

# HOME BUSINESS NEWSLETTER

*Issue 97*



Customers Are Like  
Elephants

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How School Ruins  
Your Business

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Master Up Selling And Cross  
Selling To Increase Sales

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...and more!

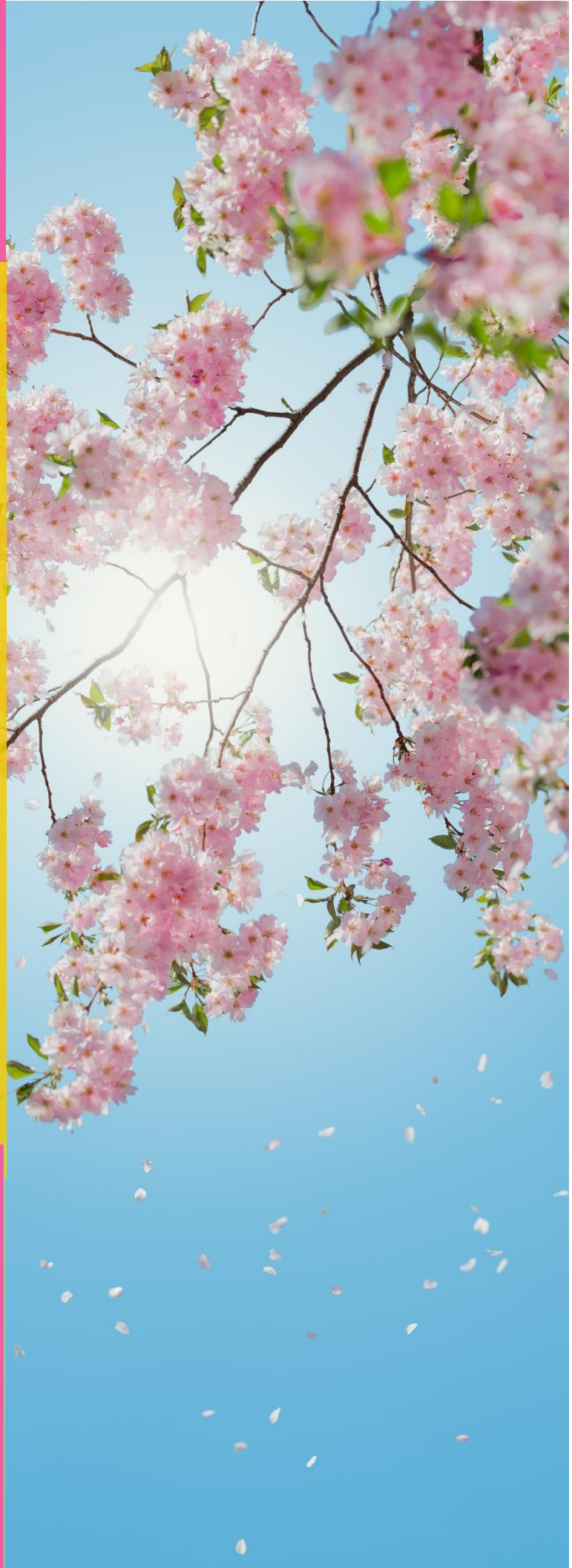


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## The Butterfly Effect

A friend of mine asked me recently if I had the opportunity to go back and change things about my life, would I do it? It's an interesting question, I'm sure all of us at some point have looked back at our lives and thought where would I be if I had....?

There was a film produced in 2004, that lends its name to this very article, *The Butterfly Effect*, starring Ashton Kutcher, and the basic premise is that his character wants to free himself from disturbing memories from his past. I won't ruin the film for you, and I do encourage you all to see it for yourselves, it's interesting. But in a nutshell, the film plays out various timelines resulting from him changing things at different points in his past.

A fictitious example would be if the character got hit by a car and had a severe leg break/knee injury resulting in limited movement, what is the outcome if you go back and change that? Does the character then go on to be an Olympic sprinter? Or does the story play out the same or in different ways?

This is what we mean by the butterfly effect, the premise that if a butterfly flaps its wings in the Amazon, there is a hurricane in Canada. Every small change, changes the whole.

Back to our own lives and businesses, if we are asked the same question, are there indeed things we'd go back and change? Or would you take the more metaphysical view that everything had to happen just that way to get you to this point where you can ask yourself that very question?

As Internet Marketers we are often bombarded with different products and campaign techniques, some we try, others we don't. Some campaigns succeed, other campaigns bomb!

Sometimes we might try to break into completely new niches, and get cruelly pushed back. And left to wonder what on earth happened.

Like me I'm sure when you've become a seasoned Internet Marketer, you may have a deal or campaign go bad and be left wondering why you even started down this path in the first place. Some of us have several false starts before we find the formula that works for us. We've all questioned ourselves at one time or another. We wondered if maybe we should go back to that regular job or that different plan.

But you're here at this moment asking that very question, "If I could would I go back and change....?" and the simple answer is if you did that you may never be here at this point asking that question. You would be living a different life, it might be better, it might be worse.

But the past doesn't actually matter, it's in the past after all. If you want a different present, a different future, then take your life in your hands and forge the future you want.

If your business isn't working quite the way you want, then change it. One little change right now, may well lead to a huge change tomorrow, or no change at all, in which case make another change.

Flap your wings as many times as it takes to create your hurricane.



# ***Resources and news***

## **How Do I Extract Emails From LinkedIn?**

Tons of email extractors make it easier than ever, although LinkedIn does sometimes prohibit certain programs. For example, Hunter.io was one of the most popular extractors until LinkedIn banished them in 2017.

For now, you might try the SignalHire Chrome Extension, because it extracts both personal and business emails from LinkedIn.

As opposed to other extractors in the market, SignalHire doesn't just generate work emails using most common email patterns in a company; it also finds and verifies emails across the WEB in real time. This way emails are always fresh and accurate.

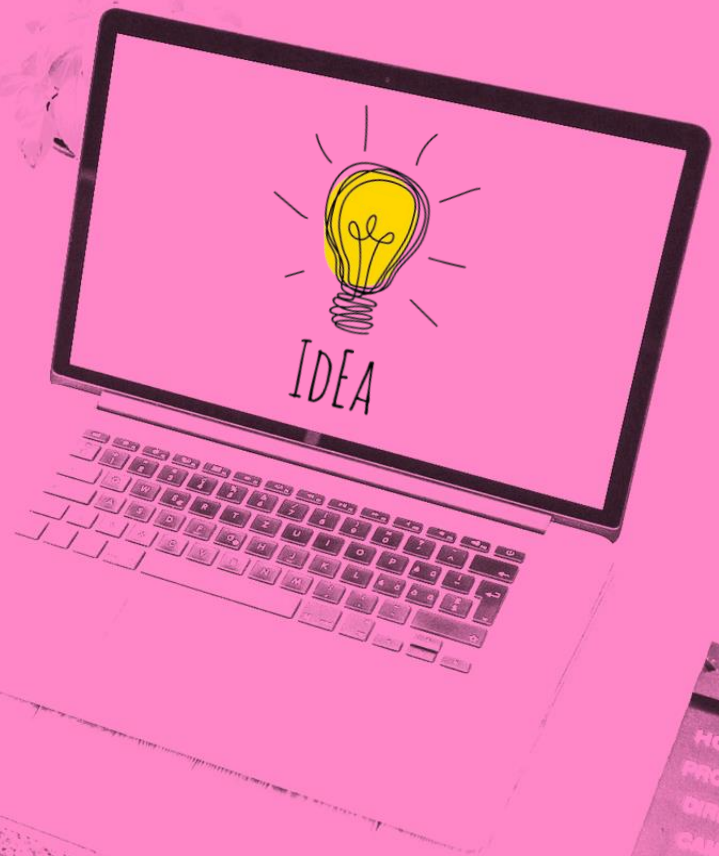
In addition, the extension finds cell/mobile and office phone numbers.



## Look Out For These 5 Signs of Black Hat SEO

Black hat SEO techniques will hurt your rankings and your business. Here's how to spot them.

<https://www.entrepreneur.com/article/331480>



## 59% Generation Z Spending More Time on YouTube

The HubSpot contributor Clifford Chi has shared 2019 YouTube demographics data.

It shows some significant trends observed on the video sharing site.

Here are some of the findings:

- Approximately 90% of 18-44 year old American internet users watch videos on YouTube
- 50% American internet users aged 65 and over watch videos on YouTube
- 46% of millennials (25-34-year-olds) watch more content on YouTube
- YouTube is available in more than 91 countries in 80 different languages.

<https://blog.hubspot.com/marketing/youtube-demographics>





# Are Your Customers Seniors?

Okay, I have nothing against the silver crowd. In fact, I hope to be old one day, too.

But just today I was reminded that many in the older generation have a built-in fear of all things electronic.

While they feel perfectly safe sending a check through the mail, or giving a check (which has their routing and account numbers on it for all to see) to a strange clerk in a store, they will balk at putting their credit card number into an encrypted, highly secure website.

Go figure.

Our job isn't to fight against our customers' tendencies, but rather to work with them.

For example, when a company that sold hearing aids online decided to offer a phone option for ordering, their revenue DOUBLED overnight.

While the computer was deemed scary, announcing their credit card number over the phone was comfortable for the older generation.

If your customers are over 65, you might take a look at the world through their eyes to find out what they need and want.

It could be that you're leaving a great deal of revenue on the table, and all you need to do is something as simple as taking phone orders.

Think about it.







## Customers Are Like Elephants

At 'The Elephant Sanctuary' - a non-profit organization based in Hohenwald, Tennessee - an elephant named Jenny became very animated when a new elephant named Shirley arrived.

After looking into the animals' backgrounds, workers at the Sanctuary found that the two had performed with the same circus for only a few months—22 years earlier.

Elephants have great memories.

If you annoy a customer, they become like elephants. Many years ago a certain marketer – a generally good marketer, by the way, who knows his stuff – ignored my emails.

I was a paid subscriber to his newsletter, and I was missing a couple of issues. All I wanted was for him or one of his people (he had virtual assistants) to send me the link to the missing issues. It would have taken maybe a minute to do it.

But all of my emails and customer service desk requests went unanswered.

And I have never, ever forgotten that. To this day, when I see one of his offers cross my desk, I won't buy it.

It doesn't matter if it looks like the greatest thing ever, or the missing piece to my internet marketing pie. I won't buy it.

And I'm not alone, either.

According to American Express, 78% of customers will end a business relationship on the spot due to poor customer service.

In my case, I loved the newsletter. I read every issue and implemented many of the ideas. It made me money.

And yet, I had such a bad taste in my mouth after being repeatedly ignored, that I cancelled my monthly subscription.

If you're overwhelmed by customer service requests, you might want to take a long, hard look at your business.

Are there things you can improve? Better systems you can put into place?

Or perhaps you simply need to hire a virtual assistant to answer customer service requests for you, so that you can focus your attention on building the business.



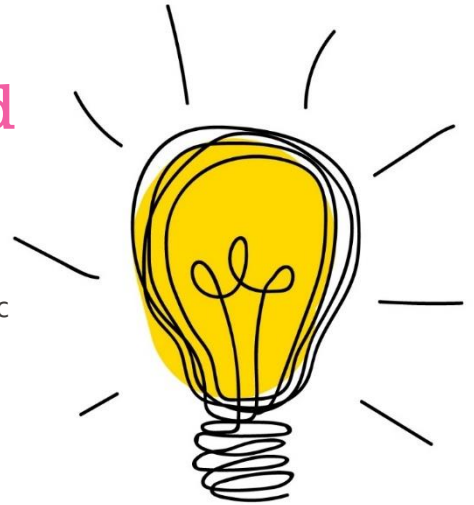
## 12 Steps to Lightning Page Speed

At Wall Street Oasis, we've noticed that every time we focus on improving our page speed, Google sends us more organic traffic. In 2018, our company's website reached over 80 percent of our traffic from organic search.

That's 24.5 million visits.

Needless to say, we are very tuned in to how we can continue to improve our user experience and keep Google happy.

<https://moz.com/blog/lightning-pagespeed>



IDEA

## They Analyzed 12 Million Outreach Emails. Here's What They Learned

The Backlinko team has published the findings from an analysis of 12 million outreach emails.

- Outreach emails with long subject lines achieve 24.6% higher average response rate
- Emailing the same contact multiple times leads to 2x more responses
- Personalized subject lines boost response rate by 30.5%
- Wednesday is the "best" day to send outreach emails
- Linking to social profiles in email signatures may result in better response rates.

<https://backlinko.com/email-outreach-study>



## How School Ruins Your Business



Whether you spent 12 or 16 years or more in school, I'd like to make a radical suggestion:

Forget your schooling.

Frankly, I wanted to use a different "F" word than "Forget."

Here's why:

In school, they teach you that attendance is important. You have a perfect attendance record? Here's a merit badge. You missed 12 days due to colds, the flu, or the time you went on a trip with your parents? BAD student.

They're training you to work 40 hours a week for someone else, making that someone else rich while you slog away at a job – healthy or sick – to barely earn your living. Gee, thanks so much, school.

In school, they teach you that taking someone else's idea and building on it is CHEATING. You will go the office right now for being a copycat!

In business, you are awarded and applauded for taking an idea and building on it. The assembly line? Henry Ford didn't invent it, yet he became famous and rich for using and perfecting it.

In school, they teach you that you must do your own work. Don't pay the smart student to do it for you, that's cheating!

But in business, you can pay others to do all the things that you're not good at or don't want to do. And for that, you make lots of money, employ others and again, get applauded for your good sense.

In school if you fail, it's bad news! You must never fail!

In business, you're going to fall flat on your face now and then. If you don't, then you aren't trying anything new. Everyone applauds the entrepreneur who keeps going despite failure and eventually succeeds in a big way.

In school, you're taught there is one way to do things – the way you're told to do them. Even if math, when you show your work, if you used a different method to arrive at the exact same answer, you're told that your method is wrong and their method is right.







Says who?? Says the school.

But in business, thinking outside of the box and finding creative solutions will earn you a fortune.

In school, you're taught not to do things until you have something called "permission." This is the higher ups telling you that you are not smart enough, mature enough or knowledgeable enough to make decisions yourself.

And some adults carry this line of thinking with them throughout their entire lives. Now that really is sad.

But as an entrepreneur, there is no one to tell you to move forward. You've got to give yourself permission to do what needs to be done.

In fact, if you're waiting for someone to give you permission, why not do it now? Write down, "I hereby give myself permission to build my business, make a fortune, enjoy my wealth, and do whatever I want!"

You are a creative, loving, inventive person who deserves the chance to break free from the programming of your schooling and build the business and the life that you want.

And you have my everlasting, unconditional permission to...

GO FOR IT!!!

Oh yes, and one more thing...

## **How to Use Other People's School Experience to Make Money**

While you and I know that we don't need someone else's permission to build our business, there are countless people out there who are still waiting for permission.

If you think about students, what is the one thing they are chasing? That diploma. Because until they get that piece of paper, they don't have 'permission' to follow their dreams.

Look at Bill Gates and all the other millionaires and billionaires who dropped out of school to start their business, and you know it's not true.

But they are the exception, not the rule.

As we said, people are brainwashed by schools for 12, 16 and more years that they need PERMISSION to do things.

"May I go to the bathroom?"

"May I proceed to the next grade?"

"May I graduate so I can get the heck out of here?"

People are waiting to be told what to do, and waiting to be given permission to do it.

If you think about it... everything anyone needs to know to start an online business is available online, for FREE.

And yet, people will pay THOUSANDS of dollars to go through 3 day courses that teach them what to do, how to do it, and get permission to get started.

This is not exclusive to IM, either. People pay big money online to take all sorts of classes and courses to get certified in all kinds of things.

One of my favorites is social media marketing. The students of these courses often know more about social media than the instructors, yet they're paying to get "certified" so they can go on social media and promote a business.

You can benefit from this need for a "higher authority" that gives people the confidence and the green light to go ahead and follow their dreams, whatever they may be.

You can do this through online courses, in person courses, coaching and more. Don't be afraid if you think you barely know more than they do. Your job is to make them aware of just how much they already know, while filling in any blanks they might have.

And your most important purpose is to give them the confidence to stop talking about it - whatever 'it' is - and start DOING it.

Undo the teaching they got in school that says you raise your hand to get permission, and show them THEY are the ones who decide when and where they take action.

The answer, of course, is right now, and right here.

Help them get over the brainwashing their schooling gave them, and you'll have very happy customers, indeed.

# Note From Your Future Self

Hey, it's me.

I just wanted to tell you something important – something you need to know right now.

You're at a crossroads right now, and I've seen where both paths go.

You're doing this internet marketing thing, and you haven't perfected it. In fact, you've been at it awhile and you're thinking about giving it up.

But if you do, you're not going to like what happens. You're stuck in jobs you hate until you're 65, at which point you retire with barely enough money to get by.

At 68, you have a medical crisis. Nothing major, but enough to eat up your savings.

At 70, you lose your house. Your social security and pension simply aren't enough to get you through the month.

And I don't even want to tell you what happens after that.

All because you gave up.

Yes, I know that these dead ends you've encountered are discouraging. I know you've laid out money and time and you've really tried, and you still haven't seen the results. Yet.

But with each mistake you make, you're learning. And soon – very soon – those mistakes are going to start to pay off.

If you keep going and stay focused, a year from now you'll be making a nice little income. Nothing to brag about, but it's a start.

Two years from now, you can quit that job you hate.

Five years from now, you can buy the house you always wanted.

Ten years from now, the house will be paid off, and your retirement account will be funded.

But that's only if you don't quit now.

The next few months are going to be tough. Lots of work, a few more mistakes, but you can get through this.

And when you do, you're going to be so thrilled that you stuck with it.

I've seen your future. I AM your future. Please make the right choice. Turn off the television. Make a plan to build a simple sales funnel.

And then get busy.

Every failure is a step closer to what will work for you. Keep trying and keep focused.

You got this.

You. Got. This.

Now get to work. Your future – OUR future - depends on it.





# Live Chat Increases Sales 20%

Would you like a 20% bump in sales?

Was that a really stupid question?

Of course you want a giant bump in sales, but you've probably thought that live chat is something for the "big" guys, and not for you.

Before you dismiss it, you might consider the following...

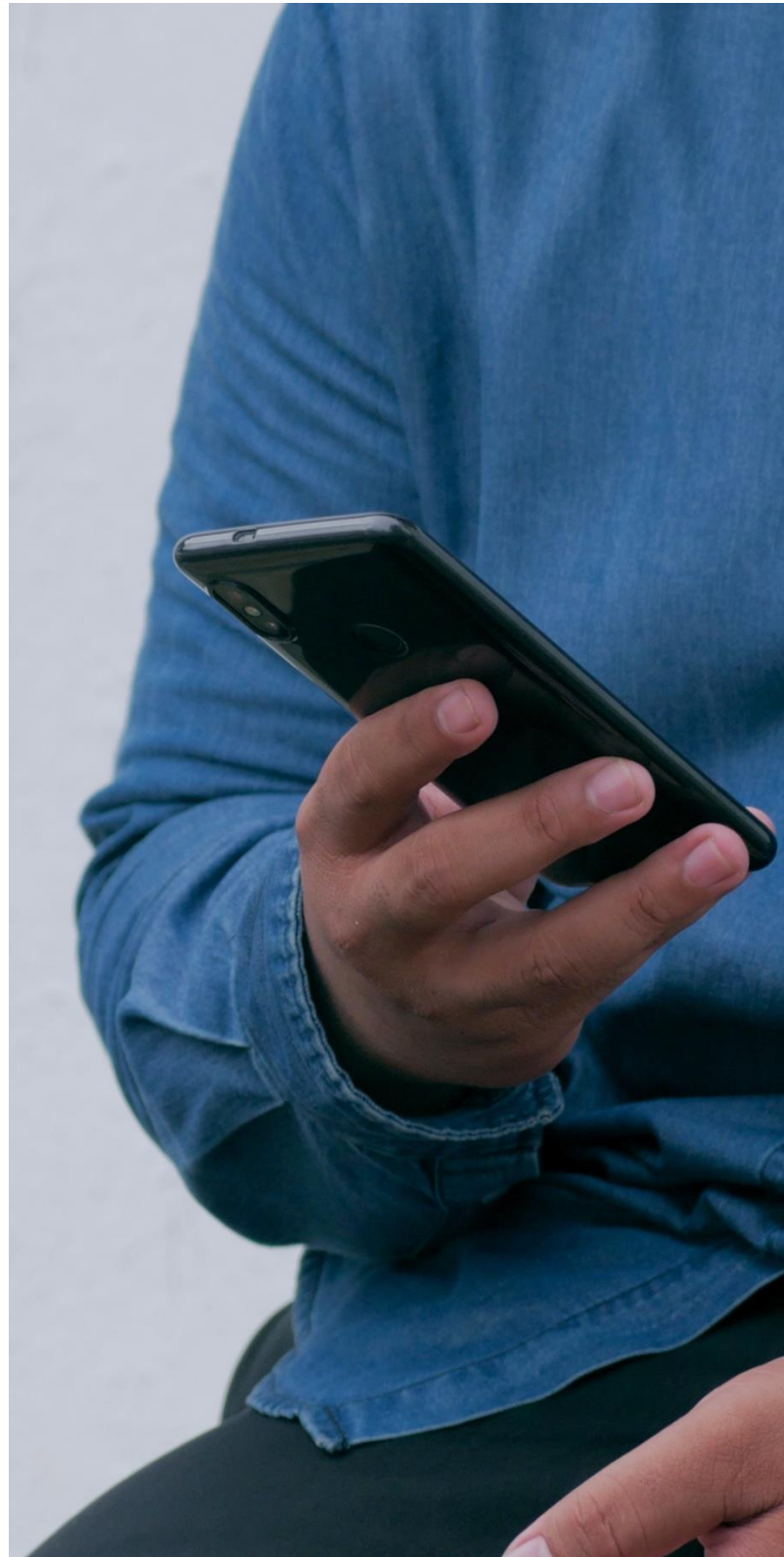
Customers WANT to consult with you about their questions and fears. They want to feel like they are part of the family, and they need to feel they can trust you.

With live chat, you have the ability to talk to your prospect at the exact moment they are making a buying decision.

And with live chat, you can even upsell them to a higher price point package, too.

Here's some recent live chat data:

- 92% of customers are happy to use live chat over other channels.
- Live chat tops in the ranking of customer satisfaction rates, with 73%.
- 77% of visitors don't want to purchase from a company having no live chat support.
- Live chat increases annual cross-sell and up-sell revenue by 2.4 times.
- 38% of consumers are more likely to buy from a company if they offer live chat support
- 51% of consumers are more likely to stay with or buy again from a company if they offer live chat support
- Customers who use live chat are three times more likely to buy



But the software you use is a major factor in whether your prospects have a positive experience or not.

An effective live chat tool needs to be intuitive for the customer to use.

Whether your prospects are looking for more information, or they need help with an order, a poorly designed chat screen is potentially worse than no live chat at all.

If you've looked at live chat software before, you'll be relieved to know the options have drastically improved.

You can now provide a much better experience for your visitors, even for customers who demand faster responses and mobile-friendly options.

Here are several affordable options to consider...

#### **WebsiteAlive**

WebsiteAlive is a live chat tool that specializes in sales and customer happiness.

The company offers a variety of services of which live chat is just one part. One of its more unique offers is the ability to hire live chat agents who will engage prospects for you on a pay-for-performance scale.

Pricing - WebsiteAlive's plans start at \$30/month for one operator.

#### **Olark**

Olark claims to be the "world's simplest live chat software."

Its ease of use comes in the form of real-time reporting, automated messages, and straightforward team management tools. The platform is also highly customizable, so you can adjust it to fit your exact live chat needs.

Pricing - All plans cost \$17 per agent per month, with discounted options available if billed yearly or biannually.

#### **PureChat**

PureChat is one of the only tools on our live chat software list with a completely free offering at its lowest level.

From both the customer and operator's point of view, PureChat is both intuitive and simple. The chat box is unobtrusive and can be customized with its own color scheme and agent photo.

Pricing - The platform begins with a free plan, and the Pro plan starts at \$29/month.



#### **Zendesk Chat**

Zendesk Chat, formerly Zopim, is a logical choice for anyone already using Zendesk for customer service.

This platform is on the smaller side of the pricing scale – making it a choice worth looking at for startups and small businesses alike.

Pricing - Zendesk Chat offers a free plan for one agent, one concurrent chat, and 30-day chat history. Beyond that, advanced plans range from \$14—\$29 per agent per month.

#### **ClickDesk**

ClickDesk is one of the few tools on our live chat software list to make voice and video chat as much of a priority as standard, text-based live chat.

It essentially aims to be less of a live chat solution, and more of a well-rounded all-in-one product that anticipates the needs of potential customers far beyond what website live chat can do.

Pricing - The platform is free for up to ten users, then paid plans range from \$14.99 — \$39.99 per month.


#### **SmartSupp**

SmartSupp is a fairly standard live chat service, but what sets it apart is its video recording options.

A little bit more than your average live chat program, SmartSupp lets you record and track visitor mouse movements and clicks directly from your agent dashboard.

Pricing - SmartSupp offers a free plan with an unlimited number of agents and chats. But for features including video recordings, saving chat history, and automated messaging, plans range from \$8 per agent per month to \$19 per agent per month.





## Never Miss An Opportunity To Make Your Readers Feel Smart

I was on the Reader's Digest site the other day, killing time, when I ran across an article titled:

12 Detective Riddles Only the Smartest People Can Solve

I'm always up for a challenge, so I read the 12 puzzles and solved them to the best of my ability.

But do you know what? They weren't hard at all. Not even close. If the reader pays close attention, the answer is almost always right there in the riddle itself.

When I finished, I felt pretty darn smart. Then, because I live and breathe marketing, I realized what really happened:

They set me up to feel smart.

Imagine if the puzzles had been super difficult and I couldn't have solved a single one. I might have gotten frustrated and closed the page.

But making them fun, interesting and only moderately difficult at most, I enjoyed the experience. I wanted to read something else on the site, to continue the good feeling.

And I wanted to share the fun on social media, too, to see how well my friends would do.

Whenever you get the chance, be sure to let your readers and customers know just how smart they really are. We all love a chance to shine and feel proud of ourselves, no matter how seemingly small the accomplishment might be.

Want to see the riddles for yourself? Here they are:

<https://www.rd.com/funny-stuff/detective-riddles/>

# Case Study: How to Get Paid BEFORE You Publish Your Book

How would you like to make money, gain new affiliates and a ton of new customers, and in the process brand yourself as an expert and have your own book, too?

You already know that one of the very best ways to brand yourself as an expert in your niche – no matter what your niche might be – is to write your own book.

But writing a book is WORK.

You sit down at the computer, ready to crank out 200 to 400 pages, and you can't even seem to get to page 2.

Maybe, just maybe, if you stick with it long enough, in 6 months or 2 years, your book will be finished.

Then what? Yes, you have a terrific calling card. "Hello, I'm Joe Smith, author of 101 Ways to Make Money Online."

And that's pretty awesome. But book sales – unless you write a best seller – generally won't add up to a huge amount.

Unless...

Recently I met a gal who decided she wanted to make money immediately – not after she'd written her book.

She turned every chapter of her book into a stand alone report that she could sell each month as a special offer. Think JVZoo or Warrior Special Offers, and you get the idea.

She used affiliates each month, and even did a whole launch sequence complete with affiliate prizes, bonuses and so forth.

Her goal was to get her book finished, but the idea of waiting until she finished writing the entire book before she made a dime depressed her terribly.

So she chose 12 sub-topics for her book. She made every topic into a stand alone report that could be launched and sold to her list and to the affiliates' lists.

Her particular topic was blogging, but you can do this in any niche.

Imagine the weight loss niche, for example. Your monthly report topics could be on the best diet, the best weight loss green smoothies, the best weight loss exercises, the best weight loss supplements... you get the idea.

Each of her stand-alone products earned over \$3,000. And as she wrote more chapters, she used previous chapters as upsells, as well as offering other products, too.

If you go the traditional publishing route, you could spend a year writing your book. Then you spend another year getting a publishing deal, just to make perhaps \$5000 after the publisher, distributor, retailers and everyone else takes their cut. Ouch.

If you go the Amazon route and self-publish, you can definitely do better. But you'll still have to do all of your own marketing.

When she finally publishes her blogging book (she has one chapter to go) she will have not only made a very handsome income – she'll also have a large built in audience of subscribers she can direct to her new book on Amazon.

The flood of sales from those folks alone, combined with their reviews, can help to propel her book to the top of Amazon's search engine, where she can make even more money with her book, as well as getting new subscribers, too.

Her future plans? To do it all again with a different topic.





When you're building your sales funnel, don't forget to include an upsell or cross sell or two.

An upsell is simply an option to buy a bigger, better version of what you're selling. For example, you might offer two versions of software, one of which does more than the other.

Or you could offer to add on personal coaching to the product they just purchased, making it easier for them to use that product.

Cross selling is offering something that is related to the first product. For example, if you just sold them a course on driving traffic, you might cross sell them a course to increase conversions from that traffic.

The lines between cross selling and upselling can become blurred. The coaching example above, for example, could almost be considered cross selling, too.

The important thing to remember is that when you've made a sale, you don't have to stop there. The customer is already in a buying mood, so why not make an additional offer or two?

This allows you to increase your income and your options. If you are using affiliates, you might offer the affiliates a higher percentage of the initial sales, since you'll be able to make money yourself on the upsell.

For example, if you're selling a \$30 product without upsells, you'll likely want to split the \$30 with your affiliates.

But if you have a strong upsell of \$100, you might consider giving affiliates a much higher percentage of the \$30 sales and splitting the upsell with them 50/50. This encourages them to promote harder, since they are making more money.

Still not convinced you want to add upsells and cross sells to your funnel?

In Marketing Metrics, the authors say,

"The probability of selling to a new prospect is 5-20%. The probability of selling to an existing customer is 60-70%."

Since product recommendations drive 10 to 30% of revenue on average, putting the right upsell offer in front of people at the right time is key to sales.

And in the kind of simple, straightforward marketing funnels we use in the information and software businesses, I'd have to estimate that the 30% figure is actually quite low.

How can you make your upsells (and cross sells) effective? Here are 12 tips:

## Master Up Selling and Cross Selling To Increase Sales



### 1. Choose the RIGHT Upsell

You've got many possibilities to choose from. For example:

The Version Upgrade - Ask customers to get a different version of a product you're offering. It can be bigger, stronger, faster, better – you get the idea.

Product Help – This could be coaching, videos, or some kind of assistance to make sure the customer is able to effectively use the product.

Done for You Service – Offer to install the software for them or do something else that they likely don't want to do themselves.

Resell Rights – If applicable, offer to sell them resell rights. They can then resell the product themselves, according to the terms you dictate.

A Better Deal – Let's say you're selling a monthly membership – offer them a sweet deal if they pay for the next year in advance.

Bundle – If you package related items together and show that it's a better value, you can increase your sales.

### 2. Always Offer the Upsell

Of course you're going to add your upsell to your sales funnel. But the more upsell opportunities you show customers, the more chances they have to take one.

Offer your upsell everywhere it makes sense. Some typical locations for upsells include:

On product pages, where you have multiple chances to show off product versions.

When people add items to the cart, as it's a great time to show supplementary products or services that help them get more value from what they're already planning to buy

When the customer reaches a success milestone. For example, when they've been on your list for a certain amount of time, let them know and offer them a premium version of your newsletter or a product bundle.

When a customer emails you with a question. Answer their question, then add a P.S. about the special (secret) deal you've got with the better options than the standard version (or whatever... you get the idea.)

Always be upselling.

### 3. ... But Don't Be Pushy

We've all seen people get upset on the Warrior Forum about upsells. You've got to walk a fine line between upselling (which you absolutely SHOULD do, regardless of a few complainers) and upselling TOO MUCH.

Have you purchased a product and then discovered there were TWELVE upsells? I have. By the end, I was so frustrated, I wanted to throw my computer.





Then again, I've purchased a product, landed on the upsell page, and become super excited by the offer which I IMMEDIATELY purchased.

Offer the right upsells, in the right amount.

It's like Goldilocks and the Three Bears: Too much is... well... too much, and you'll burn your relationship with your customers.

Not enough is robbing you of profits and leaving you in the cold.

And 'just right' is perfect.

#### 4. Make Your Upsell Relevant

Relevance is key when deciding on your upsell.

If someone's buying a book on marketing, there's no point in recommending a book on automobile repair, even if most of your customers drive a car.

Instead, you'll recommend something else related to what they're looking at, like an audio version of the book or another book by the same author.

When you're upselling, you'll have to sell the benefits of the upsell and show why it's important. For example, the customer will get more, better, easier or faster results, perhaps with less effort and frustration.

#### 5. Personalize Your Upsell Recommendations

Don't use the same upsell for every product. Tailor the upsell to the initial product sale, so that it just makes sense.

The exception: Let's say you're in the IM niche, and you have a membership site of your own that covers all things IM. You could offer your membership as an upsell to any IM product by tailoring your offer to highlight how your membership will enhance the product benefits.

For example, if you're selling a product on traffic generation, your membership upsell would highlight the aspects of your membership related to traffic generation, followed by the other benefits of your membership.

#### 6. Get the Language Right

Using the right words is always an important part of all successful marketing. But it's even more important when persuading your customers to buy the upsell.

Get your customers to imagine how they will use the upgrade. Or trigger their fear of missing out (FOMO). If you can paint a vivid picture of the benefits of the upsell coupled with the fear of losing these benefits, you'll make the sale.

#### 7. Use Urgency

A countdown timer can be effective for creating a sense of urgency. Have a reason for the timer- perhaps your upsell is limited, and if they don't grab it, you have to offer it to others.

Or if it's your style, be direct. You're making them an incredible offer, but the catch is they must grab it quick before it's too late.

#### 8. Offer Free Shipping

If you're mailing products rather than delivering them electronically, then free shipping is a marvelous way to boost sales. Around 90% of customers say free shipping is their main incentive to shop more online.

Set an dollar amount people have to reach to get free shipping. Then as they add things to the cart, remind them of how much more they must spend to qualify for free shipping.

That's a big incentive to continue adding items to the cart, especially if they're not too costly.

#### 9. Provide Social Proof

Just as with any product you're promoting, be sure to add social proof to let customers know that people find your upsell to be valuable and deliver results.

### 10. Limit the Price Increase

If your initial offer is \$20, a \$200 upsell is simply too much by comparison. And people will compare.

Time and again I see upsells for crazy high prices compared to the initial offer. These tend to annoy customers, since they feel they're being taken advantage of while being held captive in the process of trying to access their product.

You might test to see what happens if you offer an upsell that's actually cheaper than the initial product. For example, if your product costs \$47, try selling a \$27 upsell to go with it.

If it's the right upsell and positioned properly, I suspect you'll make a ton of sales.

### 11. Use the Rule of Three

You'll often hear marketers talk about the "rule of three". It's to do with the fact that people respond to patterns, and three seems to be a magic number.

For upsells in a marketing funnel, we're going to use the rule of three for the upsells. You'll want to test this, of course. But try offering three upsells of three different prices. Offer the highest price upsell first, followed by the second highest, and finally the lowest price upsell.

The psychology of numbers shows us that if you show a larger number to a person first, then any number that follows and is lower seems smaller than if you showed that number by itself.

For example, if I tell you something costs \$49, it's going to seem like a higher price than if I first mention \$100, followed by \$49.

Your first upsell might be \$99, your second might be \$47, and your final offer might be \$27, making the \$47 seem low and the \$27 seem like a bargain.

As a side note here: When you're about to reveal your price in a sales letter, first use higher numbers, even if it has NOTHING to do with price.

For example: "538 people have left positive reviews for ABC product, with 491 of them giving it the absolute highest rating. And yet, it still only costs \$27."

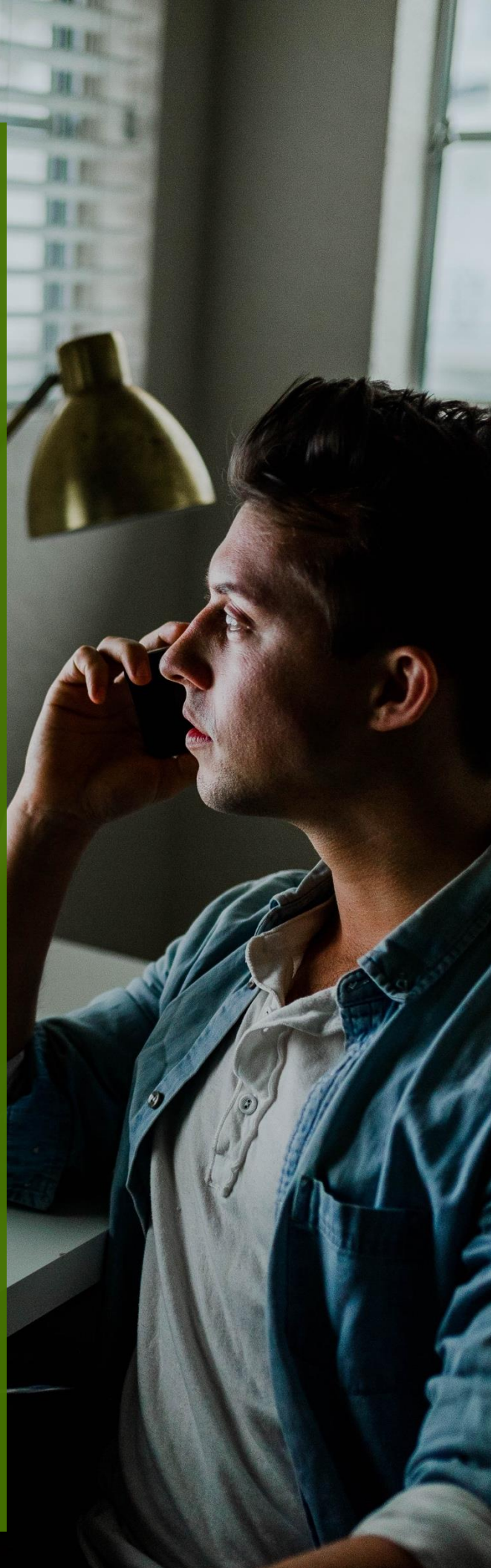
And never do the opposite. For example, never say, "4 out of 5 people love our product. In fact, 1 person even said she loves our product more than her husband of 3 years. And yet, it still only costs \$27."

### 12. Follow Up via Email

They didn't take the upsell(s)? Follow up with email and give them a limited time to grab it.

Some people will be very much on the fence about whether or not to grab your upsell. By giving them a second and third chance, you will make more sales. Just be clear that this offer is only available for a very short time, such as 72 hours.

Side Note: When giving your customers a limited time offer, phrase it in





# How to Get 500 BUYERS on Your List Each Month ...without selling a thing!

You'll need about \$50 one time to make this work.

And yes, you're going to get BUYERS on your email list. The 500 number is arbitrary – work this hard and you could get several thousand buyers on your list each month.

For those who might not be familiar with why you want buyers on your list, think about this...

Someone who simply signs up to get your free lead magnet hasn't proven they're willing to spend a plug nickel on anything.

But someone who has made a purchase, laying down their cold hard cash in exchange for a product in your niche, is someone who is HIGHLY LIKELY to make a purchase again. And again, and again, and again.

Some marketers say that one buyer is worth 10 freebie seekers, while others claim the number is far closer to one HUNDRED. In any case, if you can get buyers on your list, you're going to do just fine in your business.

As far as I know, this method will work in any niche, not just online marketing.

Here's what you do: Spend your \$50 getting an awesome, wicked cool, eye-ball attracting 250 x 350 advertisement made.

This ad has got to appeal to people like crazy, which means you'll need an extremely enticing offer. If you have to offer them everything but the kitchen sink, do it.

Maybe you've got a \$1,000 program lying around that doesn't sell well anymore, or you're willing to jump on Skype for 15 minutes to consult about your area of expertise.

If you can, appeal to people's need for approval. "I'll jump on Skype with you and tell you everything I love about your website, along with anything I see that can make it even better."

Or maybe you have a membership site you're willing to give free access to. Just make sure your offer is eye-popping awesome.

Next step: Find people who are announcing their next product launch on WarriorPlus, JVZoo and anyplace else your tribe congregates. Again, this can work in most any niche.

Make an offer to the sellers to GIVE your [product / coaching / membership / whatever] away on their thank you and download pages.

I know what you're thinking... why will the product seller let me put my ad on their thank you and download pages?

Two reasons. First, new product creators are struggling to come up with great bonuses and find awesome products to put in their member areas. This makes them look good to their buyers and shows their customers they are the person who can get them great deals.

Second, and perhaps even more of a reason why many of them will say yes, is because you will place a product on your backend. For example, if you're offering free 15 minute Skype sessions, then you can offer an upsell of 3 one hour coaching sessions a month for \$199, or whatever.

If you're giving away access to a paid membership site, you can upsell to a product or an even a more exclusive and higher level membership site.

Offer the marketer 50% commission or a straight lump sum for every sale you make to their customers.

This is FREE money for them, with about 60 seconds of effort (uploading your ad to their download page and membership area.)

And if the product seller is agreeable, you can also give them a bonus blurb to insert on their sales page. Use a catchy headline and 3 to 5 bullet points to sell the prospect on your bonus. Positioned correctly, this can even increase sales for your product seller.

Remember, every single opt-in you get is going to be a BUYER, because to get your bonus they had to purchase the front-end product.

There is at least one well-known marketer who has built his entire list using this method. And this person also happens to be on most leaderboards for new launches.

Coincidence? I don't think so.



## Case Study: \$8,000/mo From Set and Forget Membership Site

Have you got a membership site yet? If not, WHY not?

Maybe it's because creating all the content forever and ever scares the bejeebers out of you. If so, I don't really blame you.

Once you start a traditional type of membership site, you NEED more content all the time. ALL THE TIME. You're continuously updating and adding and it can become rather time intensive.

But I'd like you to consider a slightly different kind of membership site.

Have you ever gotten one of those mailing inserts from Franklin Mint or Danbury Mint or one of those places that wants to sell you a 'trinket subscription?'

For example, maybe they have these beautiful porcelain birds. Each month, they'll send you a new bird. At month three, they also send you a shelf unit to hang on the wall to hold all your bird statues.

Then at the end of one year, you have all 12. The complete set! And it's pretty and interesting and you lose interest and it collects dust.

Yeah, one of THOSE subscriptions.

I know a marketer – okay, I know SEVERAL marketers – who use a similar business model for their membership site.

First, they choose an evergreen niche. It can't be something that's always changing like Facebook advertising or SEO. It's got to be something that stays pretty much the same year after year. Like health. Or dating. Or personal development. Or persuasion and sales techniques. Or...

There are ton of possibilities. Just keep your eyes and ears open for one week and write down every single idea that comes to mind.

After the week is up, choose the one you like that has plenty of people willing to spend money.

Now that you've got your topic, you're going to create a simple PDF course with 52 modules. Yes, 52. But don't worry, you only have to create 3 or 4 to get started.

Outline your 52 modules so you have a basic idea of what each one will cover.

Put together your membership site, along with software that drip feeds content each week.

Create PDF's of the first few modules. Even if you just get 3 or 4 done before you launch, you're going to be fine. Continue to create a new PDF each week, so that you stay ahead of your first subscribers.





Run your course over a year, with 52 weekly lessons. Why 52? Because testing shows subscribers will stay with you LONGER when there is an end in sight. When the membership is 'open,' meaning it never ends, they tend to drop out sooner.

Also, the idea here is to build your membership site ONCE and then continue to make nearly passive income for several years to come, or as long as you can.

Why PDF's? Because they're easier to upload and download than video. They're easier to handle than video. People generally get more out of them.

Of course, not every topic lends itself to the written word, so choose accordingly.

Offer email support and even some personal 15 minute consultations to your subscribers. Only about 10-20% will ever ask for email support, and only maybe 10% will ask for the consultations.

But these can be a goldmine – when you've got them on Skype, you can always upsell them to your personal coaching program. Or not. It's up to you.

Outsource the email support to someone else, so you don't have to spend time on that. You might pay someone \$1,000 a month to handle it for you.

The marketers I know who are using this model are averaging about \$8,000 per site after expenses, including outsourcing support.

And that's just for the monthly subscriptions, which are usually around \$47.

They also promote products within the membership site and offer special deals that are exclusive to their members. And they offer paid coaching to the people who are interested enough to grab their included 15 minute Skype session.

These three things generally double their monthly income from their membership site.

Wait... you have a question, don't you? You want to know how to get subscribers to your membership.

The usual ways. From your own list. From affiliates. From Facebook ads and so forth.

You might even offer a free version of your membership, one that lasts for 4 to 6 weeks and encourages them to sign up for the much bigger and infinitely more attractive PAID membership site with the truly great insider info and special perks.

And if you want to create scarcity to get people to sign up even faster, limit the number of subscribers you'll take. 200 is a good number.

Or run special deals once a month where they get in for half price - \$47 a month instead of \$100.

As you see, all the usual marketing tactics and methods will work to get new subscribers. And because your membership is finite – it runs for one year – you'll be surprised how many people will stick with you to the end, assuming your content is excellent.

This is such a simple, easy income model, I can't understand why more marketers aren't doing it.





## How to Double Your Sales With Cheat Sheets

How would you like to:

- Show your customers you CARE
- Make yourself MORE sales
- Reduce your refund rate on affiliate products
- Let your customers know you GENUINELY recommend a product (and you're not just trying to make a commission)
- Help your customers achieve their goals
- Build trust and rapport with your readers

Whew!

That's a tall order, indeed. Here's what you do...

When you want to promote an affiliate product (regardless of niche) get ahold of a copy. Buy it, get a review copy from the seller or whatever.

Go through it (yes, go through the whole thing) and create a cheat sheet that summarizes the product into one neat little PDF.

You might include a flowchart, steps or whatever is appropriate. This cheat sheet is going to act as a guide to simplify the product's contents and give the buyer a snapshot of what's inside.

When you promote the affiliate product, let your readers know they will get your own personal cheat sheet, too.

Include an offer of help via email if they need anything, which will build even more trust and rapport with your readers.

Your sales will increase, your refunds will decrease, and your customers will believe you and trust you when it comes to product recommendations.

It's a true win-win.

One last thing – when you've accumulated several of these cheat sheets, you might want to bundle them together and sell them as a product to your list.

Be sure to include your affiliate link to each product as well.





# Shopify Alternatives

Shopify is certainly the most popular shopping cart solution, but it's not the right one for everybody. There are cheaper alternatives out there that are just as good, if not better.

While Shopify is user friendly, beautiful and offers great support, it's also expensive, offers poor international support, prohibits certain items, and its best features are only available on higher priced plans.

Here are 5 shopping cart alternatives you might want to consider for your store – 3 that we recommend, and 2 that are popular but not for everybody:

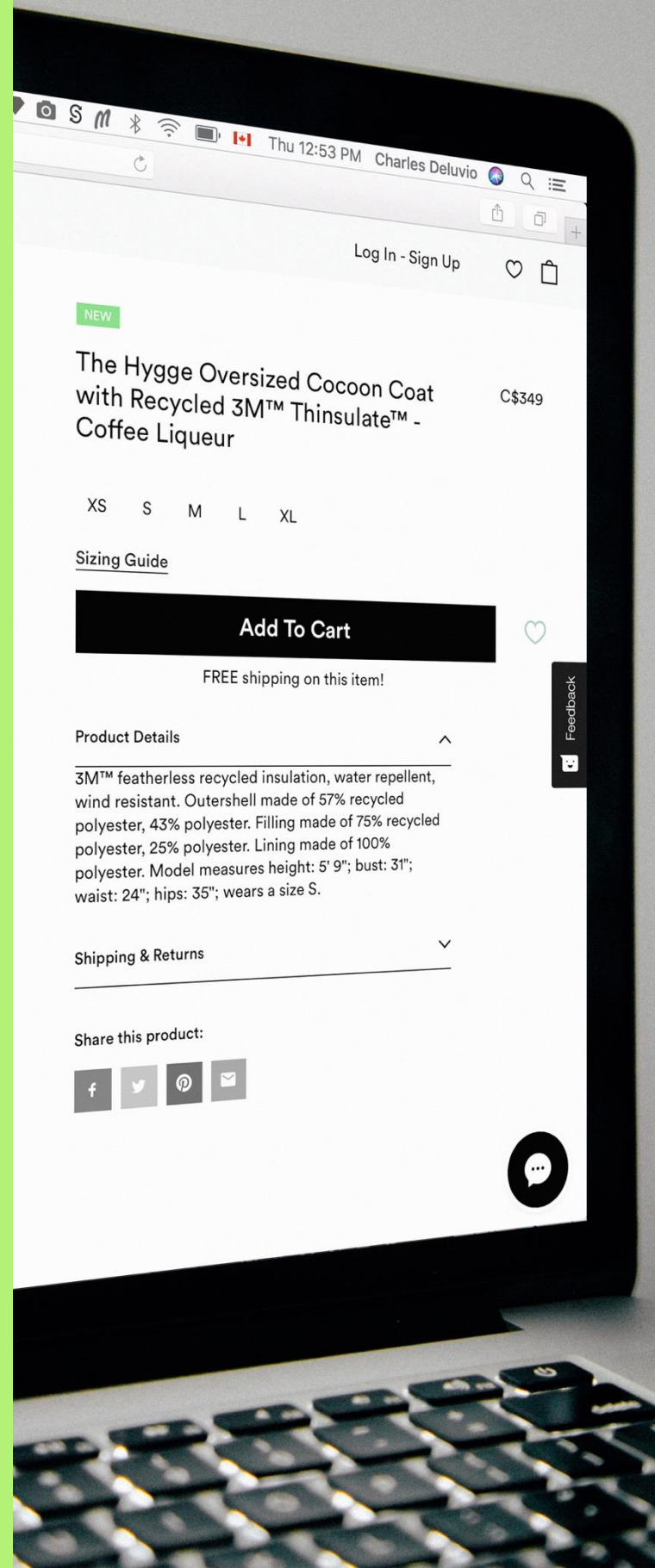
**Big Commerce** - offers almost everything Shopify offers, but at a much lower price point.

**Woo Commerce** – as a WordPress plugin, it has a larger share of the market than Shopify. It's easy to set up, free to use, and has a much better blogging platform than Shopify.

**Open Cart** – open source and 100% free to use. It's extremely fast and easy to use, with 1 click install.

**Magento** – the third largest in market share behind WooCommerce and Shopify. Magento is open source, 100% free, and the most feature rich ecommerce platform in the world. But it's complicated and you need a developer to handle it for you.

**Wix** – great for a hobby ecommerce store on a budget if you don't plan on expanding in the future. You can create an attractive looking site, but it's missing many major features of Shopify, BigCommerce and WooCommerce.



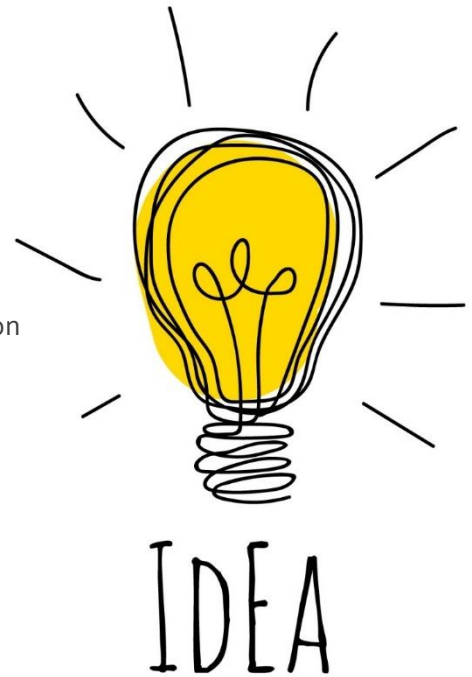
## Don't Make This Big Mistake

Don't ignore customer reviews on other sites.

In addition to letting customers submit feedback on your site, also pay attention and respond to reviews and complaints they're leaving in other places online.

Podium is a review management tool that lets you collect and respond to reviews from over 20 different sites, all in one dashboard.

Get notified about new reviews and manage and respond to reviews right on your phone or desktop.



## Put Google Page Speed Update To Work for You

Last year, Google announced that it was raising the importance of page speed in its ranking algorithms. It had determined from user research that Page speed was becoming increasingly important to Google search users, so Google took action on these results:

1. In January, 2018, it made page speed a top ranking criterion for desktop searches.
2. In July, 2018, it made the same change for searches done on mobile devices.

<https://developers.google.com/speed/pagespeed/insights/>





## Selling Your Soul for \$10

I want to talk about a 'touchy' subject right now.

My aim isn't to offend anyone, and I hope I don't. But I do feel I need to go where others fear to tread, you might say, in the hopes of helping you skirt some problems that I see in our industry.

Let me start with a story – my own story...

I began in IM by going for what you might call the cheap, easy sale. I sold the \$7 reports and the \$19 video coaching series to anyone and everyone, and I did really well at making sales.

I had no standard for what sort of customer I was seeking. If they had the money and inclination, they were good enough for me.

But it was killing me.

At the time, I was so new that I didn't know what can happen when you sell low end products to people who are looking not a business they can build, but for one that magically materializes out of thin air.

Contrast that to today, when I sell products and coaching in the 3 and 4 figure range.

Yes, I make fewer sales, and yet I make more money.

But this isn't about money – it's about sanity.

Let's say you want to make \$10,000. To do that, you could sell one thousand \$10 products. Or you could sell ten \$1,000 products.

In the first case, you made 1,000 sales and have 1,000 new customers. Yeah! But you also have (potentially) 1,000 people emailing you and hitting you up on social media for help.

Our business is funny that way. If someone buys a \$10 book on Amazon, they don't expect they can start emailing the author and peppering the author with a 100 questions on social media.

But if they buy your internet marketing product for \$10, some of your customers (not all, mind you) will think they have just purchased 6 months of personal one-on-one coaching via email.

So, you sell 1,000 copies of your \$10 product, and now 20% of those folks have questions. Lots of questions. And suddenly all of your free time is taken by these people who bought your soul for \$10.

Ouch.

Yes, I know what you're thinking. These are PEOPLE who need your HELP, and I agree. But they haven't bought the rights to hound you – or have they?

What about those 10 people who purchased the \$1,000 product? If you haven't experienced it for yourself yet, you might not believe it, but here's what happens when you sell high-end products...

...your customers RESPECT your time.



If they have a question, they almost always go to the product first to find the answer. If it's not there, they'll often check Google.

For the most part, they're self-starters. They don't EXPECT YOU to be their go-to person.

If and when they do contact you, they are respectful of your time. They're polite, and gracious, and accommodating. They understand if you can't get back to them in a nanosecond, or even in a day.

I've seen this paradox for two decades of marketing, and it never, ever fails to amaze me. The average customer who purchases something for \$10 or \$50 adds more work to my day than the customer who spends \$500 or \$1,000.

It's a fact of life.

"But wait! I'm building a funnel, and in that funnel I start out with a \$10 product, and work them up to a \$3,000 product. I NEED the \$10 product to get people in my funnel."

You're right. In many cases (not all) you do need the low end products to get people to pay attention to you and what you offer.

And there is a way to let people know up front that they are not buying YOU when they purchase your low end product.

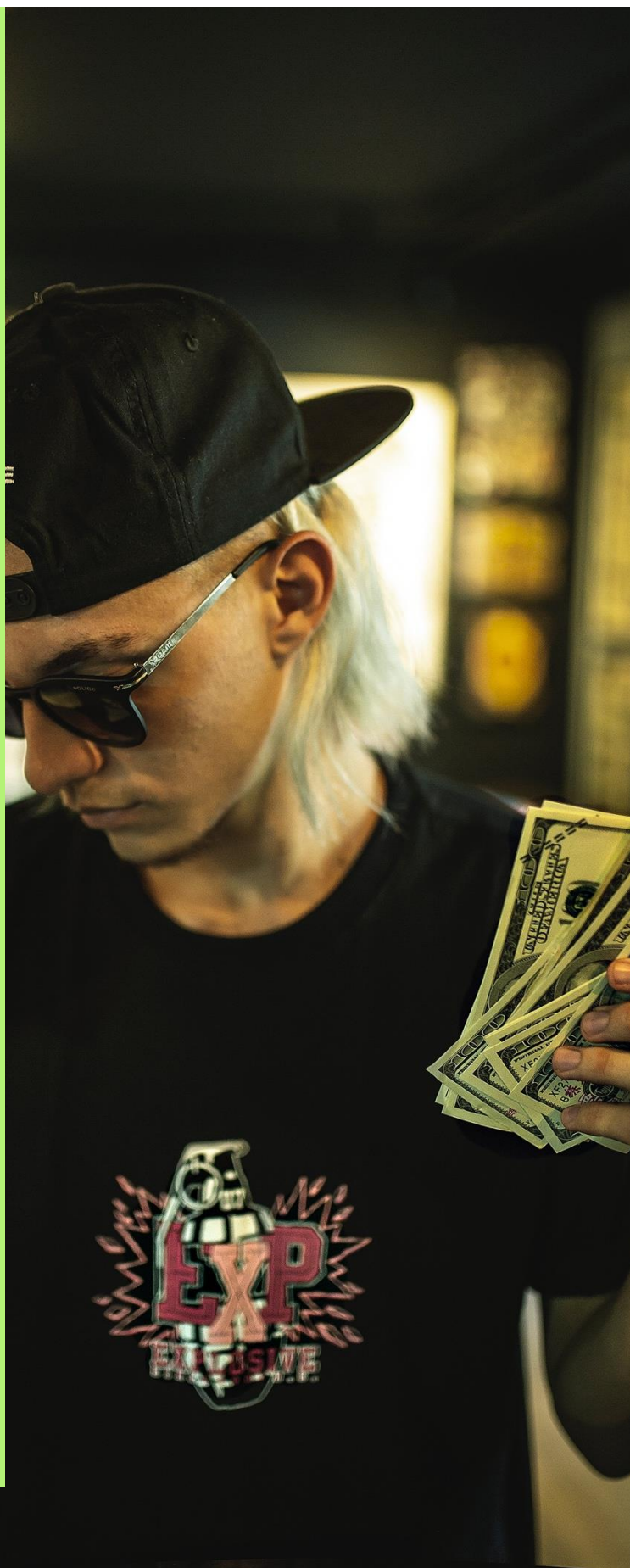
Let them know in your sales copy that they are purchasing the product. JUST the product. This product is for self-starters, people who are willing to put in the time and do the work.

This product is NOT for people who want everything done for them. For that, you have another option, and it costs \$5,000 (or whatever.)

If they wish to purchase email coaching, you're happy to accommodate them (if you are) and they will have that option after they buy the product. Then offer them an upsell for coaching, which might include (for example) 4 group coaching calls and 10 emails answered.

Or, if you don't really want to do coaching, make the offer inside the product and put a hefty price on it.

The key is to weed out the folks who will drive you insane. And yes, it could cost you some sales, but it can save you time – time you can use to create your next product or just goof off on the beach.







The funny thing is, when you raise your standards and expectations of your customers, they will often strive to meet those expectations. They either fall by the wayside, or they become the high caliber client you want to work with – one who respects your value and gets the job done.

Another option, and one I highly encourage, is to keep a running Q and A for each product. In the front page or beginning of the first video of each product you create, let them know that if they have questions, they can go to the Q and A page for that product (give them the URL.)

If they don't see the answer to their question, they are welcome to post the question and you will answer it for all to see. This way you only answer each question ONCE.

It could be that you legitimately forgot to tell them something in the product, and this is a great way to find that out and relieve their frustration, too.

And the next time you update the product, go back to the Q and A page to find out what you need to add to the new edition.

A Facebook Page or Group can also be used in a similar fashion, where product buyers help each other.

Let buyers know up front (for example, at the beginning of the product) that just like them, your time is precious and valuable. You know they are self-starters and don't expect you to do the work for them, or they wouldn't have bought the product. Google and YouTube are their friends when it comes to questions like, "How do I set up a squeeze page?"

And if they are truly serious and need someone to walk them through the process, here's the page for coaching.

And guess what? A few of them will take you up on the offer. Don't worry, coaching is basically walking them through the exact process you teach in the product, only you get PAID handsomely for it.

Bottom Line: You can help the most people by putting out great products and letting them know you don't hold hands. They are big boys and girls, even if they buy coaching, they still have to do the work themselves.

You will guide them through your products, your blog, your podcast and your paid coaching, but you won't do it for them.

Letting your customers know up front that you respect their time by putting out only great quality products, and that you expect them to respect YOUR time as well will go a long way to saving you from spending hours each day answering questions and listening to excuses.

Your customers are wonderful, terrific, loving people who sometimes need to be told to stop talking about what they're going to do and just do it.

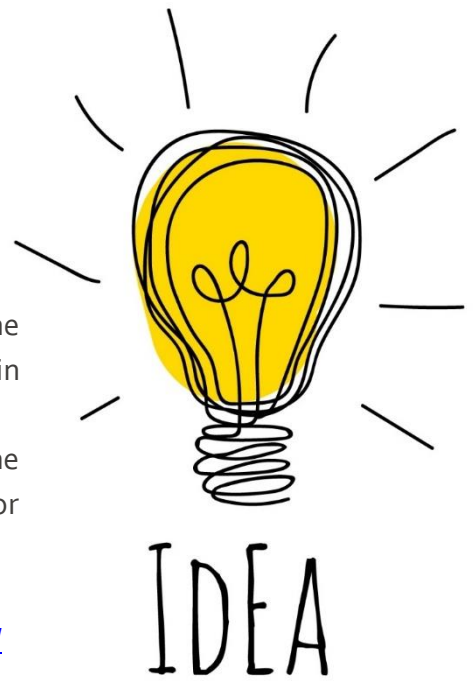
They need to stop trying to figure out where every brick and bit of mortar goes before they even get started, and just get busy building their castle

## Best Internal Linking Structure & Strategy to Boost Your SEO

Search Engine Optimization requires an in-depth understanding of the search engine algorithms and a variety of tactics to gain higher position in the search results.

The Cognitive SEO contributor Adrian Cojocariu has shared some useful tips to help marketers to utilize the internal linking structure for improving SEO performance.

<https://cognitiveseo.com/blog/21836/internal-linking-structure-seo/>



## A Quick Guide to Google Search Console [Free Guide]

The Hallam team has published 'A quick guide to Google Search Console'.

Google Search Console (previously known as Google Webmaster Tools) helps us to learn about how a website is performing, both technically and in terms of visitors.

This guide covers the following:

- What is Google Search Console?
- How do I sign up for Google Search Console?
- Navigating Google Search Console
- Performance
- URL inspection.

<https://www.hallaminternet.com/quick-guide-to-search-console/>

## 7 Expert Tips to Protect Your Online Reputation

Ready for some detailed advice to help protect your reputation online?

The advice you'll read in this article works for both proactive reputation management, and for those that already have online negative content/reviews about them.

Be advised, however, that some sites may be impossible or very hard to beat.

<https://www.searchenginejournal.com/protect-your-online-reputation-expert-tips/300811/#close>





## Be Careful How You Deal With Bad Reviews

Of course you want to put the brakes on bad reviews while encouraging good ones. But...

Beware.

Getting aggressive about negative reviews can bite you in the behind.

A hotel in upstate New York implemented a policy that charged \$500 for every negative review that wedding guests wrote about the establishment.

When word got out about this absurd policy, the hotel received an influx of negative reviews on Yelp, plummeting their rating down to 1 star in a matter of hours.

# EPILOGUE

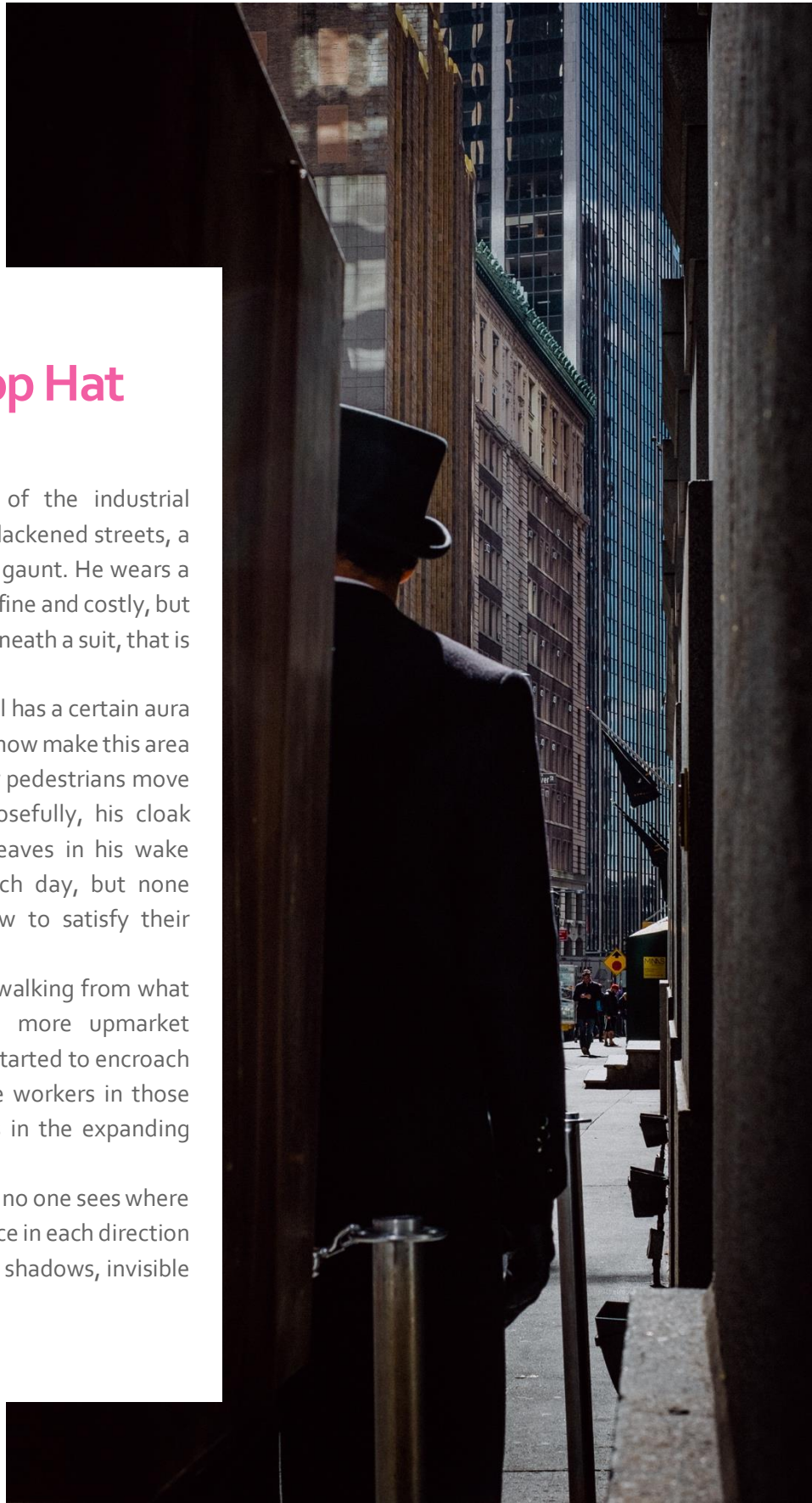
## The Man In The Top Hat

It's London in the 1800s; the height of the industrial revolution, and every day through the coal blackened streets, a man walks. He cuts a striking figure, tall and gaunt. He wears a top hat and a long cloak, that were both once fine and costly, but now they appear to have seen better days, beneath a suit, that is now too showing its years.

But as he walks through the streets, he still has a certain aura that marks him a higher class than those that now make this area of London their home and work place. Other pedestrians move aside to let him pass. As he strides purposefully, his cloak billowing out behind him, the people he leaves in his wake wonder who he is and where he goes each day, but none approach to ask him, nor choose to follow to satisfy their curiosity.

Many assume him to be a factory owner walking from what was once considered to be one of the more upmarket neighbourhoods, before the age of industry started to encroach on it and make it more a mini town for the workers in those industries, close to their nearby workplaces in the expanding industrial sector of the city.

But no one sees where he comes from and no one sees where he goes, he makes that trip twice each day once in each direction but the start and end points are always in the shadows, invisible to the naked eye.





In lots of ways this mirrors the daily routines of our businesses, customers walk into and out of our field of vision, some stop and buy things, some browse a while, and some just walk straight past. In the quiet moments each day, you possibly sometimes consider those visitors as you would the elusive man, what are they doing? Where are they going? If they were paying customers, you might be wondering, how they are getting on with your product? Or what they were planning to do with it?

And this is the lesson, you never know your customer's story, where they have come from or where they are going. Even with repeat or long-standing customers, you have only a short glance into the window of their lives and business that you are exposed to when they are giving you details about their purchase of your product. So what details do you need to help you (a) Keep in touch with them and (b) Get as good an idea of their needs in the shortest possible time.

Some customers could simply be looking for a solution to a tiny problem, they may buy your product or service, thinking it will help them, but they may never actually make use of it. Others may be planning for your products or services to be the lynchpin for their own business. But how will you know when all you get is that brief window?

It's tempting to just treat online customers as disposable assets, after all you never actually meet them, and the thought is that the Internet is vast so there is always another customer. There are mechanisms that allow you to build an online rapport with your customers, blogs, forums, chat rooms, etc. that allow you to personalise and expand the relationship you have with that footfall.

If you can engage with them via these methods, you will often find out the destination they are working towards, and discover that you have more to offer them. And that's a win-win. A better service for them and more repeat sales for you.

But in our story, no one ever engages with the man in the top hat, they only ever see him as he passes through the street. Who was he? What did he do? All unexplored mysteries that you as a business owner must make it your goal to find out and not let that visitor pass you by.

## See you next month!

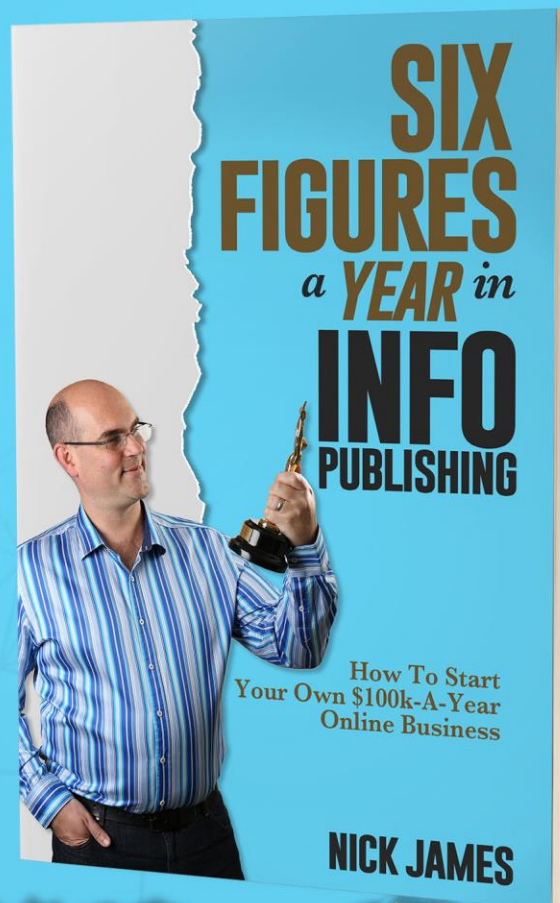


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