo, get angry, clap, buy a product, see a movie, visit a particular restaurant, join a gym, etc.

People are more likely to talk about and share the same things their friends are talking about and sharing.

This is why you never want to display signs of negative social engagement if you can help it. If you’re just getting started and your post has zero likes or shares, consider hiding the numbers on them.

And when you get testimonials, shares and so forth, display them proudly.

7: People Share Entertainment

If your blogpost is funny, if your video is entertaining, if your tweet is surprising, it will get shared.

Don’t be the uptight person who never cracks a smile.

For example, in your writing, don’t be afraid to show your silly side or use self-deprecating humor.

Tell entertaining stories, too. I know one guy who uses a story – fact or fiction - to illustrate just about every point he ever makes, and his blogposts always get a ton of shares.

If you’re making videos, go ahead and wear the silly shirt or hat. Don’t edit your bloopers, laugh about them with the audience. Have fun and just be yourself while still delivering great content.

7.5: Repeat Yourself

This might sound counterintuitive, but don’t be afraid to repeat things. Remember the world’s most expensive hot dog and pizza? Or the biggest hamburger?

People remember things that get repeated.

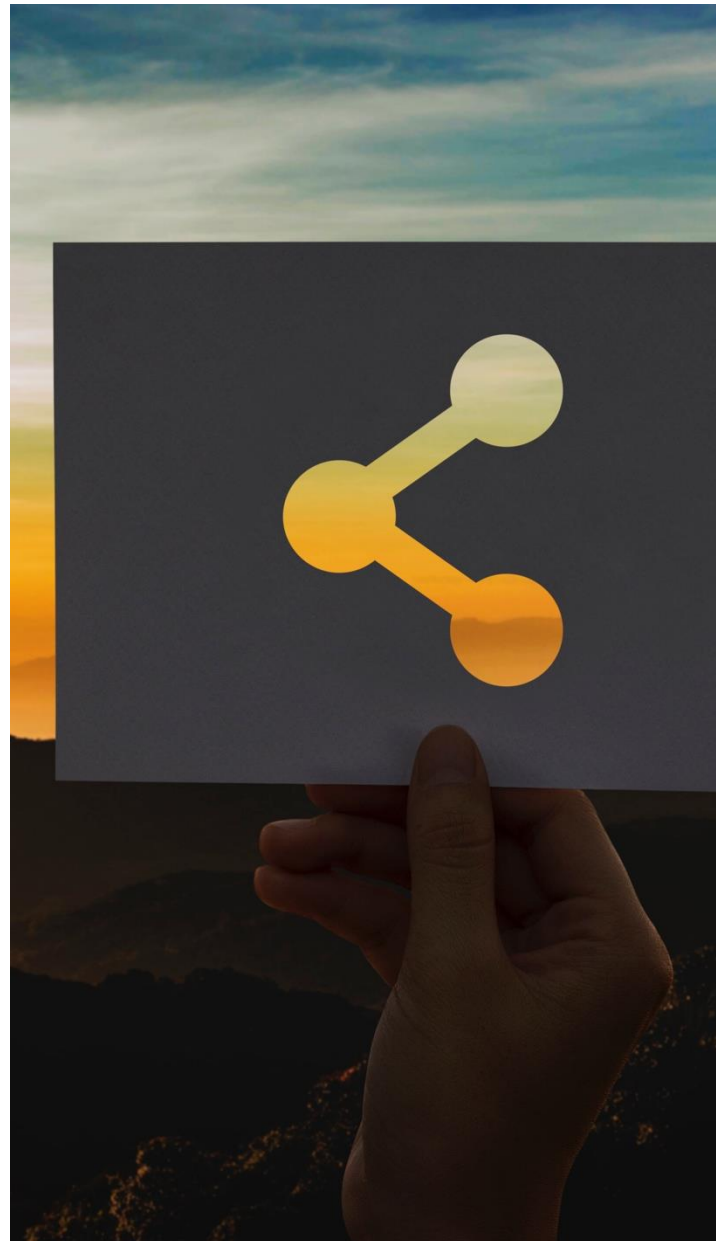
And people share things they remember. (It’s pretty hard to share something you DON’T remember.)

One last thing – you might not be able to incorporate all 7.5 of these into every piece of content...

And that’s okay.

Use what makes sense for the content you’re creating. Above all else, focus on quality. And again, have fun.

The more you use these points, the better you’ll become at creating content that goes viral.



How To Create a “Plumber’s Lead Magnet”

This works in most any niche and for most any business, not just plumbers. But I’m going to use plumbing as an example for a couple of reasons:

First, odds are, like me, you know little to nothing about plumbing.

Second, if you can do this in a niche you know nothing about, you can do it in any niche.

Let’s say you create a flyer or report, explaining to businesses why they need to generate leads with their website. If they don’t, their competition will, and customers they should have had will go to someone else.

Or something along those lines – you know the drill.

Let your business owners (plumbers, in this case) know that when a prospect goes to their website, it’s super smart to capture their email address. They can send out an email every week or two with a plumbing tip or coupon.

When that person needs a plumber, who are they going to call? The plumber whose name they know, who sends them good advice and tips, that’s who.

You sell the plumber on the idea of capturing leads and sending them an email now and again to keep in touch and stay in the forefront of their customers’ minds.

But what does the plumber offer in exchange for the email address?

They could offer a discount, but for a service business, that can raise problems. After all, ‘15% off’ doesn’t mean anything if the customer can’t compare prices with other plumbers. Maybe this plumber charges 50% MORE than other plumbers, so sure, they can afford to give 15% off.

But how about a “how to” report from the expert himself or herself, on how to do something?

Maybe it’s how to diagnose where a leak is coming from, maybe it’s how to empty that trap thingee under the sink, maybe it’s to finally reveal to a customer what a plumber looks for when they come into a home to solve a problem.

Whatever it is, you’re going to write the report for the plumber.

“What?! But I don’t know anything about plumbing!”

And that’s the beauty, because you don’t have to know anything. Just go to YouTube and find a video that explains exactly what you’re going to teach in the report.

Download the video and send it off to someone on Fiverr or Upwork to transcribe it for you.

Then completely rewrite it in your own words. Get some images to illustrate what you’re talking about. And run it by the plumber. She’ll be able to tell you if you missed anything or got anything

This took you a few minutes to find the video, the cost to get it transcribed, and the time you took to rewrite it and add pictures.

Sell the usage rights to the plumber, and add their name, logo, and information to the report. Add the autoresponder form to their website and get everything ready to start capturing new subscribers.

You can charge what you like to do this... I would suggest a minimum of \$500 or more.

And you can charge a monthly fee for maintaining the list and sending out emails, too. How much work you do versus the client on writing the emails is worked out between the two of you. Likely it will be a collaboration, and most likely it won’t take you more than an hour or two per month to do everything needed. Charge \$250 a month, give or take.

Rinse and repeat. You’ve done this for one plumbing client, why not do it for others? Personally, I would get one client per city in each niche, to avoid any duplication.

Remember to personalize the report to each business, too.

And then branch out into other niches. Any business that can profit by staying in touch with prospects and clients (which is just about all of them) can benefit from this service.

"Who Are You Wearing Today?"

Okay, this doesn't have a lot to do with internet marketing, and yet it's got EVERYTHING to do with becoming whatever it is that you want to be...

...including a million dollar a year marketer.

Imagine what a tough nut to crack it must be to become a top fashion model. There is so much competition, right?

You've got to look perfect, walk perfect, have a gorgeous face, beautiful hair, perfect teeth, vapor thin body and flawless skin.

Plus, you need training, connections, an agency to represent you and... look, I'm just BSing here.

I don't know what you need to become a top fashion model, but I know there are a LOT of people who want to be models, and only a handful who actually become world famous at it.

My gosh, it must take years and total dedication and...
...or maybe it only takes one day.

I'm about to share a video with you of a very ordinary, average bloke who broke into the fashion world literally overnight.

And I mean, OVERNIGHT.

How did he do it?

By playing the part.

That's all he did. No connections, no designer clothes, no professional hair or makeup and no training.

He played the part and ACTED like a professional model.

And because he acted like a professional, people took him seriously, including the photographers and fashion police, whoever they might be.

He did it as a lark, but there is a very important lesson here that I'm hoping you latch on to and don't let go of.

As you watch this video, just imagine being – not becoming, but BEING – exactly who you want to be right now.

None of this, "I'll do it in 6 months or 6 years."

Nope. You ARE that person RIGHT NOW.

Check it out:

<https://www.youtube.com/watch?v=16AfXwl2WGO>



5 Secrets to Selling High End Coaching

You know your stuff. You've got the skills and the experience or knowledge to teach others. But...

You lack the confidence, right?

After all, who are you to charge \$200 a month or \$2,000 a month for coaching?

I'll bet you're a whole lot more qualified than an 11 year old New York boy who doles out advice to grownups.

That's right – people in New York are paying an 11 year old for advice, and they are happy to get it, too.

More on that in a moment. First, I want you to quiet that loud, irritating voice in your head that tells you that you cannot sell coaching, and instead, focus on the following 5 big secrets to commanding large coaching fees and having happy clients.

High End Coaching Secret #1: Believe.

If you're feeling insecure about your abilities, that will show in your marketing and your voice when you speak to prospective clients.

You've got to believe in yourself and your abilities. No, you don't need to know everything about everything. No, you don't need to be perfect. But you do have to set aside insecurities and know that you are indeed good enough.

Write down all that you've accomplished. Write down your positive traits, qualities and abilities. Make a note of every professional compliment or testimonial you've received in the past few months or even years.

See?

You've got this. You just need to believe in yourself so that your clients can believe in you, too.

High End Coaching Secret #2: Visualize

You've got to see yourself attracting the high end coaching clients you want. See yourself coaching them and helping them to reach their goals. See them happy and successful because of you.

You're going to attract what you think about. And if you think you'll never get high end coaching clients, then you won't.

It doesn't matter if you believe in positive energy or the law of attraction – those things work without belief, just like the law of gravity.

Focus on being positive and visualizing what you want, and then let go.

Clients might not come from where you think they will, and that's okay. But if you continue to believe in yourself and see those clients lining up to work with you, it will happen.



High End Coaching Secret #3: Give Results

Whatever your high end coaching program might be, it should deliver incredible value. To do this, you need to have an excellent understanding of your market and your clients. Solve their problems and help them reach their goals, and you'll have clients begging you to take them on.

High End Coaching Secret #4: Add a Wow Factor

This is the icing on the cake. Not only do you give them results, but you also add in a wow factor that sets you apart from anyone else.

This is going to depend on you, your niche and your clients. It might be that at the three-month mark, you fly your clients out to your home for a weekend of small group mastermind coaching. Or maybe you send them a big, beautiful package in the mail to celebrate their first victory.

There are a thousand possibilities, and you need to find the one that works for you and your clients.

Forget about sending them an ebook or anything mundane. You want something exciting and unexpected. The goal is to make people so delighted and thrilled, they can't stop talking about you.

High End Coaching Secret #5:

Use proven systems to keep your funnel full. The idea is to always have so many prospects for your high end coaching program, that getting new people is never a problem.

You might set up webinars and workshops to keep your funnel full, or do live events.

You could even give away one on one intro sessions on the phone and offer to upgrade them at the end of the call.

The important thing is to have a system that continues to find new clients for you.

Here's a method I like: Offer a free video or report.

Once they grab it, send out a series of emails via autoresponder that warm them up. You want to demonstrate that you know what you're talking about, that they can achieve their goals or solve their problems, and that this is for real. Credibility is key.

Then offer a higher end product or go straight to the coaching program.

Second method: Do webinars in which you teach something. Let them know this is the tip of the iceberg and offer them a free one-on-one session.

During the session, find out their problems and goals, and help them solve one thing. Let them know you can help them with the rest, but only as your client.

Believe it or not, the mechanics of setting up a coaching program and filling it with clients is often the easy part.

It's getting your mind in the right place to believe you can do it that's hard for most people.



Be prepared to be nervous your first time or two. That's okay, because as long as you are also prepared to help your clients achieve their dreams, you'll be fine.

One last thing... let's talk about that 11 year old in New York.

His name is **Ciro Ortiz**, and he's a sixth-grader. He's had to deal with bullying and getting picked on. But that's not what bothers him; it's the feeling that he doesn't fit in.

"Some kids are only nice to you if you are into what they're into," he writes. "I'm not going to force myself to be someone I'm not."

Ciro figured there might be people like him who could use some advice or encouragement, so he decided to set up a booth at the Bedford L train stop in Brooklyn, New York.

He offers 5 minutes of advice for \$2, which according to his clients, is a total bargain.

He sits on a folding chair at a card table with a cardboard sign that reads, "Emotional Advice \$2.00."

He works for 2 hours each Sunday, listening to people's problems regarding work, relationships and life in general.

He uses the money he makes – about \$50 a week – to help kids at his school who can't afford to buy snacks or lunch.

His first day on the platform, **Ciro** says he was super nervous. But soon clients started coming to him in bunches.

"I didn't know if people were going to stare or laugh at me," he says. "But then they saw that I was taking it seriously."

And so were his clients. They were coming to **Ciro** with real problems, and truly listening to what he had to say.

"Somebody came up to use and said that what **Ciro** told her is what she'd been feeling in her gut that whole time," **Adam**, **Ciro's** father, told the New York Post.

What do people talk to **Ciro** about? The most common problem is love, either not being happy with the person they're with, or worried they won't find the right person.

Ciro's best advice: "When you were brought into this world, you were born into someone loving you. Look at it like that."

Ciro's friends at school don't understand what he's doing or why he's doing it. But that's okay, because **Ciro** has made lots of new friends on the L train platform.

He's helped them by lending them a kind ear, and they've helped him to finally feel like he belongs somewhere.

Says **Ciro**, "Everyone needs help sometimes. You can't get through life without help."

Why Can't Bots Check “I Am Not A Robot” Checkboxes?

Have you ever checked the box and wondered why a robot couldn't do something so simple?

Come to find out, there is difference between how humans move the mouse versus how bots do it.

Google's reCaptcha system uses this fact to predict whether you are a human or not, using a predictive model trained with sample mouse movements made by both humans and abusive bots.

As you move your mouse over the "I'm not a robot" widget towards the checkbox to click, every tiny movement is captured and sent to the predictive model.

The predictive model analyzes your mouse movements against the sample set of data and decide whether you are human or a bot.

It's interesting to note that Google invented an entire virtual machine – essentially a simulated computer inside a computer – just to run that checkbox.

That virtual machine uses their own language, which they encrypt twice.

This is no simple encryption. Normally when you password protect something, you might use a key to decode it. Google's invented language is decoded with a key that is changed by the process of reading the language, and the language also changes as it is read.

Google combines that key with the web address you're visiting, so you can't use a CAPTCHA from one website to bypass another. It further combines that with "fingerprints" from your browser, catching microscopic variations in your computer that a bot would struggle to replicate (like CSS rules).

All of this makes it purposely difficult to understand what Google is even doing. In fact, you need to write special tools just to analyze what's happening, and it turns out that people have done just that.

They've found that Google is recording and analyzing:

- Your computer's time zone and time
- Your IP address and rough location
- Your screen size and resolution
- What browser you're using
- What plugins you're using
- How long the page took to display
- How many key presses, mouse clicks, and tap/scrolls were made

And ... some other stuff we don't quite understand.

They then combine all of this data along with their knowledge of the person using the computer. That's right, Google observes the behavior of billions of real people.

How they check all of this information is impossible to know, but we do know that to beat the captcha, you've got a ridiculous amount of messy human behaviors to simulate which are almost unknowable. Not to mention the fact that they keep changing, and you can't tell when.

And you thought you were just checking an innocent looking little box, didn't you?.

Best Content Marketing Tools

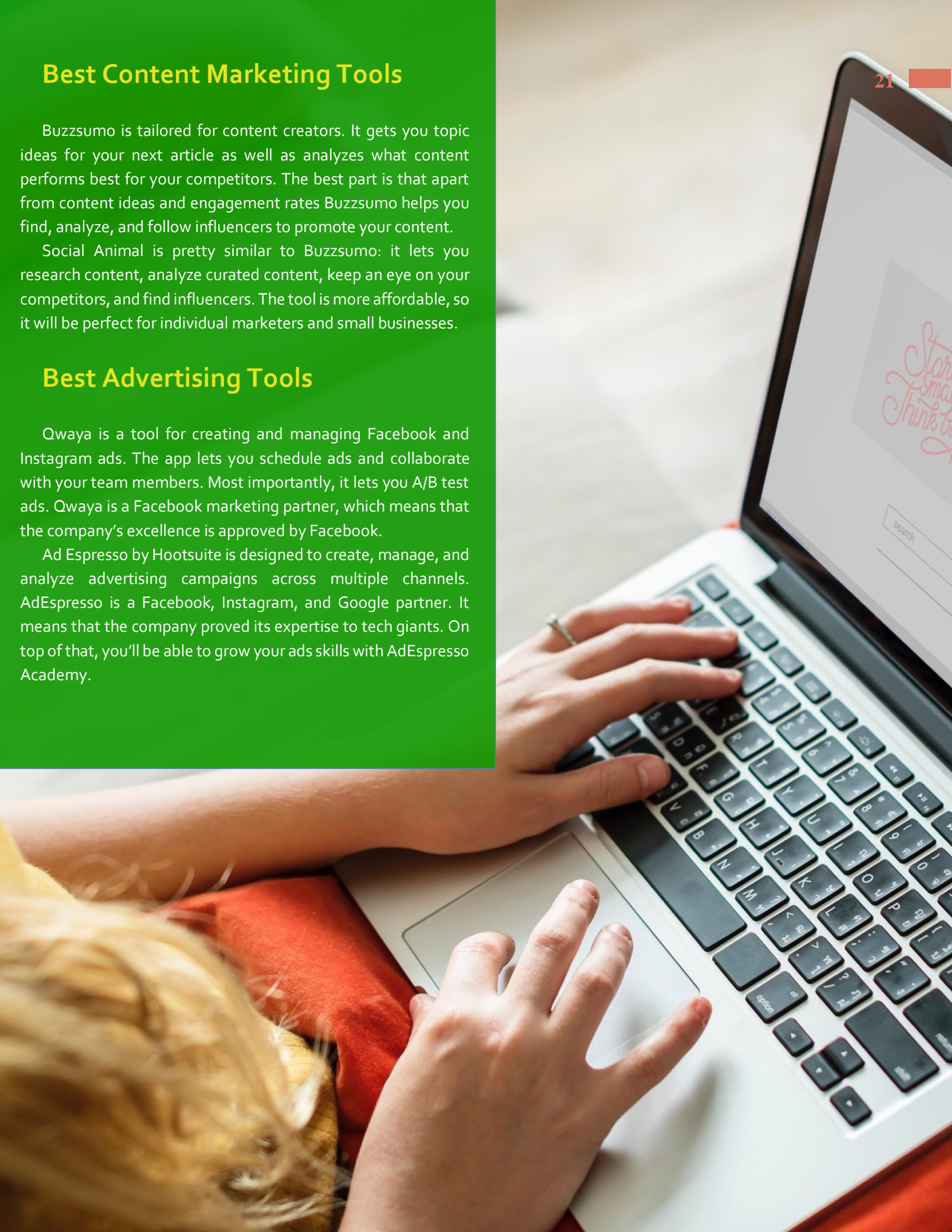
Buzzsumo is tailored for content creators. It gets you topic ideas for your next article as well as analyzes what content performs best for your competitors. The best part is that apart from content ideas and engagement rates Buzzsumo helps you find, analyze, and follow influencers to promote your content.

Social Animal is pretty similar to Buzzsumo: it lets you research content, analyze curated content, keep an eye on your competitors, and find influencers. The tool is more affordable, so it will be perfect for individual marketers and small businesses.

Best Advertising Tools

Qwaya is a tool for creating and managing Facebook and Instagram ads. The app lets you schedule ads and collaborate with your team members. Most importantly, it lets you A/B test ads. Qwaya is a Facebook marketing partner, which means that the company's excellence is approved by Facebook.

Ad Espresso by Hootsuite is designed to create, manage, and analyze advertising campaigns across multiple channels. AdEspresso is a Facebook, Instagram, and Google partner. It means that the company proved its expertise to tech giants. On top of that, you'll be able to grow your ads skills with AdEspresso Academy.



PayPal, ClickBank, JVZoo And Warrior Plus – Oh My!

Last month we covered what was going on in the world of internet marketing and PayPal. Here's an update:

As you know, recently PayPal closed or limited a number of internet marketer's accounts. No warning, no nothing. They just shut people down without giving them a chance to correct any problems – problems the marketers generally don't even realize are there – if they are there at all.

No doubt PayPal is doing this with an eye towards limiting risk. Rather than waiting for something bad to happen, they're taking what they think are preemptive strikes in the name of combatting fraud.

For example, Joe Marketer is doing a steady \$5,000 a month. But thanks to his first big product launch, Joe is suddenly doing \$50,000 in one month. Must be fraud, right? Well, no. You and I know that a big launch can bring in a lot of money fast. But to PayPal, a sudden increase in revenue can spell trouble, and they limit or close the account.

Making matters worse, we seldom find out exactly why PayPal does these things. We can take educated guesses, but they won't even tell the account holders they've shut down what their real reasons were.

You might have 100 accounts in a month that suddenly have a big influx of revenue, and two of them get shut down. Why those two? Why not the other 98?

The point is, no one is entirely safe. And that includes not just product owners, but affiliates, too.

What we do know is that PayPal seems to be cracking down right now on certain products, vendors, niches and practices that they deem to be high risk.

How can you limit your risk?

First, don't rely just on PayPal. Get yourself an account at either Stripe, ClickBank or Authorize.net before you need it. Preferably, get accounts at all three if you don't already have them.

If you are forced to start using exclusively Stripe instead of PayPal, you will likely notice it does hurt your sales somewhat. Customers are used to PayPal and generally prefer it to using a system they're not familiar with.

But it's better than having no option at all. If PayPal suddenly limits your account and you're already set up on Stripe, you can switch over in a heartbeat and continue to receive payments.

Second, limit your exposure to other business PayPal accounts.

Let's say you're a vendor and you make payments to an affiliate who gets shut down by PayPal. PayPal may then take a look at your business, because you were sending money to the offending account.



Or let's say you're an affiliate, and the product vendor gets shut down by PayPal. Again, PayPal might also shut you down, since you were receiving payments from this vendor.

It has happened. One account gets shut down, and then multiple accounts somehow associated with that first account are shut down as well.

Because of this phenomenon, the IM industry has made some significant changes within affiliate platforms such as JVZoo and Warrior Plus.

JVZoo now takes Stripe, Authorize.net, Zift and Payoneer.

And JVZoo now allows affiliates and vendors to place payments on delay.

Instant payments can be a red flag to PayPal, and possibly problematic on several levels. But as a JVZoo vendor or affiliate, you can log into JVZoo, go to your account, click the edit button, and force commissions to be delayed.

Similarly, Warrior Plus now offers the ability for both vendors and affiliates to force "wallet" payments on their accounts.

With the "wallet," Warrior Plus acts as an escrow account between vendor and affiliate.

In addition, Warrior Plus has just rolled out its "PayPal Plus." For vendors, this means you only receive your portion of the sale earnings. Instead of receiving the full sale price as you did with adaptive payments, you only receive your portion, with everything else going to the Warrior Plus Wallet, which then pays any affiliates and partners involved in the sale.

This makes for easier accounting, easier refunds and less risk of PayPal scrutiny.

Third, consider placing a portion of your business on ClickBank.

ClickBank is not a "middleman" platform like JVZoo and Warrior Plus. Rather, they take full responsibility for the product, which they 'buy' from the vendor and sell to the customer.

ClickBank uses its own merchant account and PayPal accounts. They have a fraud prevention team that beats anything in the industry.

And because they are the legal vendor, they collect all appropriate sales taxes for jurisdictions around the world. They pay the affiliates, and they handle the 1099's. They also have a huge support staff for vendors, affiliates and customers.

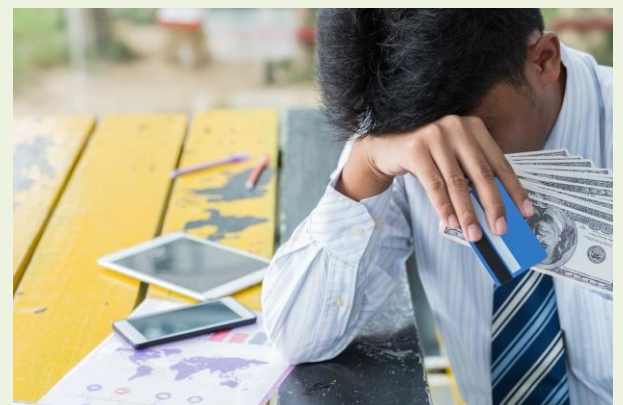
And of course they have a ton of active affiliates as well, to help you promote your products.

The two drawbacks to ClickBank are they charge a bit more than JVZoo and Warrior Plus, and they are more focused on niches outside of the internet marketing realm.

However, with the recent round of PayPal account closures and other changes, more internet marketers are moving back to ClickBank.

Fourth and finally, above all else, focus on building your list and your audience.

As long as you have an active customer base that loves you and your products, you'll be able to shift them from one payment platform to another seamlessly, regardless of what PayPal or any other entity does in the future.

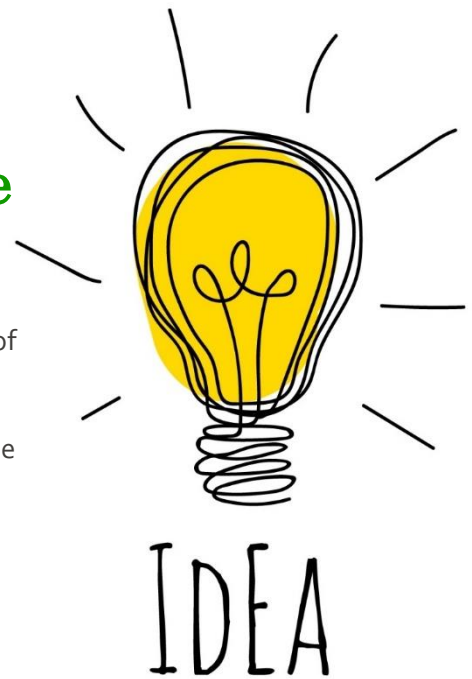


Twitter vs. Facebook: Which Platform Should Your Business Be On?

When you begin implementing a social media strategy for your business, one of the first questions you'll ask yourself is this one -- Should my business be on Twitter, or Facebook?

Both social media sites offer considerable opportunities to connect and engage with a network, increase brand awareness, and drive traffic to your site. But they're also incredibly different in terms of purpose.

<https://blog.hubspot.com/marketing/twitter-vs-facebook>.



The Ultimate Guide To Amazon Advertising


While they own significantly less market share than Google and Facebook, Amazon's advertising revenue skyrocketed by 250% in the third quarter of 2018 compared to the third quarter of 2017.

And some industry experts predict that the long-standing advertising duopoly of Google and Facebook will turn into a triopoly as soon as next year, with Amazon charging right behind these established incumbents.

Maybe it's time to look at Amazon Advertising for your business.

<https://blog.hubspot.com/marketing/amazon-advertising>





Social Media 2019 – What Does and Does not Work

What Works:

1. Pause before you post.

Write your post, wait 15 minutes and read it again before you post. You'll avoid some terrible mistakes doing this – the kind that make the news for all the wrong reasons.

2. Just be you.

Let your readers see you for who you really are. Most people follow others more for how they're saying things than what they're saying.

Share your unique insight and strike a conversational tone that engages readers.

3. Set realistic expectations.

Realize that social media alone won't (usually) make you rich. Yes, it can help to build your brand reputation, generate awareness and increase visibility of your website and products.

But you've also got to work on your website content, the quality of your products and services, working with partners and affiliates and so forth. Don't get lost in social media, it's only one piece of the puzzle.

4. Write for your readers.

Focus your content on what will help your audience and write it in a way that they will consume it, use it and share it.

What doesn't work:

1. Engaging with haters, trolls, and other negative influences online.

Battling them is—and always will be—a lost cause.

Just... don't. Always take the high road.

Always.

2. Being on every social platform.

Figure out which one, two or three channels deliver the best results for your business and focus exclusively on those.

3. Posting without proofreading.

Yes, that was intentional to make a point.

Proofread everything at least twice.

You will still make a few errors now and then, but not so many that people question your intelligence or the quality of your products and services.

4. Ignoring your followers' questions, comments and messages.

Ignoring your audience is the fast track to creating hard feelings, missing opportunities and damaging your brand.

Do you want your customers to think you're "Too good or high and mighty" to answer them? No way.

5. Using AI as a substitute for human interaction.

Yes, you can schedule posts and use automation to save time, but it's not a replacement for person-to-person communication on social media.

Your followers expect to develop a relationship with you, which can only be done if you're genuinely engaged with them.

How to Create a Twitter Moment: A Step-by-Step Guide

Sometimes an event is so big, it completely takes over social media -- often for days. Think back to the last awards show, sporting event, or viral meme: How many tweets about it popped onto your Twitter timeline?

When more than 6,000 tweets are published per second, it can be hard to find great content on the platform. So, in 2015, Twitter rolled out Twitter Moments -- curated tweets revolving around a single topic or story, all in one place.

Here's the 4-1-1 on Twitter Moments, how to create them, and how you can use them to grow your list of followers.

<https://blog.hubspot.com/marketing/create-twitter-moment>



The Omni-Channel Approach

Old school marketing said to create a lot of written content and call it a day.

And for a time, that worked really, really well.

Fast forward to today, and written content is still great and it's still needed, but it is not enough.

You've also got to be doing podcasts, videos and live events; not only on your site, but on social media and also as a guest on other people's shows and websites.

And while that might sound like a lot to do, consider this:

First, you write one long blogpost.

Then from that blogpost, you have enough information to do one or two short (5 to 10 minutes) podcasts. Yes, short podcasts work, and in fact they're more likely to get listened to than long ones. When you do a short podcast, you cut straight to the heart of the matter, and that is what listeners want.

Also, from that same blogpost, you can do a couple of videos and post those. And while you're at it, you might have an infographic done, too.

Then maybe you do a Q and A on your site or social media.

Then you do some guest appearances on other people's podcasts or live events, and so forth.

The information you offer in one really good blogpost can be repurposed many times over and get you seen and heard all over the internet.

Good idea, right? This is exactly what some of the biggest people online are doing, which is why they're big. They show up everywhere, they offer great info, and people really feel like they get to know them because they hear their voices or even see them in videos.

You might be thinking that people will get sick of you talking about the same info that's already in your long blogpost. But the people who read the blogpost from start to finish are usually not the ones who listen to your podcasts, or the ones who watch you on video. You're expanding your reach and expanding your audience.

And if someone does read your post AND listens to your podcast AND watches your live events or videos, do you think they will REMEMBER you?

You bet.

You've now made a lasting impression, and the next time they see your name on anything, they are much more likely to pay close attention to it.

If, right now, you're only writing blogposts, don't panic. Pick one thing – maybe podcasting – and learn how to do it. Then just start DOING it. Yes, you might be terrible at first. That's okay. If you're really that bad, throw out the first few until you start to get the hang of it.

Once you master that channel, pick another one, and so forth.

It's not about working harder – you don't need original content for every single channel.

It's about working smarter.

Just as you would send out similar info on several different social media sites (perhaps letting people know about your latest blogpost) so, too, you will be using similar info across these different marketing channels.

It's what the most successful marketers are doing. And if they can learn how to do it, so can you.

Click Fraud And How To Deal With It

Click fraud is one of the most talked about issues affecting advertisers on Google and other Pay Per Click (PPC) platforms.

According to Click Guardian \$7.2 billion was lost to click fraud between 2016 and 2018. That's a staggering amount that millions of advertisers are losing to fraudsters and click errors.

<https://searchenginewatch.com/2019/02/14/how-google-ads-fighting-click-fraud/>



7 Of The Best Website Builders For 2019

If you need to build a website for your business or your personal portfolio, don't fret. There are affordable, intuitive website builders that can help you develop a robust website without any coding knowledge. And we've rounded up the seven of the best ones for 2019 below.

<https://blog.hubspot.com/marketing/website-builder>



When Is the Best Time to Post on Instagram in 2019? (Cheat Sheet)

To build a sizable Instagram following, you need to create compelling content that your audience actually craves. But if you don't post your content at the right time, most of them will never see it.

So how do you figure out the optimal post time for your specific audience?

<https://blog.hubspot.com/marketing/instagram-best-time-post>



Four Tools to Better Structure Your Article for SEO and Usability

Writing a good article is not enough for search visibility and good user engagement. What really matters is how well you structure it in order to optimize it well and give clear answers to users' questions.

Here are four factors to consider when creating effectively structured content, and tools to use for each.

<https://searchenginewatch.com/2019/02/20/four-tools-structure-article-seo/>

EPILOGUE

Do You Need To Be Visited By Three Ghosts?

I'm sure you all know Charles Dicken's *A Christmas Carol*, the story of a miserly man that becomes changed to become one of the kindest and friendliest men in London, after being visited by the ghosts of Christmas past, present and future. He is brought face to face not only with his own mortality and legacy, but also with how he is perceived by all those he had come into contact with.

In essence, it's a morality tale, our protagonist Ebenezer Scrooge, is a solitary power-hungry man, only seemingly happy when he is working to increase his own wealth. But through the intervention of his ghostly former partner Jacob Marley, who has passed away and is now serving a life sentence in purgatory for his sins and selfishness, he is given a chance to redeem himself. He is visited by three ghosts, and is told that they will guide him on a journey to allow him to see where in his life he could have made better choices, and give him the opportunity to repent and change his ways.

Initially Ebenezer is unrepentant as he passes through Christmas past and present, being faced with his choices and decisions, those that drove his great love away from him and set him on his current path where he justifies the means to the end.



But when we he is faced with the ghost of Christmas future, his own demise and that of his faithful worker's son, (and the comments and ridicule directed at his coffin by people he barely knew), he finally relents and vows to change his ways, so as to stave off this horrible fate. He wakes to Christmas morning, a changed man, and vows to not only save himself and tiny Tim, but also to repair the bridges he has broken with his family, and be a kinder, generous and better part of society. The final scene is of a changed Scrooge... the man that he could have become years ago, had greed and power not taken him down a darker path.

It's the classic didactic tale, arguably the reason we like stories of selfless heroes, those that put aside money and power to instead work for the benefit of their fellow man and woman.

In our own businesses, we often start out with those same intentions, we vow when we start that we won't repeat the same mistakes of all those faceless corporations that we are trying to escape, we all want to merge the benefit to ourselves with the more selfless elements we all aspire to. Take a look at your business at yourself today, have you managed that aim at all? Or have you got bogged down trying to make as much money as possible? What small changes could you make that would not necessarily decrease your revenue, but allow you to stay true to those initial ideals?

There is a way to serve both masters, both your bottom line and your immortal soul. We just have to look past the surface to find them and apply them. A business built on money alone will never last.

See you next month!

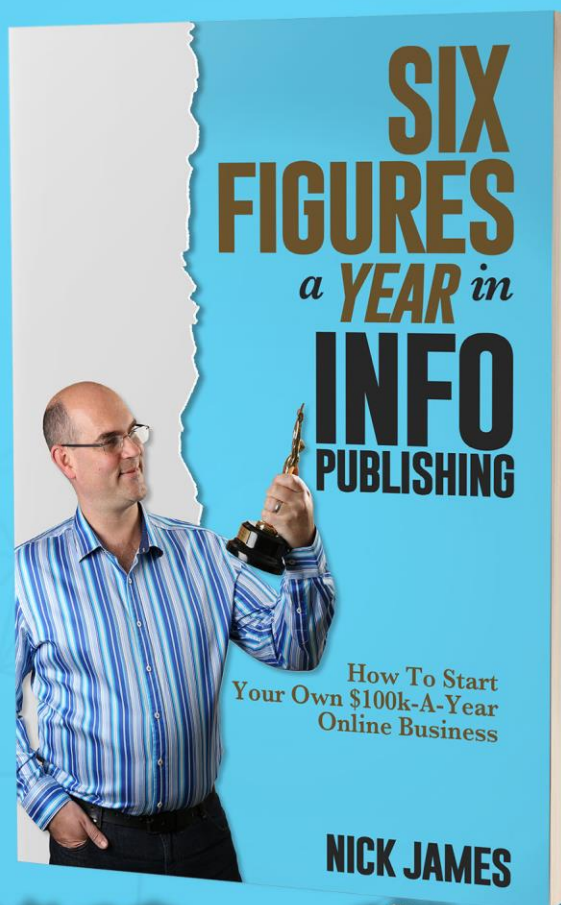


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