

# HOME BUSINESS NEWSLETTER

*Issue 96*



15 Trust Building Phrases

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Do You Need a Coach?

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How To Make The  
Google Answer Box YOURS

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...and more!



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# INTRODUCTION

## Visions Of The Future

At various points in our lives, we find ourselves considering the future. It could be simple as, where will I be tonight, or next week? What will the world be like fifty years from now?

The questions we are asking could be small (almost inconsequential), or they could be far reaching and life changing.

As entrepreneurs, we are part visionary and part realist, we have to see where we want to get to, but also understand and work out in a real way how to achieve it. It does us no good to see ourselves living the life we strive for, if we have no way of charting a path to get to that point.

One of the greatest strengths we have as humans is our ability to dare to be better or greater than what we are or were intended to be.

Lord Tennyson wrote in Ulysses:

- We are not now that strength which in old days
- Moved earth and heaven, that which we are, we are,
- One equal temper of heroic hearts,
- Made weak by time and fate, but strong in will
- To strive, to seek, to find, and not to yield.

It is our strength of will that allows us to keep moving forward, and our hope that there is always a better future just around the corner. If you look at the state of the world as presented in the news media at present, you see many terrible and dismaying tendencies but despite all these events, we still hold out hope for a brighter future.

As entrepreneurs we embody Tennyson's words because we are always striving to do better, seeking new futures and new avenues, finding new ways to bring us closer to our dreams, and we never yield to failure. We never give up.

There are times when you might feel your strength, your will leaving you, but your heroic hearts, your hopes always bring the strength back to you. Balance vision with reality and navigate a path to the future that you desire.

The future is not the undiscovered country, but rather a country not yet born, until you decide. There is power in decision. Don't think about what decision to make or whether it is the right one, just make one, any one... and you are one step closer to your goal because of the simple fact you are acting on it.

A photograph of a middle-aged man with glasses and a goatee, wearing a white button-down shirt, sitting and reading a newspaper. The image has a warm, orange-toned overlay. The text "IN THE NEWS" is written in a bold, italicized, teal font in the upper right corner.

# ***IN THE NEWS***

## **Seven-Step Guide to Use Google Tag Manager**

Google has launched Google Tag Manager (GT) to help webmasters manage and deploy marketing tags (snippets of code or tracking pixels) on their websites without modifying the site code.

The biggest advantage of Google Tag Manager is the flexibility it offers to everyone for managing the code without much technical expertise.

"To get started with Google Tag Manager, you'll only need to install one piece of code on your website. Here we guide through our Google Tag Manager tutorial to show how to setup and install it."

<https://marketingunicorn.eu/google-tag-manager-tutorial-for-beginners/>



## Four Ways to Convert More Customers

Higher conversion rate helps you get more customers and improve sales.

HubSpot contributor Tyson Quick has shared four ways to use Psychology to improve your conversions.

#1? Beat the curse of knowledge

<https://blog.hubspot.com/marketing/convert-with-psychology>



## Amazon To Launch Mobile Ads, In A Threat To Google And Facebook

Amazon.com Inc. has hit on a new way to grab a chunk of the \$129 billion digital advertising market now dominated by Google and Facebook Inc.: Sell video spots on the e-commerce giant's smartphone shopping app.

<https://www.bloomberg.com/news/articles/2019-03-21/amazon-said-to-launch-mobile-ads-in-threat-to-google-facebook>

## 9 Ways Brands Can Explode Their Sales With YouTube

Making optimal use of YouTube is less expensive or difficult than many entrepreneurs realize.

<https://www.entrepreneur.com/article/328204>





# Quick Emotional Intelligence Tune-Up

When you increase your self-awareness and your emotional intelligence, it pays dividends in both your personal and professional life.

For example, pay attention to what you think and say – all of the time.

What you say, both to yourself and to others, will determine how you continue to think and act.

You're basically programming yourself for your future activities, which is why it's critical to always monitor yourself.

When you do, you might be surprised by what you learn.

I know when I started monitoring everything I think and say, I was surprised at how many of my thoughts were negative. I had no idea I was being negative, and in fact thought I was positive most of the time.

But by monitoring my thoughts, and then cancelling every negative thought with a positive one, I was able to greatly reduce this bad habit. Before I knew it, I was a happier and accomplishing more, with less effort.

Increase your emotional intelligence starting with these five points:

- 1: Reduce your negative emotions so they don't overwhelm you and affect your judgment.
- 2: Learn to stay cool and manage stress, so that you can be assertive rather than reactive.
- 3: Express difficult emotions when necessary, so that you can set your boundaries and let people know where you stand.
- 4: Stay proactive and not reactive when dealing with a difficult or challenging person.
- 5: Learn to bounce back from adversity. As Michael Jordan famously said,

*"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."*





## Living a Life of Significance

Living a life of significance is the foundation to a successful thriving business.

It's all about deepening your compassion and ability to understand others.

Let's say that two entrepreneurs start businesses on the same day in the same industry. One entrepreneur is out to make a good profit and sell his business in 10 to 20 years so he can retire on the beach.

The second entrepreneur has a vision of helping his hometown by bringing back jobs and pride to the community. He's lived in this small town his entire life and knows almost everyone.

He's seen his neighbors and friends - and even his dad - suffer when first the mill, and then the factory shut down.

He's seen the stores on main street close one by one.

He's seen the fire go out of people's eyes as they struggled just to make ends meet.

And he wants to change all that. His new business has the potential to completely revitalize the town and give jobs to everyone who wants them.

He can see the stores on main street reopening, the restaurants full of happy customers again, and neighbors and friends excitedly greeting each other when they meet on the street.

One entrepreneur is building his business for himself.

The other is building his business for his entire community.

Who is going to wake up with a fire in his belly each and every day?

Who is going to gladly, happily work longer hours?

Who is going to do whatever it takes to make his business a success?

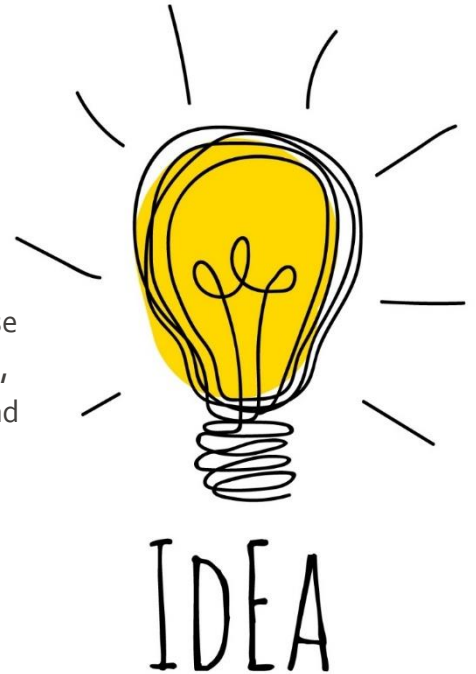
Find your cause – whatever it might be – that lights your fire. Then use that as your rocket fuel to propel your business from hum-drum into explosive growth.



## Twitter Ads Campaigns: A Simple Setup Guide

Advertising on Twitter enables you to promote individual tweets or entire campaigns dedicated to specific objectives. Businesses can choose between eight different objectives -- including app installs, video views, and website conversions -- and set audience targeting criteria for each ad campaign they create.

<https://blog.hubspot.com/marketing/how-to-set-up-twitter-ads-campaigns>



## Link Building Terms You Should Know: The Ultimate Glossary

Do you ever hear link building terms casually thrown around and wonder what they actually mean?

If so, this guide is for you.

Here's an alphabetical list of link building terms you should know.

<https://www.searchenginejournal.com/link-building-terms-glossary/299163/>



## QuickSprout Shares 70+ Guides To Build Your Website

This page is a collection of 70+ guides, you won't need to read them all in order to build your website. Browse through and read what's relevant to your situation and you'll save countless hours of frustration.

<https://www.quicksprout.com/create-a-website/>



## 15 Trust Building Phrases



Some of these can be used in the written word, and all of them can be used in conversation to build trust with almost anyone.

### 1: "What can I do to help?"

This question lets others know you're on their side. They see you as someone they can rely on. And helping them out now can make it more likely they will help you when you really need it, too.

### 2: "Hi! You're looking..."

Instead of, "How are you," build a deeper conversation with an emotional tie by commenting on how they're looking great, happy, rested, pleased and so forth.

### 3: "I trust your judgment."

Don't micromanage people. Instead, let them know your goal for them and then let them execute the plan however they see fit. When you give them control of their lives, it shows you trust them.

### 4: "I understand what you're saying."

You might not agree with what they're saying, but you can still show you respect their beliefs.

### 5: "Can you give me a hand?"

When you admit you've made a mistake, asking for someone else's help make you seem more trustworthy to that person. In studies, they've found that people view those who seek their advice as more competent than those who do not seek their advice.

### 6: "In my opinion..."

When you're about to disagree, transition with something that seems more open than "I" statements. "Others suggest..." also works well.

### 7: "This is my side."

When you start out with this phrase, you're letting others know that you acknowledge their thoughts and feelings are as valid as yours and you're aware they may see things differently. This works great in opinion pieces on your blog and social media, because it invites others to share what's on their minds, too, and do it in a respectful manner.







#### 8: "How do you think that went?"

If you're starting a conversation about how someone can improve, let them gauge their success by their own standards. Starting with your judgments could make them clam up and be less receptive to anything you share.

#### 9: "That was my fault."

Mistakes don't kill your credibility if you accept your shortcomings and show that you're human. People who are imperfect are actually more attractive to us. This is why you should never adopt the, "I'm the perfect guru of XYZ niche" online, but instead let your readers know about your mistakes and how you're working to overcome them.

#### 10: "What can I do differently?"

Let others know that you are open to positive change, whether it's changing yourself or changes you can make to help others.

#### 11: "I think you know my friend."

We're attracted to people who look like us, talk like us or have similar interests or friends. If you're introducing yourself to someone online, mention people that you have in common.

#### 12: "I'm all ears."

People want you and need you to listen to them. Letting them know you're listening is the first step. Really listening is the second. You can use this online as well. "Tell me about the biggest problem you're having in your business. I'm all ears, because I want to help you."

#### 13: "Uh-huh, I see."

Using non-word sounds like "em-hm" or "uh-huh" when someone is talking to you shows that you're interested, which encourages them to trust you more. It shows you're paying attention and you're interested. But don't make more noises than what feels natural, or you'll come off as being insincere.

#### 14: "Sorry about the..."

A study found that people are quicker to trust people who start a conversation by apologizing for something they're not responsible for. For example, if a Craigslist seller apologizes for the rain, people feel the person is more trustworthy than if they made a neutral comment or no comment at all.

#### 15: "I couldn't have done it without you."

Giving credit where credit is due and showing your gratitude for help received shows others that their contributions are valued. When someone helps you online, be sure to thank them and acknowledge them for what they've done. If appropriate, thank them privately (such as by email or phone call) and publicly (such as social media or in a blogpost.)





# Customers Lie

You have an audience.

And you want to generate some revenue.

Which means, you need to sell something, right?

But how do you find out what your audience wants?

Experts will tell you to take a survey.

But... people lie on surveys.

As Steve Jobs said, "People don't know what they want until you give it to them."

So... what do you give them?

According to Derek Halpern, you do it with one conversational (not survey-ish) question:

"What are you struggling with?"

People are okay with lying on surveys because it's just a survey. But they don't like to lie to other people, because that's dishonest.

Your job is to open a conversation with each subscriber and listen to what they have to say.

You might do this by sending the question out to your existing list, and then adding the question to the welcome email you send to new subscribers.

"What are you struggling with?"

People will tell you their problems.

And when you find the cure to those problems, people will buy it.

Once last thing: When people respond with their answers, they're opening up to you. They expect a reply. Give it to them, or they're going to resent you.

When you do respond, you'll increase loyalty and customer satisfaction because people love the personal attention.

Be sure to modify the question to suit your niche and marketplace. Put it into your own words and find out what your customers want to buy from you.





# New Markets, New Possibilities For Your Products

There is a candy bar in called Kit Kat that consists of attached wafer cookie sticks covered in milk chocolate. To eat one, you break the wafer cookie sticks apart and eat each one individually.

The confection was first created by Rowntree's of York, United Kingdom. In 1988, Nestle acquired Rowntree, and now produces the candy worldwide.

In the US, you might find a few variations, such as dark chocolate, extra creamy, white chocolate and things you would ordinarily expect in a candy bar.

So far, so normal, right?

But as Kit Kat expanded around the globe, a funny thing happened.

The Japanese people LOVE Kit Kat bars.

And the Japanese people LOVE different, strange and exotic flavors of Kit Kat.

In fact, there have been more than 300 limited-edition seasonal and regional flavors of Kit Kats produced in Japan since 2000.

Some examples include:

- Custard Pudding
- Sake
- Green Tea
- Melon & Cheese
- Shrimp (yes, SHRIMP)
- Cough Drop
- Ginger Ale
- Citrus
- Wasabi
- Red Beans
- Apple Vinegar
- Pistachio & Grapefruit
- Strawberry Maple
- Butter
- Grilled Potato
- Soybean





- Sweet Sake
- Chestnut
- Plum Wine
- Corn
- Soy Sauce
- Miso (fish paste)
- Peach
- Grape
- Strawberry Tiramisu
- Tokyo Banana
- Rum Raisin & Nuts
- Strawberry Cheesecake & Nuts
- Sweet Potato

How did Kit Kat become so popular in Japan?

Marketing, for one thing. The company partnered with the Japan Post to sell the bar in 20,000 post offices.

That campaign encouraged associations of the product's name to the coincidental cognate Kitto Katsu, which roughly translates to, "You will surely win."

Nestlé and the Japan Post launched the campaign in 2009, allowing people to write messages and mail the chocolate bars from 20,000 post offices. The special packages included a space to write a message of encouragement and affix a stamp.

The promotional packages were sold out within a month. That campaign won the Media Grand Prix in 2010's Cannes Lions International Advertising Festival.

When you have a fun, great tasting product that just happens to have a name that is associated with the local term for good luck, you can't go wrong.

**Lessons learned:** Take great care in naming your product. When Chevy introduced the Chevy Nova to Mexico, the car was a complete dud. "Nova" in Spanish means, "No go."

But Kit Kat in Japanese had the opposite effect, sounding like their term for good luck.

Do you plan to take your product to non-English speaking markets? Then you'll want to think about these things ahead of time.

Also, if you can choose a name that already contains positive associations, do it.



Obviously, "Good Luck Candy Bar" is likely to outsell, "You Will Die Candy Bar." You get the point.

Don't be afraid to experiment, and to let your customers have what they want. Would you really think a fish paste tasting candy bar would sell? Probably not, and yet it does.

Even if your product is information, you can tailor that information to different markets. Do you teach marketing? Create courses especially for different types of professionals, different types of business and different countries where the businesses are located.

Do you coach? Tailor your coaching services to certain types of professionals, or problems, or anything else that sets you apart from the crowd.

And find the hidden message.

Who would think a candy bar would be associated with getting good grades in college, graduating with honors, getting that top job and having an amazing life?

It's a big promise for a little candy bar, but why not? People love a good excuse to indulge, so help them find that excuse.

Of course, Kit Kat never PROMISES good test scores, only good 'luck,' which is extremely hard to measure.

And the concept of 'luck' is something some cultures cling to much more than other. Would a good luck candy bar do well in the US, for example? Maybe not.

Always tailor your message to your market.

**Bottom Line:** Don't be afraid to expand your thinking, your product and your market. Who knows – you could be selling 300 versions of your product, too!

## Do You Need a Coach?

That depends – how far do you want to go?

Let's talk about improving your skills.

Imagine you want to get REALLY good – we're talking world class, top notch good – at tennis.

And so you go to the courts every single day and practice.

And practice and practice and practice...

But you don't get any better.

Why?

Because you can only get as good as your teacher...

And you are acting as your own teacher.

Thus, you can never improve beyond what you know.

Then there's motivation – how do you stay motivated, anyway?

That's a tough one, isn't it?

But the fact is, while motivation is the thing that gets you started – discipline is the thing that keeps you going.

And part of making that discipline a little easier is developing strategies for tasks and problem solving that give you a road map of what to do next time you encounter a certain situation or problem.

Because when you don't have those strategies in place, you'll get derailed.

Discipline will fly out the door, and you'll have to start back at motivation all over again.

What do you do when you're stagnating?

From experience, I can tell you that you've lost the tension between where you are and where you could be.

It's by developing yourself that you can then develop others, whether those others are your clients, customers or employees.

And best of all, growth always increases your capacity, and thus the capacity of your business.

***It's by first becoming the sort of person who can build and run a million-dollar business...***

***...that you can eventually build and run a million-dollar business.***

Your personal growth must come first.

Without the growth, you will never become the person who is the founder of the company featured on the cover of Forbes.

Your personal growth is the foundation of your business' success.

Don't believe me?



**Take two people** – one who spends his time working a dead-end job and watching sports...

...and one who spends her time working a dead-end job, but also learns the skills it takes to found and run a huge company.

You can predict in 5 years where each of them will be.

How do you continue to do what needs to be done while not getting overwhelmed with all the details, decisions and day-to-day 'stuff' that tries to drag you down?

It's not easy, but I can tell you what super-successful people do:

**They get a coach.**

"Hold it, wait a minute, I don't need a coach."

Really?

Name one championship team that doesn't have not just one coach, but an entire coaching staff.

Name one star athlete that doesn't have a coach. Just one.

Now name one million dollar earner who didn't – at some time in their lives – have a coach or mentor.

You can't do it.

Having a coach is one of those "secrets" that only successful people seem to know. The unsuccessful always claim they don't need a coach. And they don't succeed.

And somehow, they never seem to get the correlation.

The day the Superbowl or the World Cup is won by a team without a coach is the day you don't need one, either.

Fat chance of that.

Because it cannot happen. Anyone who is striving to do anything great needs a coach, whether that coach is a boss, a mentor, that rare parent who is up to the task, or a professional business coach with a solid history of successful clients.

Having a coach is having a professional confidante with YOUR best interests in mind.

This person is experienced and non-judgmental. They're in your corner. They're your sounding board, and they are there for you.

A coach sees and believes in YOUR potential.

A coach will help you to 'time shift' your thinking so you can envision yourself in the future doing what you want to do and being who you want to be.

Your potential or 'altitude' is created by you and your coach will see no limitations in you achieving this altitude.

A coach will work with you to reframe your attitude and to expand your thinking.

Most of the challenges we face each day are based on the limitations and fears we place on ourselves. A coach will help you to get out of your own way.

A coach will help you to go around, go through or go over obstacles that limit your success.

And a coach will hold you accountable to your plan and goals.

Remember that your coach will be your biggest non-judgmental supporter – he or she will believe in you and will be committed to helping you get out of your own way.

A coach is a key part of your team needed for you to achieve your personal and professional success.



You're at a networking event and you don't know what to do, who to talk to or what to say.

Nerve wracking, isn't it?

You could walk around asking, "So, what do you do?" Guess what – everyone is asking that, and everyone else is tired of answering the question.

When you start a conversation by asking what a person does, you are essentially saying, "So, is it worth my time to talk to you? What can you do for me?"

The person feels like they are at a job interview.

Instead, try this. As you meet them, lock eyes and then let a smile develop on your face.

By smiling after you lock eyes, you are telling them that you like what you see. If you are already smiling when you look at them, then you are smiling at the previous thing or person, not them.

It's a psychological trick, but it works.

Look at them, catch their eye, and then let a smile grow on your face. Just like if you unexpectedly saw someone you really like.

Say hello, shake their hand if you like, make a comment about the venue, or the food, or whatever you need to break the ice.

And then say this:

"So, tell me about yourself."

And then smile and shut up.

It will probably take them a moment to decide what to tell you about themselves. It could be anything they choose.

And that's the beauty.

You are allowing them to have an audience where they can talk about anything they like – whatever is important to them.

You are interested in THEM. Not their business, or how much money they could make you if you got ahold of their mailing list or they promoted or your product or let you guest post on their blog.

You are simply interested in them.

Let them talk. Ask them a question if they pause, but otherwise just listen attentively.

They will think you are the most brilliant conversationalist in the entire room.

Congratulations – you've just made a new friend, and possibly someone you will do business with. Later.

First, friendship.

Business, later.

## 4 Magic Networking Words





# How to Overcome Limiting Beliefs & Paradigms

You have certain beliefs in your mind that hold you back from living your fullest life. These beliefs could be about anything... money, career, skills, competition... you name it.

You might think: "I'm not good enough", "I don't deserve to be wealthy", or "He/she's out of my league."

Limiting beliefs are often installed in our minds by our well-meaning family, friends, media, or society.

And while it's not your fault that these beliefs exist in your mind, it is your responsibility to remove them.

Every time you feel that something internal is holding you back, do the following...

## **1. Name Your Limiting Beliefs**

Use sentence completion to have your subconscious mind fill in the blank.

Write down "I am afraid that\_\_\_\_." and finish the sentence 10 times.

These are your limiting beliefs that hold you back.

## **2. Face Your Limiting Beliefs**

Under each of your limiting beliefs you want to write 3-5 'reasons why' you fear those things.

This is digging into the core of these issues and is often more surprising than the beliefs themselves.

## **3. Disprove Your Limiting Beliefs**

Under each of your limiting beliefs, write down as many points of evidence to the contrary as you can.

Go for at least five per limiting belief.

Think of everything in your life (no matter how big or small they may seem) that stands in contrast to your old limiting belief and make note of them.

## **4. Write Your New Empowered Belief**

Reference the old belief briefly, and then in a realistic but compelling manner, state the new empowered belief for each of your ten limiting beliefs.

Ex. "Although I sometimes think I don't deserve success, I know that I will be successful in my new business. Whenever I have put mind to it, I have been able to accomplish great things with ease."

## **5. Repeat as Needed**

Although one session is usually enough to give you clarity, it can be helpful to repeat this process multiple times during the next few days and weeks to really cement the change in your thinking.

Use your new beliefs as mantras, and over time they will become your new overriding beliefs.



# How To Make The Google Answer Box YOURS

The keyboard and mouse may one day disappear, much like telegraphs and typewriters.

By 2020, 30% of web-browsing will be done without a screen, via voice.

And with a voice search, your inquiry received a single answer, determined by what's in Google's answer box.

Your job is to BE that answer.

What is Google's Answer Box?

On the search engine results page, that box at the top is what Google has decided is the best answer to the search. It's positioned above the organic results, and might be called, "featured snippet," "instant answer" or "position zero."

It stands out on the page not only because it's first, but also because the font is larger, it's highlighted, and the answer text is above the blue link.

Voice searchers here an excerpt in the answer box read aloud to them. And conventional searchers see the answer box in the top position on the page.

If your content is in this box, you're going to get the most traffic from that query.

With no featured snippet, 26% of clicks go to the first URL.

With a featured snippet, 8.6% of clicks go to the featured snippet, and 19.6% go to the first URL, for a total of 28.2%.

Snippet or no snippet, you want that first position.

How do You Become Google's Snippet Answer?

## 1: Do Keyword Research

What questions do your customers have when they are searching? Make a list of phrases they use.

Start typing those phrases into Google. Look for contextual clues in the "people also ask" and "searches related to" results from Google.

## #2: Research Your Competitors

You're focusing on search competitors, not real world competitors. The two are not necessarily the same. Your competitor is the website that's featured in the snippet for the keyword you want to rank for.

Type in a keyword or phrase from #1 above in the search bar. Make notes on the featured snippet. See...

- What the format is (bullets? Paragraph? Table?)
- What words and phrases are used
- How long the answer is

Make these notes for each keyword phrase.





### #3: Make a List of Content Ideas

Let's say the query is, "How can I have more energy?"

During the keyword research, you noticed people were searching for home remedies for fatigue, how to fall asleep, how to improve sleep, what foods to avoid, and what kinds of exercise help with energy.

List all of these ideas. Your goal isn't so much to write about what you want to write about, but rather to write about what people are specifically asking.

### #4: Plan Your Content

You're going to take the information you've collected in the first three steps and use it to determine what you'll create.

Look at what you've got, figure out how it might be grouped together, and decide if you've got a single blogpost, a series of posts, or perhaps a podcast.

Looking back at your competitor research, see what the featured snippets did. Do the current snippets handle all the questions in a single post? Or do they break the content up over a series?

Look for patterns and mimic them.

### #5: Develop Your Content and Optimize It

Figure out what your competitors aren't doing well. You're looking for weaknesses you can exploit and improve upon.

For example, did they answer one question, but fail to cover related questions? Did they leave out important information?

If you can identify and answer those related questions, Google may decide that your answer is better.

Use H2 headings (the HTML tag) when answering the key questions. Remember, Google needs clues that you're answering questions, and placing the H2 tag on the question as your header is that clue. Answer the question below it.

And mimic your competitor's formats. If, right now, the snippet is a paragraph, then write a paragraph. If it's a table, make a table.

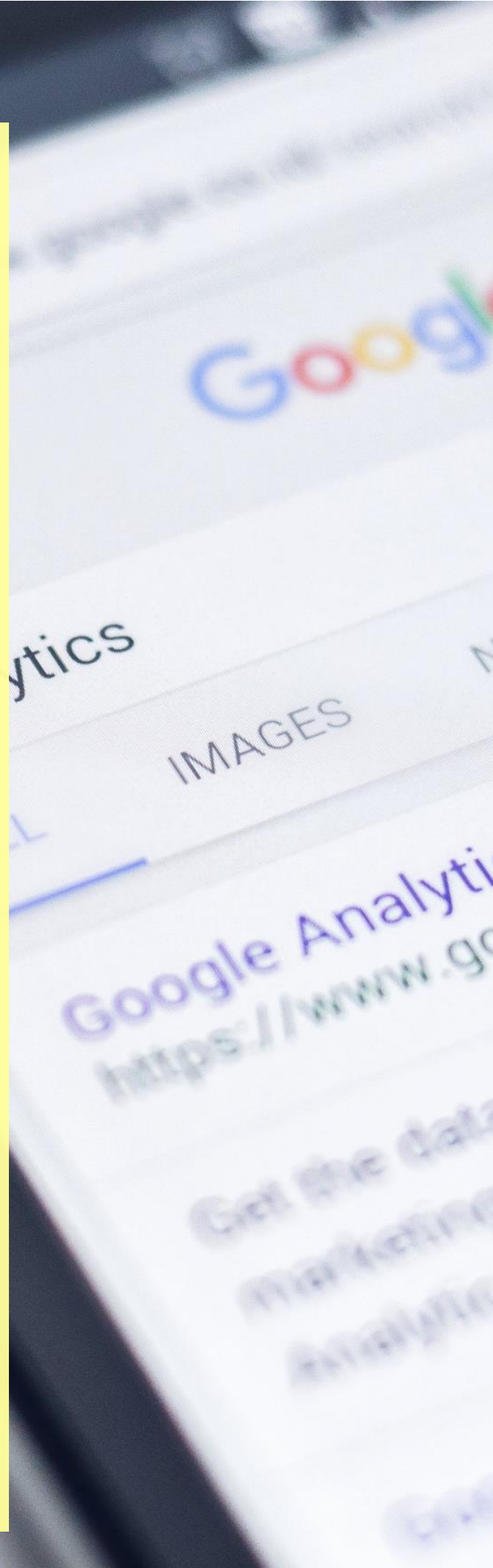
### #6: Call In Your Web Guru

If you have an SEO person, a web developer or IT person, you might need their help on this next part.

For optimization, use structured data, also known as a schema markup. This HTML markup is another clue to Google about what your content is. There is structured data for everything from reviews to FAQ's to articles. If you don't know what this is, do some research or just ask your technical person – guaranteed, they know.

Next, you'll want to verify that the technical SEO on your site is optimized. This ensures the search engine spiders can crawl your site, and that you have a complete and functional site map.

If you use the title tags incorrectly, for example, then Google can end up indexing the wrong words.





### The Tricky Part

Okay, let's say you do everything above, and yours is the featured snippet for a particular query.

People type or speak their search, and it's your and answer that shows up.

Now what?

If people are satisfied at that point, they may leave without ever visiting your site.

There are two different people that visit Google. The first one is looking for a quick black and white answer, such as what time does the movie start. They get the answer and never click to go to the website.

The second person is doing research. There is no simple black and white answer to their query. These folks are the ones who will click the content in the answer box to go to your website.

In the first scenario, your brand can benefit from exposure, sort of like a Coca-cola ad that runs on television. They might not sell any soda from one ad, but by getting enough exposure, the consumer eventually decided they should switch over to Coke next time they're in the store.

In the second scenario, you have the opportunity to get them reading a good deal more of your content, joining you on social media or signing up to your list.

The first scenario can be beneficial in the long run if you become perceived as the expert – or at least the known brand – in a particular niche. The second scenario is easier to monetize in the short run.

You can decide in advance which of the two you prefer for your business, and adjust accordingly.

In either case, as you can see, it is entirely possible for your website to become featured in one or even several of these Google snippets, bringing you traffic and recognition.







# The Accidental Spammer

## Do Your Emails Look Like They Were Written by a Used Car Salesman?

Jerry was super excited about his new business. His niche was online marketing, he'd just started growing his list, and he was sending out emails on a daily basis.

So far, so good.

But in Jerry's enthusiasm, he forgot one thing.

He was talking to people in his emails. Real, live people who like to buy, but don't like to be sold.

Maybe you've seen one of those used car commercials, or maybe a furniture commercial, where the store owner is wearing a ridiculous hat and screaming into the camera to, *"Come on down to the store NOW because we've got great deals and our prices are rock bottom and there's never been a better time and y'all better drop what you're doing because the deals are smokin' hot..."*

What do you think when you see one of those commercials?

Probably the last thing you want to do is go to the store he's advertising, because by gosh, what if you RAN INTO HIM? Ugghh.

Sure, you want a good deal, but you don't want someone screaming in your ear to BUY BUY BUY!

Well, without meaning to, our friend Jerry had become that crazy guy in the ridiculous hat, screaming at his subscribers to buy this and buy that, what a deal he had, and so forth and on and on.

What's that? You were on Jerry's list?

Me too. Sooner or later, we all are.

Now then, if you're a new marketer, I've probably confused you. After all, aren't you SUPPOSED to sell in your emails?

And the answer is a resounding yes.

But... there is a good way and a bad way to do it.

If all you do is send out offer after offer after offer, your readers are going to associate you with... offers. And unless they're just dying to buy something – which they seldom are – they're going to completely stop opening your emails.

Contrast that with a comedian who sends out nothing but humorous stories and anecdotes in her emails.

People are going to open her emails whenever they have the time, because they know they're going to be entertained.

*"But I'm not funny!"*

That's okay, you don't have to be funny, although it helps if you are.

Can you give out good tips on how to do stuff?

Can you report the latest news in your niche?

Can you answer reader's questions?



And the big one - Can you tell stories and anecdotes?

Guaranteed, you can do at least one of these things well.

Have you ever watched one of those late night shows that talk about the news, but they do it in a very entertaining way?

It's really only about 20% news, and 70% entertainment.

And that's how your emails should be.

20% of all your content can be serious, how-to stuff. Like a great tip on how to accomplish a certain task.

And 70% can be entertaining.

It works best when the two are combined.

For example, your niche is gourmet cooking, and you want to give a tip on how to prepare a certain flaming dish without setting your stove on fire.

So, you tell the story of the first time you made the dish, and set the stovetop, a stack of towels and a week's worth of newspapers on fire while trying to make the dish.

(Lessons learned: Keep the towels away from the stove, and don't try to put out a fire by smothering it with newspaper, no matter how panicked you might be.)

This beats a "BUY THIS" email, and even a dry "How to do this" email every time.

"But, wait a minute. If all I'm doing is entertaining and teaching, WHEN am I going to sell anything?"

Great question.

There are no hard and fast rules, but here's what I like to do:

Every now and then, I do send out an email that does nothing but sell the reader on the benefits of checking out a product I'm promoting. And my readers open and read these emails because they are the EXCEPTION, not the rule.

Second, I make use of the P.S. in every email.

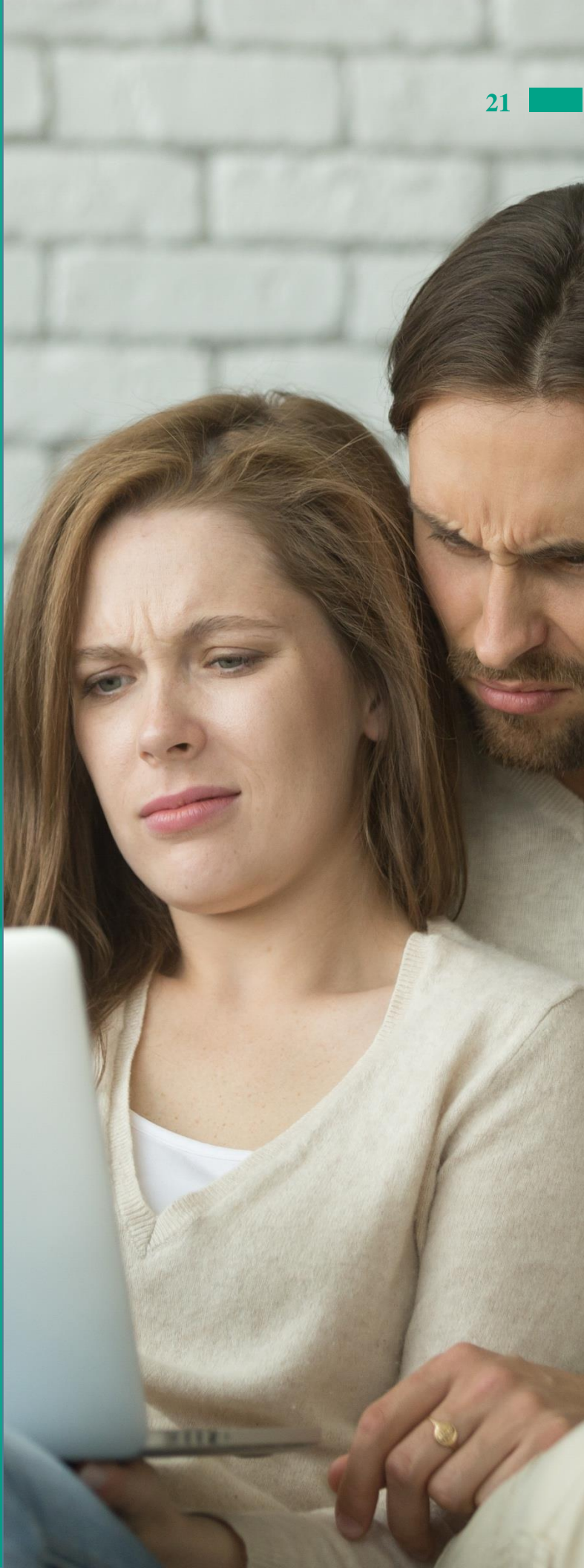
If you've got someone in a good mood from just having read your anecdote on how you set the stove on fire and tried to smother the flames with newspaper, what do they want at that moment?

More.

It's like when you watch a funny comedian for 5 minutes – you want to watch him longer. But the video is over, so now you've got to find something else to click on.

And that's what my P.S. does... It gives them something more to do, something to click on.

I tell the story, and then almost as an afterthought, I remind them to check out the so and so because the sale is ending, or because Joe just got one and here's what happened to him, or because I just bought it and the trick on page 33 totally blew my mind – how stupid could I have been to have not thought of this?





You get the picture.

Your first goal in emailing your list is to GET THEM TO OPEN YOUR EMAILS.

You've got to train them to do this.

And you train them by giving them what they want – plenty of entertainment with some good info thrown in.

Sort of like lots of dessert with some prime rib or baked tofu (for my veggie lovers) thrown in.

No one wants all dessert all the time. Well... most people don't. But they do want a lot of it, along with some meat, too.

70% entertainment, 20% good info, and 10% selling.

Try it for a month.

Yes, it is more work. It takes time to think up the stories and tips. But it's worth it.

And funny thing... I've noticed that my stories don't necessarily have to correlate to the product I'm selling.

Not at all.

I once told the story of getting stuck in the mud, and wrote a P.S. that said something like, "If you feel stuck in your business, check out the whazzit that will do this benefit and that benefit in no time."

The main story had nothing to do with the product, but I just wrote a silly segue and it worked like magic.

If you can't think of a segue, then don't worry about it.

Just write, "P.S. Today is the last day to get XYZ at half price – only 8 hours left. Here's the link so you can grab yours before it's gone."

I know I don't sound like much of a salesperson, but I'm telling you, this works.

Try it and see for yourself.



## Lumpy Mail, Cory Rudl And Chocolates

You may have heard of lumpy mail – it's an actual piece of mail you get in your actual real life mailbox, but there's something unusual about it.

For example, instead of a flat envelope, it's a lumpy envelope with a toy, calendar, trinket, tape measure, balloon or something inside that makes it stand out from the rest of the mail.

Imagine you come home from work and there's 6 or 8 pieces of mail in your mailbox, but one of them is lumpy.

Which one are you going to open first?

Sometimes lumpy mail is a big envelope and sometimes it's a package. But in all cases, lumpy mail is from a business, and its job is to attract your attention.

You've probably read that it's a good idea to send actual real mail to your best customers, and you've maybe even been told about how effective lumpy mail is.

But you probably didn't think it was worth your time.

Guess again, because it is.

Recently, I launched a new product, and I wanted to do something different. I decided to send out t-shirts to all of my affiliates prior to launch.

My affiliates LOVED getting something in the mail from me. Many of them sent me pics of them wearing the shirts, which of course we put up on the affiliate page.

And the promotion was a huge success.

Do you remember Corey Rudl? He was president and founder of the Internet Marketing Center, and he authored courses that made millionaires out of his students. He also sadly passed away in 2005, so you know what I'm about to tell you happened some time ago.

To this day, I still fondly remember getting a box of chocolates for Christmas from Corey Rudl. It really made me feel like a member of his team, and I was just an affiliate.

And yes, that was over 15 years ago.

How much did that one box of chocolates cost? Probably \$10 or \$20, I don't know. But I'm sure the return on investment was huge.

If every affiliate felt half as touched as I did, they probably did exactly what I did at the time – I marketed the heck out Corey's products after that.

All because he sent me a piece of "lumpy mail."

Next time you're getting ready to launch a product, think about sending your affiliates lumpy mail.

And maybe send it to your best customers, too. It can be one of the greatest investments you'll ever make.

*[Pssst... want to see some outstanding examples of lumpy mail? Check this out: <https://www.pinterest.com/lumpymailyear/lumpy-mail-ideas/>]*

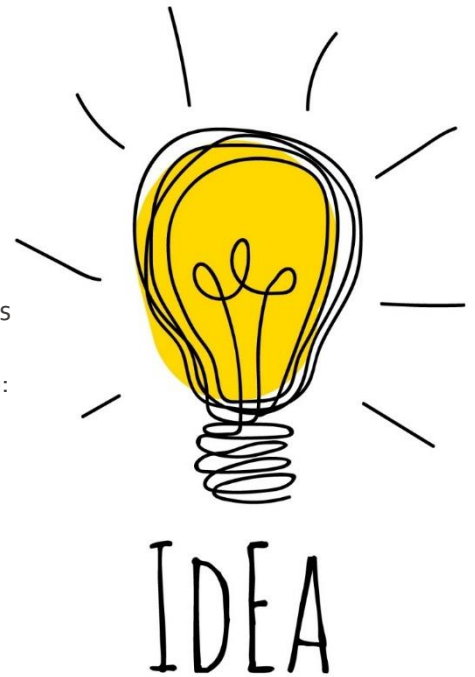




## Everything You Need To Know About Email Whitelisting

What if your emails never hit your subscribers' inboxes? What if your messages always end up in their spam folders or promotions tabs instead? It happens more than you might think. Luckily, there's a super simple solution: email whitelisting.

<https://blog.aweber.com/email-deliverability/how-to-get-whitelisted.htm>



## How to Make Most Out of Voice Search

Voice search is the new driver of mobile-powered Internet. The adoption of voice brings you a fresh opportunity to use this technology for enhancing your marketing efforts.

Here are three ways you can prepare to use voice technology for marketing.

<https://www.mediapost.com/publications/article/333451/3-ways-b2b-marketers-can-prepare-for-voice-technol.html>



## 7-Step Guide to Ranking Your Video on YouTube

How to rank your videos from start to finish.

Do you want to know how to increase your YouTube search views by nearly 400%?

Within 7½ months, Ahrefs achieved some killer rankings on YouTube for some of the most sought after keywords in their industry.

Here's how they did it:

<https://ahrefs.com/blog/youtube-seo/>



## Sneaky Email Trick You're Gonna Love

Some of the very best marketing techniques are also the simplest.

And you won't find them in courses or articles, either.

They're passed by word of mouth from one successful marketer to another, often over a pint (or three) of beer in the later hours of a marketing conference.

I had the privilege of attending one of those conferences recently. And while the content from the speakers was excellent, the real value came after hours.

I was sitting with a group six people from the conference in the hotel bar. We were at a back table, winding down from 10 hours straight of session after session.

We'd networked and listened and taken notes all day, gulping down lunch and then going back for more.

And frankly, we were exhausted.

We weren't even talking about marketing, probably because we were all too burned out. I think we were talking about sports or maybe politics, when one of the guys blurted out that he should have been a speaker at the conference.

Okay, between you and me, he maybe had a few too many beers at that point.

But I thought I would humor him, so I asked why he thought he should be a speaker.

And he told me it was, 'Because he was a @%#\$ genius,' or something like that.

Everyone at the table was laughing and poking each other in the ribs, thinking this guy was three sheets to the wind.

But that's when he dropped the bombshell:

"I figured out a way to DOUBLE my revenue from email marketing," he said.

You could have heard a pin drop.

Finally, after picking my jaw up off the floor, I croaked out the question:

"How??"

He smiled – I mean he was like the cat who ate the canaries – all of them.

"Do you really want to know?"

"YES!" we all chimed in.

"Okay, here's how it works..."

And he proceeded to tell us his trick.

A rather diabolical trick. And such a simple, easy little thing.

It just about blew our minds.

But first, I've got to tell another email marketing secret, to lay the groundwork for what he was going to share.

When you send out an email – let's say you send it in the morning – only a certain percentage of people open it.

Some people never see it because they're too busy. Others see it, but they figure they'll look at it later, which almost never happens.



And still others decide they're not going to open it at all, for whatever reason.

Maybe you get 20% to open your email that morning. Or it could be 10%, or 30%, depending on you and your list.

But there's still another 70% to 90% who never saw your well-crafted message.

Now then, the first trick, and the one many marketers know (although too few of them actually DO this) is to send out the exact same email again later in the day to those who didn't open the first email.

You might write, "Sending this again," or "I think you missed this" or something to indicate you sent it before. Or not.

Other than that, the message is nearly identical.

And this will get you another 5 to 10% of opens, and more clicks, and an increase in your income for sure.

But it won't double your income.

Are you with me so far? You send the same email again, but only to the folks on your list who didn't open the first email.

That secret alone will earn you plenty of extra sales.

Now that you're up to speed, we'll go back to the conversation at the table...

"I send out a second email in the late afternoon or evening, but not like others do it. I do something different. Yeah, I send it only to those who didn't open the email in the morning.

"But here's the twist: I send it from a slightly different email address.

"For example, if you mail from `nick@thisdomain.com` in the morning, then you send the follow-up email from a different recognizable email address like `nick@alternativedomain.com` in the evening.

"The idea is to BREAK any email filters your recipients have set up to filter all your emails into a subfolder.... (for reading later) ... which as we all know rarely ever happens.

"I have literally DOUBLED my email marketing responses since I started doing this.

"It's important that the recipient still recognizes it's from someone they know, because we want to get the email back to the inbox and not the sub folder."

And that's it. He sat back and grinned from ear to ear, and I know why. Every single one of us was sitting there slack-jawed, marveling at this piece of new-found information that was going to DOUBLE our email marketing responses.

He had a right to be proud of himself. And yeah, maybe he should have been a speaker at the conference.

But like I said, the best stuff often happens in the back rooms and bars and restaurants at these things, not on stage.

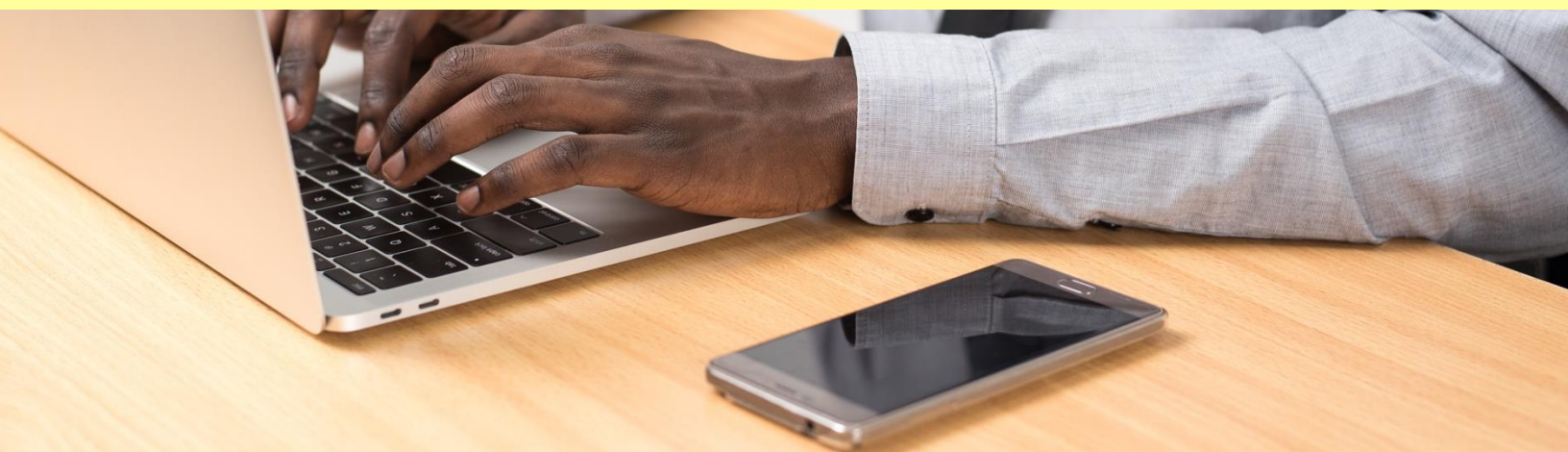
So, there you go. You now have the magic secret to double your email response.

Now every time you spend that hour writing the perfect email, you can know that it will be doing double duty for you.

And yes, I've tried it.

And Yes, it works.

Like magic.



# 7 Ways To Get \$299 Product Ideas In 10 Minutes

Hopefully by now you are starting to create your own products.

After all, one \$50 product that you sell once a week will earn you an extra \$2600 a year.

Sell it once a day and you'll make \$18,250.

Make a \$299 product and sell one per day, and you'll make \$109,135 a year.

Get the picture?

So, tell me, have you got a product you can sell for \$100 to \$1,000 yet?

If not, or if you want another one, here are 7 ways to get ideas for products you can sell for serious money.

## **Method One: Get Ideas from People Already Doing It**

This might sound like cheating, but it's one heck of a good shortcut.

Get on every mailing list and pay attention to every product launch in your niche. Find out what's selling, how well it's selling, what's great about the product and what needs improving.

Your goal is to find something that is working well and then create your own version that is even better.

Find your own unique selling point – a way for it to stand apart from anything else out there.

Remember, no copying and no plagiarism. You're not stealing, but you're not reinventing the wheel, either. Simply find out what is selling, and then find a way to make it even better.

## **Method Two: Do a Google Search for Webinars**

Take a list of keywords from your niche and then search for each keyword and the word 'webinars.' If someone is doing a webinar, odds are they are selling a related product.

And if they're selling the product via webinar, odds are it's an expensive product, too.

Get on their webinars and take lots of notes. What are they teaching on the call? How do they sell their product? What's the key benefits that make people want to buy the product? What questions do people on the call ask?

You can learn a ton from being a regular on these calls. One word of caution: It's easy to get caught up in the enthusiasm of the call and wind up being a customer.

This is fine if you will actually USE the product. But realize that just because you spent several hundred dollars on the product, you still can't copy it. Create your own original version and make it even better than the one you purchased.

## **Method Three: Search for Membership Sites**

Again, use your list of keywords to find membership sites in your niche. Watch your emails for advertisements for memberships, too.

Having a membership site is super lucrative because you get paid month after month for each member that joins.

Even if the membership fee is small, you can still make a six-figure income if you get the right topic in the right niche.

In fact, some small fee memberships sites do just as well as the big fee membership sites.

People don't bother to cancel something that costs just \$10 or \$15 a month, and such a low fee can be an extremely easy sale, especially if you give them the first month for \$1 or for free.



#### **Method Four: Search for Workshops and Masterclasses**

Again, do a Google search for each of your keywords and 'workshop' or 'masterclass.'

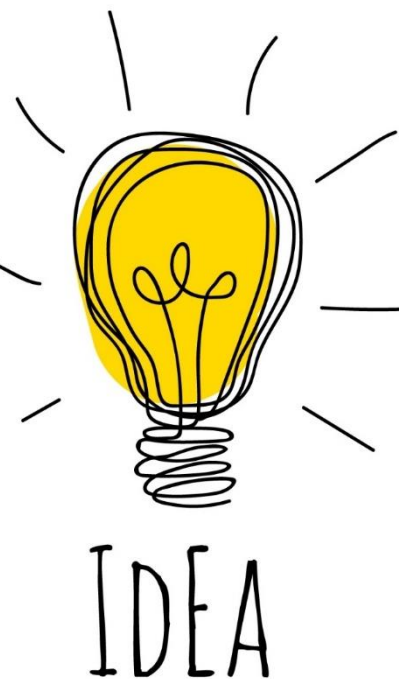
These often sell for several hundred dollars. Best of all, you can hold the class once and then sell the recordings. Or you can continue to hold the classes over and over, giving live help to each student.

I know one person who teaches how to start an online business. He sells his monthly class for close to \$7,000 and provides coaches for the students.

He's making a killing at this, too.

If this is too big for you, think of a smaller, more affordable version that you can offer, just to get started.

Then once you have a track record of success with your students, you can ramp up to a larger operation with live coaching provided to students.



#### **Method Five: Look for Dimes to Dollars**

Everywhere you go, both online and offline, look for methods that provide your customers with dollars in exchange for their dimes, or save them dollars in exchange for dimes.

For example: If you can show them how to earn \$100 by spending \$10 or even \$50, you've got a great product in the making.

And if you can show them how to save \$1,000 - for example, by purchasing your \$200 product - you've again got a great product idea.

#### **Method Six: Unmet Needs**

Again, everywhere you go both online and offline, look for the needs and wants that aren't being met.

Once you make a habit of searching them out, you'll find them everywhere. Then it's simply a matter of choosing the ones you want to pursue.

For example, you're frustrated because there is no software solution that does what you need it to do.

Do you think you're the only one with this problem? Probably not.

Find out if other people would like the solution and if so, hire a coder to build it for you. Bam, you've got a new product with a ready-made customer base.

#### **Method Seven: Look for Complaints**

Watch social media for complaints in your niche. You'll likely notice patterns of questions and complaints that keep cropping up on the same subject.

Find the top 5 or 10, and you can create a masterclass that addresses all of these.

*Want more business ideas?*

*Go to the membership page of Russel Brunson's "2 Comma Club" (great name, by the way) and read what his students are doing.*

*You'll have to either research or take a guess on how successful they are, but it's an interesting read that should spark plenty of ideas for you.*

<https://2commaclub.com/the-members>



## How To Write A Great Product Description Page

Every web-browsing human being reads a product description, almost every day. Most product descriptions are eye-bleeding horrors of lousy copy and unclear information. That means some of the most-read digital content is some of the worst.

We can do better.

<https://www.portent.com/blog/copywriting/great-product-descriptions.htm>



# EPILOGUE

## The Coal Wagon

The Flying Scotsman is a beautiful steam locomotive in the United Kingdom, at one time she was the fastest train in the world. She is powered by a steam engine, that is fuelled by coal. These days, it's old technology, I'm sure you'll agree.

Right behind the locomotive is a coal wagon, this wagon is painted up to look much like the rest of the steam engine, but in actual fact, it is a separate wagon. The thing is, by itself it is useless, just a box with wheels for storing coal, the same is true of the steam engine, without the coal wagon, it's a huge hunk of iron unable to even move. But together they make a steam locomotive, and at the height of the steam era, it was the fastest and most powerful steam locomotive in the world.

But without the symbiotic relationship between the two both are nothing. The same is often true in our businesses and our lives. It's not the core components by themselves that determine success, but how they interact together. It's about the partnership and equilibrium the develop together that determines success.

As Internet Marketers, we are reliant on our websites and campaigns but also the partners we have to not only source products to sell, but also to assist us in selling and marketing those products.



Only working all together in symbiotic relationships can we all achieve the successes we are looking for. Lots of entrepreneurs and self-employed people will tell you that they built their companies, their success all by themselves.

But if that is true, where did they get their products or services to sell? During the late nights, what about the husband, or wife, or significant other, that brought you that cup of tea, or stayed by you sometimes supported you while you were building that success?

Much like the coal wagon behind the steam engine, they deserve an acknowledgement in your success story too.

If you look at any situation honestly, there is always someone that lends you a hand along the way, or someone that you have lent a hand to. Every day in our lives and businesses we build the most important and most often underappreciated elements of our lives, we build relationships, symbiotic and otherwise. Success doesn't come from doing everything by yourself, it comes from recognising when to reach out your hand and offer or accept assistance from the contacts around you.

To some you may be the steam engine, to others the coal wagon, but together you are a great and beautiful steam locomotive. Take a minute today to reach out to those people who fuel your work.

## See you next month!



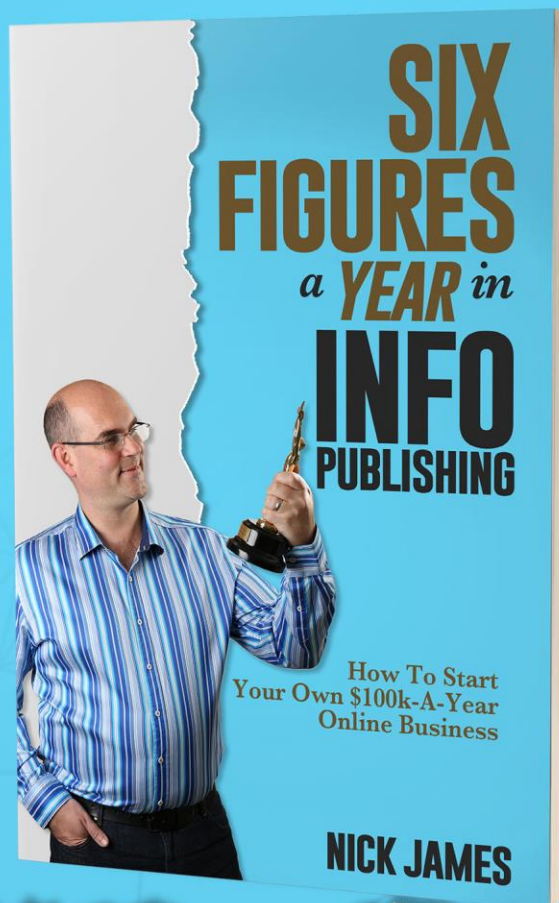


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