

HOME BUSINESS NEWSLETTER

Issue 98



How To Create a GREAT
Products FAST

4 Secrets of
Self-Made Millionaires

How To Create a Hugely
Successful Lead Magnet

...and more!



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Believe, Achieve, Succeed

I was walking down the high street today, and I walked past someone carrying a bag with the sentiment, "Believe, Achieve, Succeed" written on it. I think it was for a school or an academy in the area. But it struck me that those are three very good simple core principals that we should be instilling in our young folk these days.

All too often we see posts and memes on social media sites extolling how the youth of today expect things to be given to them or that they are in some way entitled. Yet here is a school emphasising three simple principals:

Believe in yourself

Achieve for yourself

Succeed for yourself

I was compelled to wonder does this ethos carry on through into the curriculum they teach? How do the teachers at that school teach that ethos each day, or is it just a throw away platitude, printed on bags and sweatshirts to make parents think "Oh isn't that school good?"

As entrepreneurs, we live and work to those principals, when we step away from the old corporate rat race and start our own business we are believing in ourselves, as we build up our business we are achieving for ourselves and finally when it all works we have succeeded for ourselves.

So, the real question is why aren't we teaching our children how to be entrepreneurs, how to think freely and imagine the same? How to fly away from the traditional and embrace new self-built futures? Why are so many generations graduating into adulthood with a view that they are deserving of something when the basic building blocks of entrepreneurs are right there printed on media in the very schools they are attending and graduating from?

As Internet Marketers each day, we are looking for new products and services to add to our portfolios, we are looking for our next achievement, our next success, what can we do as part of those steps to maybe inspire those generations that are going to follow us. Our own children how can we show them that the entrepreneurial path puts the power of your life back into your hands? They and we were owed nothing, but we have the ability to build our own future in any image that we chose to form it.

Those three simple words printed on a bag are actually three of the greatest lessons that our children and we as entrepreneurs can learn to live by:

Believe, Achieve, Succeed!

Nothing is ever handed to you, nothing that is, of any real personal worth.





Resources and news

Gmail's Lead Designer Fixes Gmail

The free Chrome extension Simplify will give you the Gmail you want.

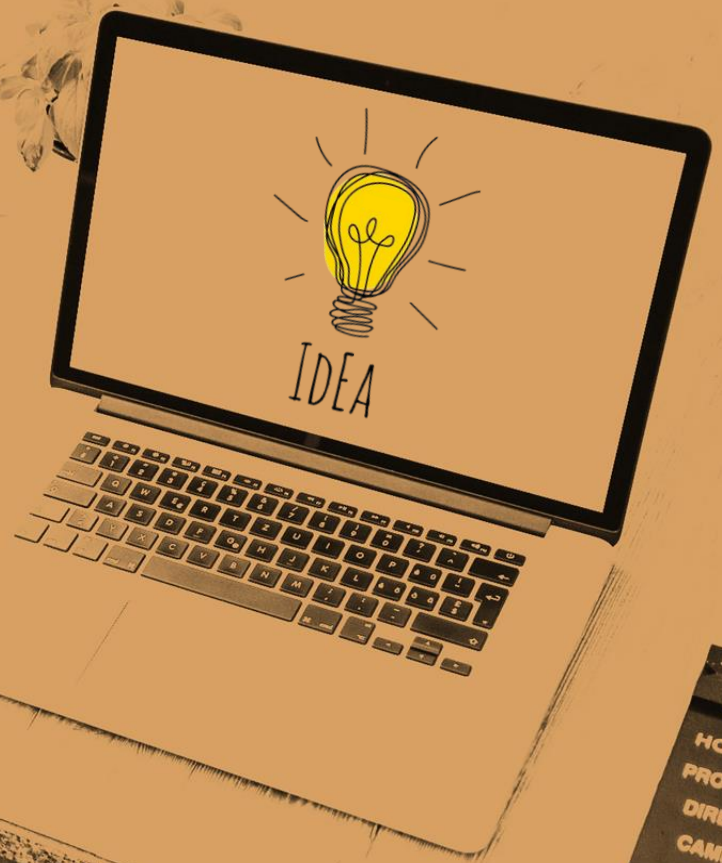
Here's a free Chrome extension called Simplify, where all the extraneous folders and functions overloading Gmail seem to melt away, leaving you with a calm screen and nothing but your messages. It's understatedly beautiful, and every button just seems like it's in the right place.

<https://www.fastcompany.com/90338929/the-former-lead-designer-of-gmail-just-fixed-gmail-on-his-own>

Social Advertising Channels 2019: Growth, Trends, Spend

This new report finds that spend on Pinterest ads is up 107% since last year, and Instagram ad spend up 44%. Meanwhile, CTRs have fallen by 37%. Key insights for winning channels in social advertising in 2019.

<https://www.clickz.com/social-advertising-channels-2019-growth-trends-spend/238772/>



5 B2B Sales Tools Your Team Needs for Rapid Growth

While email continues to be the top choice for lead nurture and customer onboarding, emergent communication channels and media formats are slowly changing the game.

Video, for instance, went from being a useful part of a strategy to a central one. A newer and more focused emphasis on customer engagement is also reshaping the way companies interact with their clients, as sales, marketing, and customer success continue to merge. This increased focus on longer-term, customer-centric sales relationships means that many B2B firms will need to change their marketing and lead generation strategies.

<https://www.jeffbullas.com/b2b-sales-tools/>



Extra Facebook Cash

Do you have a family member who wants to make some extra cash each month without starting an online business? Tell them to check out these opportunities on Facebook:

SurveyJunkie: Make \$5-\$25 in your spare time from home to take online surveys, participating in a Focus Groups and trying new products.

MySurvey: Is known as #1 paid survey site. Take paid surveys anytime and anywhere via PC, Laptop, Tablet, Cell Phone or Mobile App.

InboxDollars: Has so far paid its members over \$40 Million. Watch videos, take surveys, shop and more.

Opinion Outpost: One of the few faithful and honest survey panels pays cash and gift cards for your opinion. No hidden fees and completely free!

SwagBucks: Watch videos, take surveys, shop and more to earn real money.

Pinecone Research: A leading name in online survey panel honesty, guarantees \$3 cash for every survey you complete.



5 Strategies To Get Tons Of Blog Traffic

1: Create timely content and circulate it to the right platforms. Instead of always pursuing evergreen content, create fresh, trending content that is relevant to the world at that moment.

2: Know the purpose of your content. Focusing on pleasing Google or optimizing for clicks will get you part of the way, but it won't be enough to keep users interested in and engaging with your content. Create content that lives and breathes and serves a purpose.

3: Use expert generated content. This can take the form of expert interviews, roundup posts, webinars, podcasts, guest posts, and video content.

The idea is to incentivize industry experts to create content for your site, tip you off to new content ideas, and then share your content to their own audiences.

4: Create content that draws in attention from other industry-leading websites.

- Review their products
- Offers comparisons of their products over competitors
- References other articles on their website

By publishing content that provides value to other sites in your industry, you have the opportunity to create a whole additional traffic source beyond organic search.

5: Write about what your readers want to hear about. If you're on social media, reach out and ask what your target audience wants. And source ideas from the comments section, email responses, reviews, or feedback from past clients or customers.

Start with your audience and generate a list of topics that they want to read about. Then, use SEO tools to identify the appropriate keywords to target in that content.

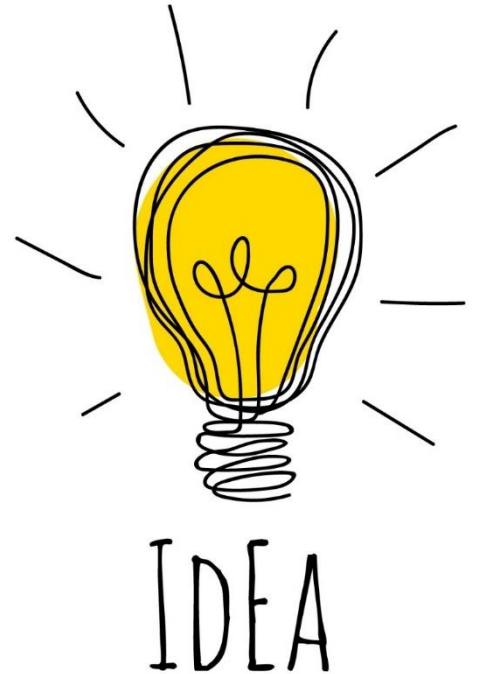
Further, if you expect your readers to be engaged, you need to be get engaged as well.

Respond to comments, ask questions, ask for feedback, and be receptive to their ideas. You can even open your platform up to user-contributed content.

How To Become A Digital Minimalist

Podcast: How and why many of us have developed an unhealthy relationship with our digital behaviors, and how we can learn to put down our phones and engage in more meaningful leisure activities in real life.

<https://ducttapemarketing.com/digital-minimalist/>



Six Ways To Improve Your SEO With Keywords

SEO is historically associated with keywords, and getting them right is at the heart of promoting your website. But how do you know which keywords to use and how to use them?

In the past, keyword stuffing was the most important SEO strategy – as long as you got those identifying words into the document (over and over and over again), your page would get a high ranking.

With our complex ranking algorithms in play today, though, that won't work – and will even get your page bumped down the list. In this ecosystem, you need to do more to get ahead.

<https://readwrite.com/2019/05/20/the-language-of-seo-identifying-and-implementing-central-keywords/>



How to Create GREAT Products FAST



There is a secret ingredient found in every great product that is lacking in every poor product.

And no, it's not great information that is super helpful to the user.

Yes, it's awesome to give great info, but anyone – ANYONE – can do a Google search and likely get the same great info if they simply look long enough.

With this secret ingredient, you can crank out one hot selling product after another.

You can make mistakes in the products and people won't care.

You can forget to include everything that should be there, and people still won't mind.

You can even give mediocre information (although I don't recommend this) and most likely get away with it unscathed.

But without this secret ingredient, you can give away the keys to Fort Knox and still be thought of as a mediocre product creator, at best.

I'll get to that secret ingredient in just a moment. First, a look at the mechanics of creating a product...

Let's assume you already have the topic for your product. What's next?

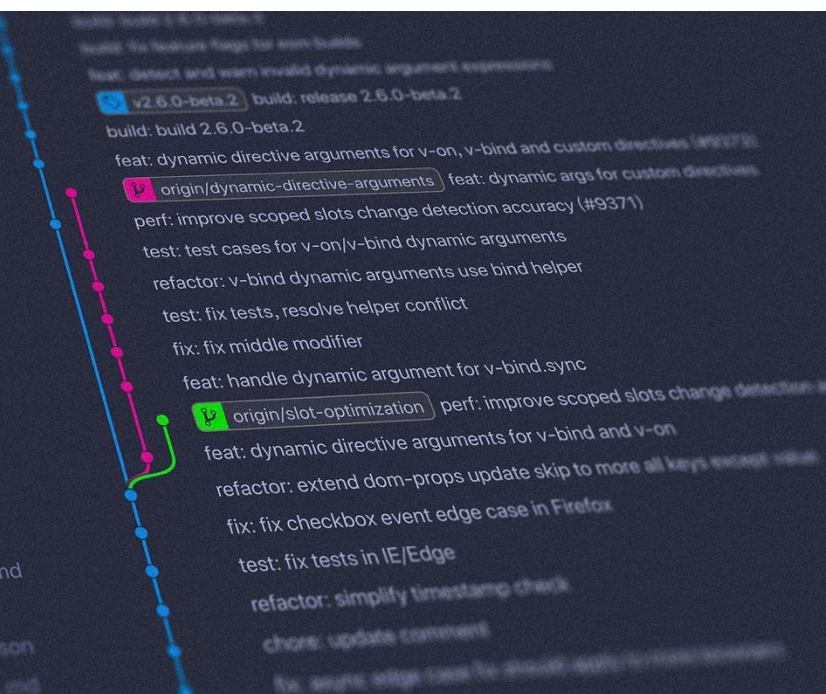
Choosing the format. It could be a PDF, a video, a webinar, coaching, Facebook Group, podcast of whatever you want it to be.

In the beginning, I highly recommend you choose the format that YOU are comfortable with. There's no sense in spending days or weeks trying to master a new format with a steep learning curve, because this will just slow down the process for you.

Later on, as you become more proficient, then you can experiment with other formats and even offer products in multiple modalities to make everyone happy.

For now, though, just keep it simple.

Your product does NOT have to be a 20 video set or a 200 page PDF, either. It only needs to be as long as it takes to successfully convey the information. Many best-selling products have simply been 50 page PDF's or a 60 minute video.





The better your content, the better it is for you. If you've got just one piece of advice, trick, tip, etc., that can blow people away, you can build the product around that.

It doesn't have to be earth shattering or revolutionary – it just has to be good enough that people feel satisfied with the content.

Rule #1 of product creation, if there is a Rule #1, is to NOT bullshit the customer.

Let's say what you're teaching them takes you 2 hours to accomplish, and you've been doing it for a year. Do NOT tell your customer that they will be able to do it in 2 hours like you.

The same goes for earnings claims, benefit claims and so forth. Keep it real, keep it realistic, and be honest.

If it's going to take 60 days of staying on the diet and 30 rounds of exercise to achieve the goal, let them know this.

You might lose a few sales this way, but your refunds will be next to none and people will trust you enough to buy from you again.

Being honest with the customer might seem harsh. But your customers aren't dummies and they've been around the block a few dozen times or more.

They WANT the truth.

They want to know exactly what's ahead, and what price they have to pay to get the benefit they seek.

Offer them support and encouragement that they can in fact do this thing (whatever it might be) and let them know that if you can do it, so can they.

Think of what you would tell your kids – "Yes, you're going to have to study hard to get into Harvard, and participate in extra activities and make a lot of sacrifices, but I'm here to support you every step of the way as you realize your dream."

Be honest and encouraging and you'll develop a reputation that ensures your longevity in your chosen niche.

Now then, let's talk about that secret ingredient...

The most important thing about creating products is you've got to include YOURSELF in the product.

You want to add your own thoughts, ideas and opinions.

You want to talk about the things you tried that didn't work and why they didn't work.

You want to tell the story of how you found the thing that does work.

And most of all, you want to add in your own opinions and personality to the mix.

Anyone – ANYONE – can write something that is dry and boring and contains nothing but facts.

People don't pay for facts; they pay for your view of the facts.

Doing this one thing will completely separate you from the amateur product creators. Having an opinion and STATING that opinion will make all the difference.

Think about what you're writing. Formulate your own positions and then share it. Don't be shy with your readers. Bare all and let them see you and the process you are teaching from the perspective of someone who is expert enough to share their personal thoughts on the topic.

"But I don't know how to do that."

Okay, let's take something simple – a short video on how to tie your shoes.

You could simply film yourself slowly, step-by-step, tying your shoes. This is what an amateur would do. And it would be as interesting as watching paint dry.

Or, you could do any of the following:

Name the two sides of the laces Fred and Ethel, and then explain the 'dance' they're doing to tie the shoe, being your own funny self.

Tell the story of how you learned to tie your own shoes, or tell the story of your son or daughter learning to tie their shoes.

Relate the process of tying shoes to something in your niche or in the news, complete with your opinion.

And so forth.

Inject yourself into the product and you'll have people coming back time and time again to buy your next product and your next.

It really is that simple.

74 Year Old Film Covertly Teaches Secret to Selling

I was watching a 1945 black and white movie called "Her Favorite Patient," starring Ruth Hussey.

Remember, 1945 was the last year of the second world war.

The movie begins with Ruth driving down a country road. She sees a Marine in full uniform hitchhiking and stops to pick him up.

"Where ya headed?" asks the Marine.

"Chicago," she says. "At least, eventually."

"Me too, although I've got to get there before then."

As they're pulling away, he says, "Say, uh... could you pick up another marine?"

"Well I've heard it isn't too difficult. Where is he?"

"Just down the road. We thought if we split up..."

"Oh, very smart," she says.

They drive a little further before pulling up to the second marine.

He gets in, and says, "Hey, uh, could you pick up another Marine?"

Yup.

They upsold her. Twice.

She thought she was picking up one Marine, but before she knew it, she had three of them.

But what if all three Marines had been hitchhiking together in one group?

Most people would just keep driving because it's too much to go from no Marines in your car to THREE Marines.

But one Marine? They can do that. And once they've picked up one, it's easy to pick up a second. And of course once they have the second, how can they say no to the third?

Do you know what do sales funnels and upsells have in common?

In a traditional sales funnel, you're starting your prospect off with an introductory product and then working them up to your flagship offer. You don't hit them with your BIG product right out of the starting gate because it's too much.

In upselling, you start out offering one product, and then offer them additional, related products. You don't offer all the products in one package because it's too much.

Start with just one Marine – or product. Then once they've taken that, offer them a second, and a third.

If the Marine analogy doesn't work for you, try the swimming analogy.

Your prospects don't know the temperature of the water, and they're not sure they'll like it. So, don't ask them to dive in head first. Just ask them to wade in up to their ankles, and then their knees, and then their waist...

You'll get a lot more sales taking it one step at a time.



\$4,058 a Month Charging For Plugins You Own

This is an interesting little niche business that yields good money, and it's also a case study. And while I can't divulge every detail, I can share enough to get you started.

This is about leveraging your knowledge of technology that most offline businesses simply don't have.

And here's the surprising bit – all you need is a Wordpress plugin that YOU own. You don't even have to develop it yourself. Simply buy one with PLR, resell rights or developer's license rights.

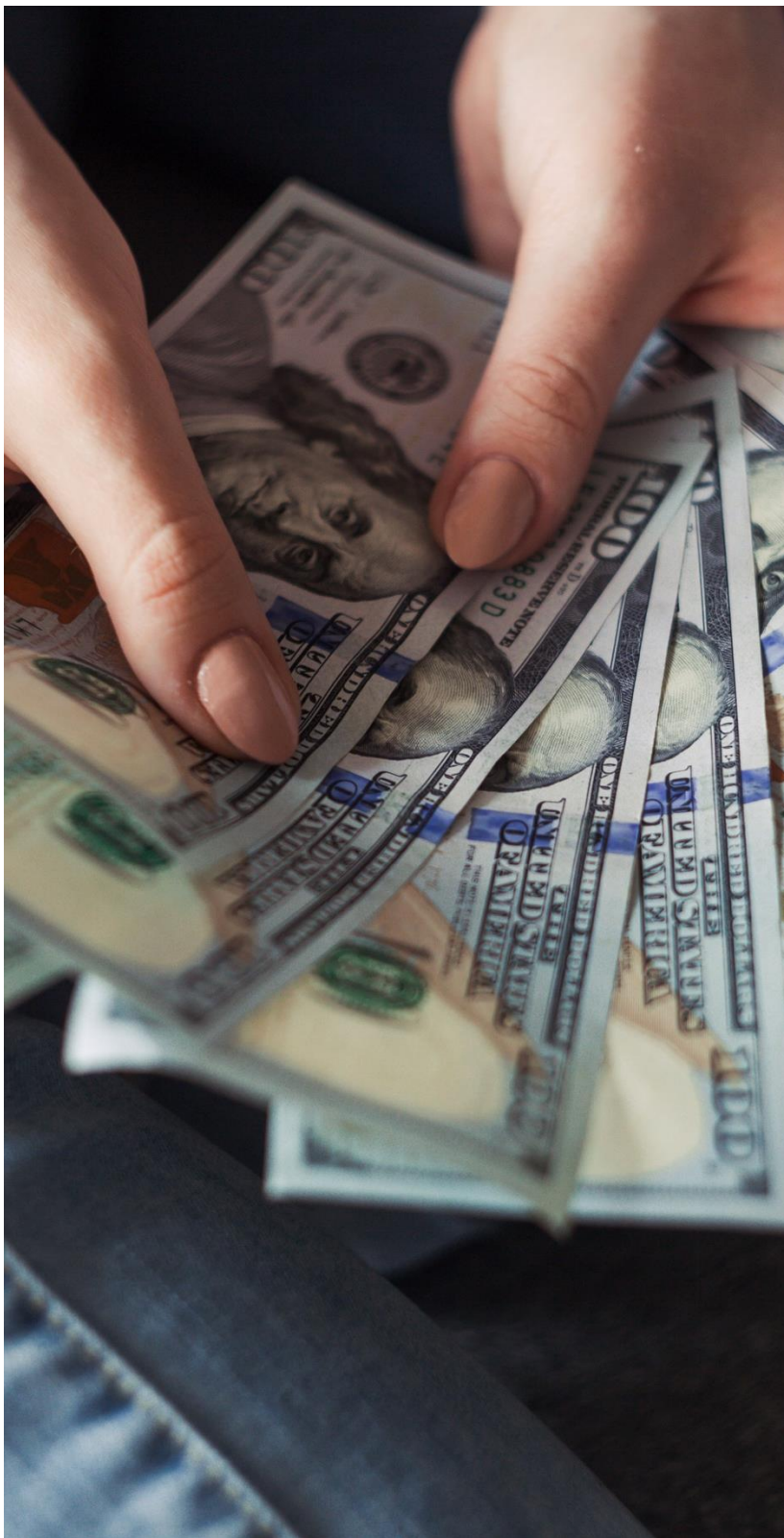
You're going to be installing it on other people's websites. And if you own the PLR rights to it, you'll also be rebranding it so that it appears to be a one-of-a-kind plugin.

I know someone doing this exact thing. He finds a non-techy type of business, either online or offline. That's right, you can even target online businesses as long as they aren't tech savvy.

He looks for plugins that run in the foreground, you might say. The plugin should do something the site owner can SEE, something that is done on an ongoing basis.

For example, it might be a plugin that drags content onto a site, displays offers, creates slideshows, runs support desks, handles membership areas, runs paid advertising for clients or has some sort of dynamic display function.

You want the site owner to be able to see something happening on an ongoing basis so it appears the plugin is doing a lot of work. If the plugin just runs in the background, then it's more difficult to get the site owner to pay the monthly fee.



If you look at it from the site owners point of view, if they think they have to hire someone to do this thing (whatever the thing is) for their website on an ongoing basis, then they are more than happy to pay a monthly fee for the sourcing, installation and maintenance of a plugin that does the work for them.

Our case study finds his clients by taking contact details off prospective websites and either emailing them or sending them an actual letter to offer his services.

He follows up with a phone call or Skype chat.

He targets online businesses or businesses that have a significant online presence. And of course, the types of businesses he targets is also determined by the types of plugins he offers.

For example, a plugin that turns photos into slideshows that automatically update each week would be ideal for a photography studio.

He's looking for the flaws in their websites – the thing that is missing that his plugin can provide. And then he offers to solve the issue for them.

And you can do this with software services as well, such as an autoresponder service for a website that isn't collecting email addresses. Remember, these are not tech savvy people you're targeting here.

He charges a fee for the initial consultation, installation and setting it up, along with a monthly maintenance fee.

His fees differ based on the various services he offers. And he does charge more if the service looks more involved and complex, even if it's actually simpler.

His customers are happy with his services and he is making good money.



How To Double Your Affiliate Income

Like you, I promote quite a few affiliate products. But surprisingly, I often make my greatest income on the smaller, less promoted products that other overlook. Here's why:

Let's say you're promoting two affiliate products this week. One of them is from a HUGE launch with some really big affiliates.

The other product is from a newcomer, and has fewer affiliates promoting the product.

Both are great products and both are worth promoting.

You sell the same number of each product and bank the same amount of money.

But... and here's the good part... because the smaller launch had far less affiliate competition, you easily rank in the top 5 affiliates. In fact, maybe you even score the number one position.

So, while you didn't make any prize money in the big launch, you won several hundred dollars prize money in the smaller, lesser known launch.

When you're looking for products to promote as an affiliate, of course you want to focus on things like earnings per click, the reputation of the product creator, the funnel, how well it fits your list and so forth.

But it's also important to look at who else is promoting, any prizes that are offered and whether or not you have a good chance of winning those prizes.

As an affiliate, you can literally earn thousands of dollars per year in prize money alone. That's why checking out the affiliate contest should be one of your steps in choosing which products to promote and how hard to promote them.

There can even be cases where you promote a launch that basically bombs – with you earning only a couple hundred in commissions.

But when you add in the (for example) \$500 in prize money for being the top affiliate, you've now more than doubled your earnings.

One thing to watch out for is minimums: Sometimes product creators will state a minimum number of sales required to earn a prize. For example, you might sell 65 copies of a product, more than any other affiliate.

But if the minimum to earn first place is 75 sales, you won't be awarded the first-place prize. You may, however, qualify for the second-place prize.

Bottom Line: When deciding which products to promote, paying attention to the prizes being awarded and the possible competition (or lack thereof) can increase and even double your income.

4 Secrets of Self-Made Millionaires

The wealthiest people tend to focus more on earning than on investing.

While the wealthy certainly understand the importance of saving and investing, the bulk of their efforts is directed towards accumulating wealth through serving people and solving problems.

After all, it's difficult to save or invest money you don't have.

Here are 4 wealth-building strategies from self-made millionaires.

1: Change Your Mindset About Money

I was having lunch with a millionaire friend when he announced he had lost everything that morning. Then he asked me to pass the ketchup.

"Aren't you devastated?" I blurted out.

"Why would I be? I AM money. I've made fortunes before and I'll make my next one this month."

Getting rich starts with the way you think and what you believe about making and having money.

By the time we are 7 years old, we are programmed with other people's thoughts and belief systems – not our own. And if your fundamental programming says that money is bad, then you will never get rich.

You've got to train your mind – including your subconscious mind – to believe that money is GOOD that you should have it. This means letting go of all the taboos that surround being rich and training yourself to see money as a tool that can be used for tremendous good in the world.

Once you are open to becoming rich, then your job is to find solutions to difficult problems.

All around you are things just waiting to be solved, invented and started. Seeing the need or want and then filling it is the real secret to making money.

And it is possible for anyone who conditions their mind to think this way, and then transform that thought into action.

2: Develop Multiple Streams of Income

Start with the income stream you currently have and increase that income while adding more income flows.

It's easiest if your multiple streams are all related.

For example, you start as a dog walker.

You take your earnings and purchase a doggy day care, while hiring someone to take over your dog walking duties.

You add a pet salon to the doggy day care, and then add on rooms to board cats and dogs.

Next, you sell dog and cat supplies, and start a website dedicated to pets on which you sell advertising and affiliate products.

Next, you sell dog and cat supplies, and start a website dedicated to pets on which you sell advertising and affiliate products.

That's 7 streams of income, with additional possibilities.

3: Invest Every Single Day

Break down all of your money goals into daily goals.

This way you'll try to make as much money as possible each day, so you can invest it.

There might be days when you can only invest \$5, but other days when you can invest \$100.

Doing this gets you into an investment mindset that will make all the difference in your financial future.

4: Pay Yourself First

I've saved this one for last, because it's the tried and true, never fail method of becoming wealthy.

No matter what, always put money in your savings or investments before you pay bills or buy anything.

If you can have money drafted straight out of your paycheck for this purpose, do it. Whatever it takes to save automatically is what you should be doing.

You might even get a second job or income stream and devote 100% of that money to savings.

Just have the checks deposited into your savings account, and never touch it except for investment purposes.

Affiliates and product owners: If you keep your eyes on only one metric, it should be earnings per click.

If you're not studying this metric, if you don't know how it's calculated, and if you aren't using it strategically to influence your business decisions, then you are leaving money on the table.

Earnings per Click (EPC) doesn't care how high your conversion rate is, the number of clicks you generate or how much you get paid.

This metric cuts through the statistical clutter and gives you the exact amount of money you can expect to receive for each click you send to an offer.

This is key, whether you are acting as an affiliate or purchasing clicks.

In the case of acting as an affiliate, you already have a good idea of how much traffic you can drive from your list.

If you can routinely send 300 people to an offer, then all else being equal, knowing the EPC can tell you which offer to promote.

For example, if one offer is paying \$1.22 per click, and the other offer is paying \$4.81 per click, it makes it pretty clear which offer you should spend your time on.

And as a product owner purchasing clicks, you can compare the cost per click to the earnings per click to determine if purchasing clicks will make or lose you money.

Calculating earnings per click works like this: Net profit per click = earnings per click - cost per click.

Forget conversion rates, click through rates and payouts. If your earnings per click is higher than your cost per click, you're making money.

Most advertising platforms will provide you with the cost per click or a way to calculate it. And most affiliate platforms will also tell you the earnings per click.

Of course, if you're promoting your own product, you'll need to determine your approximate earnings per click. This isn't simply the money you earn from the initial promotion.

When you purchase advertising and make sales, you are building your list of buyers. Some of these buyers will continue to make purchases in the future, and adding this factor to your earnings per click will allow you to pay more money per click while still staying in profit.

Of course, if finances are tight, you'll want to make more up front on your clicks than you spend. But once you've banked some profits, you'll be able to use that money to increase the price you pay for clicks as needed, thereby growing your list of buyers even faster.

Why Tracking Your Earnings Per Click Is Important



And if you also capture email addresses of people who visited your sales page but didn't buy, and if some of those go on to become buyers later, these are additional profits you can factor into your calculations.

To calculate earnings per click (EPC) take the total earnings you have generated over a period of time, and then divide that by the number of clicks you have generated for that same period.

This is an estimate of what you can expect each individual click you are generating to product in earnings.

3 Tips For Earnings Per Click Campaigns:

1: Be Smarter. If a network approaches you with an offer that has a higher payout, it looks good, doesn't it? But in reality, it means nothing.

Yes, the payout is higher, but what if the conversion rate is lower? You could be losing money by going with the new network.

But if your EPC is higher on the network than the old, you are now making more money.

Conversion rate doesn't matter and the payout doesn't matter. EPC does matter.

2: Test Faster. Having only one metric to use as your baseline to measure performance makes split-testing super easy.

Forget tedious calculations and focus solely on earnings per click to save time and make more money.

3: Feel Safer. Fraud happens in the marketing world.

But when you have a close eye on EPC, you are empowered and in control of performance.

And if the EPC suddenly drops, you can change out links or switch networks in minutes.

Stop getting lost in numbers and metrics and instead focus on your EPC. It's simpler, easier, faster and most of all, more accurate than any other metric in determining your profit.



How To Sell Facebook Content And Scheduling for \$200/month

You're already familiar with social media management – actively posting and monitoring your client's social media. You've got to not only make and schedule posts, but you've also got to answer everyone who reaches out via social media.

But there is a similar service you can offer that is far less time intensive, and that's creating and scheduling content for businesses.

Take Facebook for example. Once a month, you create 60 posts for their page, and schedule it to go out twice a day.

Clients love the service. Now they don't have to figure out what to post or remember to post it.

And when they have content posting twice a day on Facebook...

1. They show up in the news feeds of their page's existing fans more often, reminding their customers to visit their business
2. They look active and professional when prospects search out their business on Facebook, which can lead to getting new customers
3. Because they're active, they show up higher in the Facebook Search Rankings for their Local area, garnering more views and potentially more business
4. Instead of paying \$500 or \$1000 a month to a social media manager, they only pay have to pay you \$100 - \$300 a month for two posts a day.

Tips:

Brand the content with the business' logo for a professional look

Pick one niche and stick with it. For example, chiropractors. You can use the same content over and over again for different businesses by simply rebranding it.

Be honest with your businesses that you are using the same basic content, with rebranding. A chiropractor in Portland, Maine, is not going to care that another chiropractor in Dallas, Texas, has similar content. In fact, no one will ever notice. But because you use the same content for similar businesses all over the country or world, you can charge far, far less (you see how this works.)

Create enough content to cover 180 days, and then reuse it. No one will ever notice that the same post went out on June 1st and December 1st. Be honest about this, too, with your clients. Again, this allows you to charge far less.

You and your clients don't have to settle for just text posts, either.

You can buy ready made packs of content from PLR sites, WarriorPlus, JVZoo and so forth.

Or better yet, you can easily create your own awesome graphic posts using simple online software, such as...

Promo Republic – 100,000 templates and post ideas for Facebook posting. All in one solution for creating graphic posts, scheduling and social monitoring. Free for 14 days, then starts at \$9/mo.

Canva – super popular and powerful template-based graphic creation that is drag and drop easy. Free for 8,000 templates, starts at \$9.95 for access to 300,000 assets and templates, unlimited storage, custom fonts and transparent backgrounds.

Adobe Spark – best for minimalistic, modern designs. Free for basic features, and starts at \$9.99/mo for premium features such as logo upload, branded templates and more.

Pablo by Buffer – quickly add custom images to your social posts with this minimalistic software. Free – Buffer subscription not required, but recommended.

Desynger – design your images on an iOS or Android mobile device. Plenty of features, works surprisingly well and fast on mobile. Free for basic, \$6.95 for more templates and assets.

Snappa – best for fast text design when you're in a hurry. The focus is on the background image with text overlaid, and it works beautifully. Free for 5 downloads or shares per month, from \$10/mo for unlimited downloads, shares and social accounts.

Gravit Designer – more advanced social media graphic design. Think Photoshop without the long learning curve. And it's free.

For scheduling, use a program such as Hootsuite or Buffer.

Once a month, schedule all of the posts for each business. When you're got these posts already created, you'll only need about an hour a month for each business.

Put your customer billing on automatic renewal, through Paypal, Stripe or the payment processor of your choice.

This could be one of the easiest – and most profitable - businesses you've ever run.

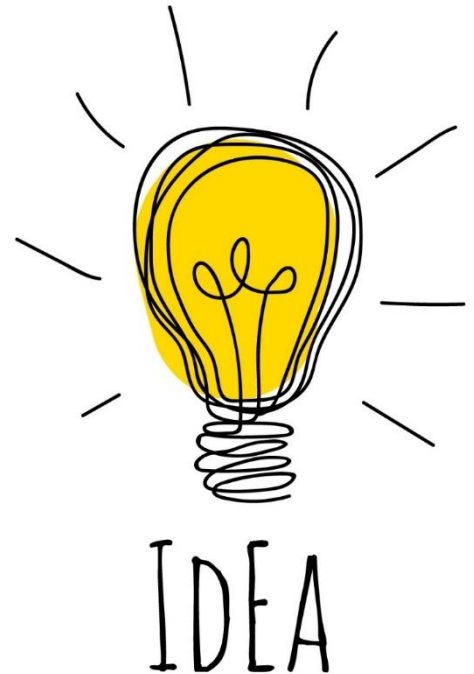


8 Ways to Improve Your Video Marketing Strategy

Video has become so popular that it now accounts for about 80% of all consumer internet traffic. And the volume of mobile video consumption increases by 100% every year.

Here are 8 ways to improve your video marketing strategy, and increase engagement with your ideal clients.

<https://www.socialmediatoday.com/news/8-ways-to-improve-your-video-marketing-strategy/555316/>



12 Awesome Video Tools For Content Marketers

64% of customers make a purchase after watching branded video content — and social media video content inspires 12-times as many shares as image and text based posts combined.

Plus, the brain processes video up to 60,000 times faster than it does text, which means the right clip could help you make a more emotional connection with potential customers.

For these reasons, content marketers need to “up” their game when it comes to video — and to do that, they need the best tools they can find.

<https://www.convinceandconvert.com/digital-marketing/video-tools-for-content-marketers/>





How To Create a Hugely Successful Lead Magnet

A truly great lead magnet is literally worth its weight in gold because of what it can do for you.

Done correctly, lead magnets are irresistible bribes that offer a specific value to a prospect in exchange for their contact information.

The better the lead magnet, the more subscribers you can get.

The more subscribers you get and the better targeted they are, the more money you can make promoting to those subscribers.

As you can see, your entire funnel rests on your lead magnet.

Without it, you have no subscribers; and thus no one to sell anything to.

Your goal as a lead magnet creator is not just to maximize the number of targeted leads you receive...

...it's also to get the BEST leads possible.

For example: If your lead magnet is the chance to win a free house, you could potentially build a list of thousands of people in just a few days.

But unless your niche is 'home giveaways,' your new leads won't be targeted to your specific niche.

However, if you gave away a lead magnet that promised to reveal "50 Subject Lines That Received The Highest Open Rates," you would be building a highly targeted list of email marketers.

And that smaller list of email marketers would likely be worth more than the larger list of freebie seekers.

"Can I use PLR?"

While it might be tempting to throw together any old private label rights report and call it good – don't do it.

You work hard to get traffic and you want to make the very most of it.

Let's say you get 1,000 visitors to your squeeze page.

You could offer them the first random thing you think of and get perhaps 10% to join your list – that's 100 subscribers.

Or you could offer them exactly what they want, and get 50% of them to join your list – that's 500 targeted subscribers on your list.

And targeted subscribers are much more likely to buy the products you promote.

"How do I choose a topic?"

Because targeting is crucial, you'll first want to decide who your customer base is.

Who is your ideal customer and what are their biggest problems, needs, wants and concerns?

How will you find them on the Internet? Where do they hang out, what are their fears, and what do they desire most?

While keeping these things in mind, make a list of challenges your target market faces.

What are they trying to accomplish? What is standing in their way? What problems are keeping them away at night?

Your ideal lead magnet:

- Gives great information that your visitors can quickly put to good use.
- Covers one problem and offers one viable, real solution to that problem.
- Is easy to consume

What a lead magnet should do:

- Give succinct, impactful information that people can quickly put to good use.
- Make a bold promise with on your squeeze page and fulfill that promise with your lead magnet.
- Solve a specific problem your audience has with a specific solution, you've got it.
- Remember, your lead magnet needs to be consumed or it won't have any impact.
- Give the reader some idea of what the author is like – a sneak peek into their thoughts and personality, much like when you meet a new friend
- Make them want more of what you offer
- Introduce your next call to action and even set it up with a link at the end

"Is length important?"

Contrary to what you may have heard, lead magnets don't have to be lengthy.

In fact, shorter is generally better.

Some think a lead magnet should be 200-300 pages long, to show just how amazing the author is and to demonstrate s/he is an absolute authority on their topic.

There is a bit of truth to this. Offering a really big lead magnet can increase conversions in some cases, and it can definitely demonstrate authority.

For example: You have a book selling on Amazon, and you give away copies to build your list.

People can see your book is indeed on Amazon. Hopefully it has at least 20 positive reviews and is selling well.

Then yes, this can be a tremendous list builder.



How to be truly unforgettable

First, you give them your dynamite, targeted, to-the-point lead magnet.

THEN as a bonus you send them your free course via email.

This course can be delivered in 7 to 30 segments, with one segment arriving per day.

With this method, you're giving immediate value to your new subscribers, as well as staying in the forefront of their brains for the next 7 - 30 days.

Here's how that might look if you're building a list to sell your course on traffic generation for online marketers:

For your free report, you take your #1 traffic method and put it in the report.

You tell them exactly what to do in that report.

But you don't exactly tell them HOW to do it step-by-step.

At the end of the report, you let them know you'll be sharing more traffic tips with them for the next 30 days.

But if they'd like the full, in-depth info on every method you teach, they can check out your course.

It's a low key sales effort with no hard selling.

Done correctly, you will make a few sales from people the day they join your list.

Then over the next 30 days you send out emails talking about different traffic methods and how well they work.

You are providing great info.

But you always talk about what to do, not how to do it. After all, you only have so much room in an email. You can't cover everything, which is why you offer your course.

And each day, you gently remind them they can get all the help they need by simply grabbing your course.

At the end of 30 days, what do you have?

A list of people who are very familiar with you, your name and the fact that you are THE traffic expert.

Not to mention sales of your course.

After the 30 days, what do you write about in your emails?

Naturally, you stick with your traffic topic, since that's what your list is interested in.

And you promote other traffic courses and tools that are a great fit for your list.





This stuff is **POWERFUL** – but only if you use it

- Determine who your ideal customer is.
- Find out what problems they're having that you can solve.
- Solve their biggest problem with your lead magnet.
- Follow up with an email course so they don't forget you, and to establish yourself as **THE** authority in your niche (at least in their minds.)

One last thing – solving your prospect's biggest problem with your lead magnet is just one option.

Yes, it's a great option – and in our opinion one of the very best that almost any niche can use.

But we would be remiss if we didn't tell you about the many other types of lead magnets you can offer, so we've compiled a list of some of our favorites along with tips.

16 lead magnet ideas

1. **Offer a free trial of your electronic product.** Perhaps they get to use your software free for 21 days, or join your membership for a week.
2. **Offer them a free sample.** It could even be the first 3 chapters of your new book or the first 3 lessons in your course. As long as you can deliver the free trial or sample electronically, this will work.
3. **Offer readers a 'content upgrade.'** This could be additional information or more in-depth information. For example, if you write a blogpost about 5 ways to get traffic, at the end of the post you can offer to send them another 10 traffic generating methods. Or give them in-depth step-by-step diagrams, information and so forth.
4. **Offer readers a PDF version of your blogpost.** Let's say you write an in-depth post that covers a lot of ground and either teaches something valuable or could be used as a reference. Offer to send them a PDF version in exchange for their email address.
5. **Use a quiz or survey as a lead magnet.** Once a user takes a quiz, a high percentage of them will give their email address to see their results.
6. **Use an exit pop.** Yes, they can be a little bit annoying, but they flat out work. When your website visitor is about to leave your website, a pop-up offers them your lead magnet.
7. **Doing a course?** Use video. If you're offering a course delivered via email over a period of days, why not put your course on video? It makes your lead magnet seem more valuable, and if you make the recordings yourself, it gives your new subscribers a chance to get to know you.



8. **Give away a discount or free shipping.** This is a really simple lead magnet that doesn't even require you to write or record anything.
9. **Run a giveaway.** Let people enter to win one of your products for free.
10. **Run a competition.** See who can come up with the best question, idea, product use, etc. Winner gets your product for free.
11. **Use social media contests.** Instead of promoting on your website, you can promote your contest through social media. Entrants get extra entries when they refer others to your contest. NOTE: Give away a prize that your ideal customer would love – not something generic like an MP3 player. Otherwise you'll wind up with super UN-targeted leads.
12. **Offer a checklist.** Rather than a full-blown report, sometimes all you need is a powerful checklist. For example: "The 12 Point High Converting Squeeze Page Checklist."
13. **Offer a swipe file.** This will only work in certain niches, but it can be quite effective. For example, 52 Proven Subject Line Swipe File, or the Ultimate Social Media Swipe File.
14. **Offer a webinar or live training.** This one can be super effective when done correctly – and it can bring in immediate income as well. Offer a webinar (live or recorded) that gives GREAT and USEABLE information. At the end, make a pitch for a relevant product that will take their results to the next level.
15. **Offer a Case Study.** People love case studies – seeing how someone else or another business managed to get a result they are looking for. Example: "How I went from 122 subscribers to 45,938 subscribers in two months, and made \$65,784 in the process."
16. **Offer a Tool Kit.** This can be as simple as a list of best resources. For example, "The 9 (Dirt Cheap) Tools I use to Research, Write and Sell a New Bestselling Book every 14 Days."

Bottom Line: Obviously you don't need to create all of these lead magnets.

Choose the ones that are right for you and your target audience.

If you're not sure which one to create first, start with the one problem, one solution lead magnet.

You can knock that one out in a relaxed afternoon.

And don't stress out. Creating lead magnets can be fun and it doesn't need to take a lot of time.

Once you have your first lead magnet, create a second and test it against the first to see which one brings in more targeted customers.

Getting Intimate With Your Back End

Let's get straight to the point today - **how's your back end?**
Very well, thank you, and what's it got to do with you?

Good question!

The reason I'm asking is that I've learned something interesting about back ends, you see. As long as you give them the right kind of attention they can expand in ways you would never have thought possible, and make you rather rich in the process.

Excuse me ... you at the back there! Where are you going? Don't leave now - this really isn't about what you're thinking it's about. If you'll just bear with me for a moment, all will be revealed.

Right ... where was I? Ah, yes. I was about to tell you about something that happened to me a few days ago. It's the sort of thing that's probably happened to you at some point, too, so I'm sure you'll recognize the situation.

It was a nice weekend so I took my son Daniel to the funfair that had come to town (any excuse, eh?). Once we'd finished riding on "dreadful machines" that turned us upside down and every which way, he wanted to win a stuffed toy. Hardly surprising really, there were at least a dozen stalls with huge fluffy animals hanging from their plastic roofs.

But try as we might - yes, I'll admit I had a go - we couldn't get a ring to land over a bottle or a dart to hit a dot on a card.

But then, just as I was about to admit defeat, I noticed a stall with a difference...

This one offered three balls for a pound, and all you had to do was get one of the balls into one of the strategically placed glass bowls. It looked easy enough.

The bowls had nice, big openings and as long as the balls weren't weighted in some way, it looked as if even a babe in arms would be able to hit a bowl.

We bought three balls each and lo and behold, we won. Both of us! Two goldfish!





A pure orange fish that seemed to enjoy flicking its fancy, flowing tail and a black and yellow individual that appeared to hang motionless in the water staring out through the bag most of the time.

I heard several people comment on this, most saying that goldfish must be cheap if stall owner could give them away like that. Of course, he wasn't giving them away at all. People were paying a pound for the honour of winning a fish, but even so, when you consider the overheads a funfair must have, he couldn't have been making much of a profit. Or so it would seem.

How many of those who won a fish do you imagine went to the fair believing they'd come home with a new pet in a plastic bag? A few may well have had a tank and food left over from a previous fish but most would undoubtedly be wondering what on earth they were going to do with it.

This is where we see just how clever said stall owner really is.

The bowls you have to hit in order to win a fish are arranged on a table covered in a velvet cloth. What the punter doesn't know at the time is that underneath the table there are dozens of plastic goldfish bowls complete with food, gravel, and plastic plant. How many do you imagine are going to say no to buying one of these handy starter kits when junior's standing there with a fish he's thrilled to have won?

While most of the stall owners were tight with their prizes, mister goldfish stall owner was practically giving away his prizes and making a bundle at the same time - through his back end. At a tenner a pop, he was onto a good thing.

This, you see, is what back end sales are all about.

The customer buys something that leads to the possibility of him needing something else. The greater the possibility of him needing that something else, the stronger the back end.

Stores that sell domestic and electrical appliances use the back end method all the time. It's ages since I last bought anything electrical in one of the major appliance stores without being offered an extended warranty and it's my betting the same goes for you, too.

There are times when the whole thing gets a bit silly, though. I mean who really needs to pay £22 to get 5-year warranty on a CD player that cost under £50? A couple of years down the line and it'll be pretty much obsolete anyway but people take up these offers and the stores are making huge profits from it.

Back end sales can mean the difference between a successful and an unsuccessful business.

There are examples around us all the time. Just this morning I opened my mail and received an offer to join a book club.

I could buy five books for 50 pence each! That's less than it costs to produce the book so how are these people making their money? Well, the small print said I'd need to buy at least two books from them at full club price and that books would always be at least 25% under the RRP. But it also said that a special club magazine would be sent to members each month with lots of offers and information about new releases. "The Book of the Month" would be profiled in this magazine and if I didn't want it, I'd need to fill in a form and send it back to let them know.

Ho, ho! People lead busy lives and they forget. How many haven't been saddled with "Fly Fishing in Alaska" or "Rug Making for Beginners" just because they forgot to decline? These clubs easily make back the money they lost of the 'hook' and plenty more on top, and all thanks to a clever, if somewhat crafty, back end.

Car dealers make money out of selling finance packages, car hire companies by selling no excess insurance and even the BOGOF offers that Tesco, Morrisons and other supermarkets use are intended to draw us in so that we spend our hard earned cash on lots of other products we had no intention of buying.

If your business needs to increase its profits, there's a lot to be learned from that clever bloke at the funfair.

1. Never let your customers know beforehand how the bulk of your profit is made.
2. Look around at other businesses and give plenty of thought to what they're doing. If they're doing well, there's a huge chance they've got a handy back end going somewhere. Keep looking until you find it - a clever back end will be well hidden.
3. Think about the last time you gave your own back end any thought, if ever. If you don't have one you're probably working far too hard for too little profit.
4. Could it be time to start looking at your sales from a different angle? Instead of seeing an initial sale as the end of a transaction, see it as the beginning. If you've a good back end, the real profit won't have been made yet.
5. When you develop new product lines, think about what other products the customer might need in addition to the "main" item. It makes good business sense to make the most of a situation while you've already got the customer's attention.

Believe me, when it comes to making money in business, you need to look beyond the first transaction - it's what follows that really matters. A profitable back end is more often than not the only difference between a struggling business and one that thrives. Make sure your business has add-on products that your customers will want.

What part of your business is the 'goldfish'? Somebody is providing the tank - is it you? If not, then it's time to make changes.



39 Sales Email Subject Lines That Get Opened

"Hoping to help"

"We have [insert fact] in common ..."

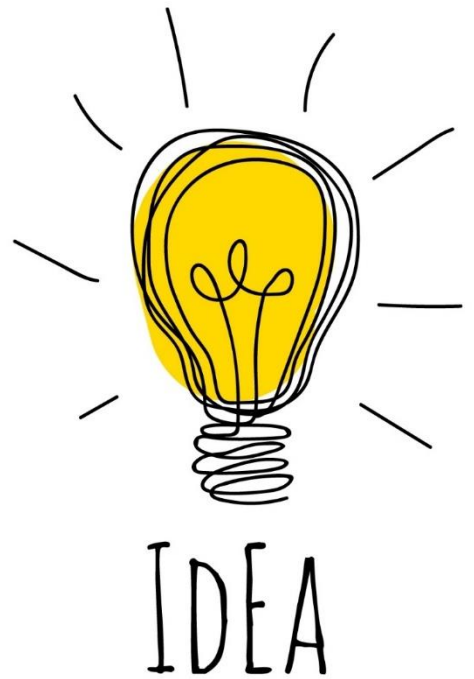
"Idea for [topic the prospect cares about]"

"10 mins -- [date]?"

"Do not open this email"

More...

<https://blog.hubspot.com/sales/sales-email-subject-lines-that-get-prospects-to-open-read-and-respond>



How to Keep Your Copywriting Skills Fresh

Sometimes the world does give me a little nudge

Like the time I was introduced to a small group of young copywriters at a conference. They were polite and pleasant enough.

But after a couple of minutes, I realized they were feeling a little uncomfortable with me standing there.

And I thought:

"OMG ... these guys think I'm too ANCIENT to be worth talking to about copywriting!"

<https://www.copyblogger.com/fresh-copywriting/>

How To Set Up Google Shopping: A Complete Guide

If you're in retail and you're not advertising your products through Google Shopping, you're missing out!

<https://www.hallaminternet.com/how-to-set-up-google-shopping/>



People Are Purposely Messing With Targeted Ads

"I click every ad I see on Facebook for weird pants in an effort to train Facebook to show me the weirdest pants. I think it's finally starting to pay off."

As a marketer and advertiser, this is either mildly annoying or downright alarming. But as a fellow recipient of targeted advertising, it can be absurdly funny...

<https://mashable.com/article/purposely-engaging-with-weird-ads-isnt-good/>

EPILOGUE

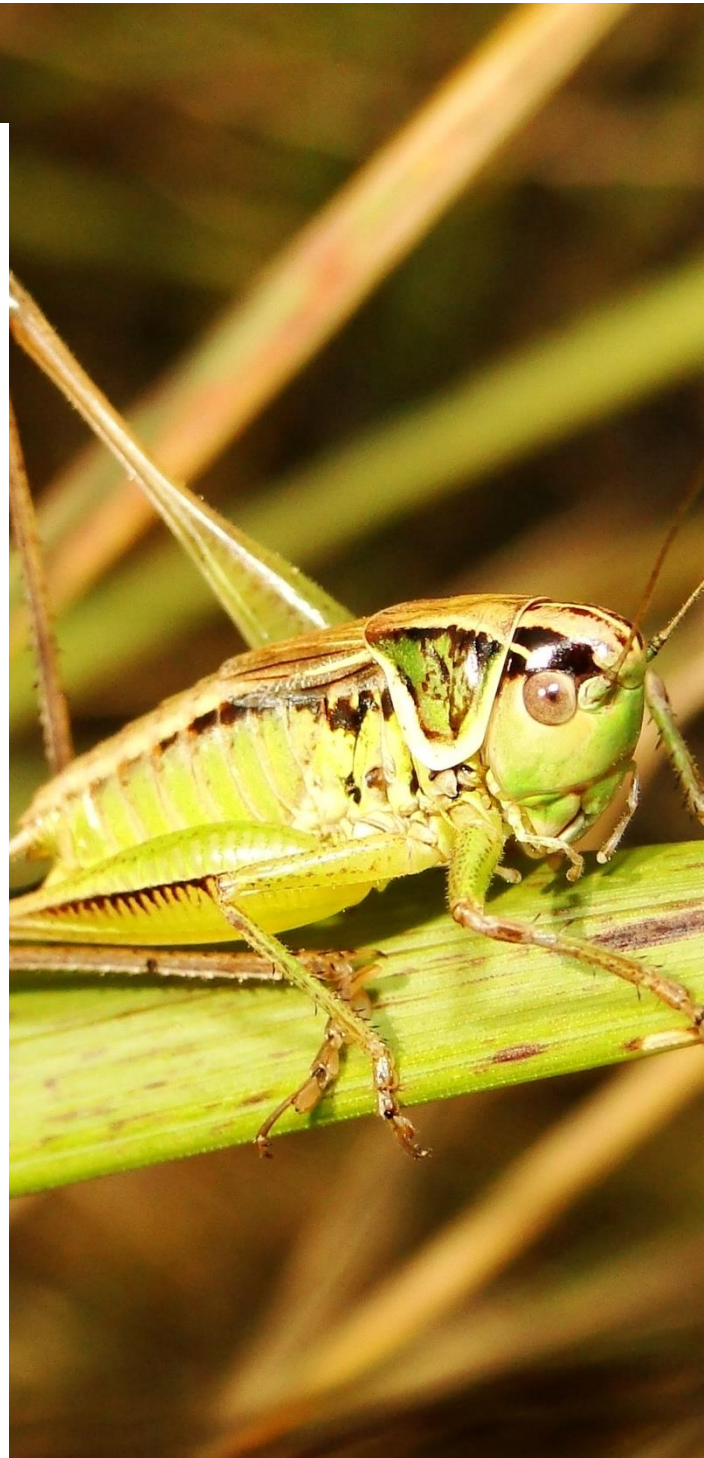
The Grasshopper & The Ants

The Grasshopper & The Ants is one of Aesop's Fables, it tells of a lazy grasshopper enjoying the sun, whilst the ants work feverishly, building up their nest and their stores for winter. When winter comes, the grasshopper has nothing and goes begging to the ants and is turned away. The moral of the story is all about hard work and planning for the future. However, there is another view of the fable, that views the ant's industry as mean and selfish.

As we grow, we are taught that hard work and planning for the future are the attributes that will help us succeed in the world, little to nothing is said about charity and selflessness, we find that it is preached and alluded to, but very rarely are the strengths and benefits that such attributes bring extolled as virtues in the business world.

Here is an interesting debate, Bill Gates the founder of Microsoft currently has a fortune estimated at around \$87.4 billion, if that was shared out equally with everyone of the 7.4 billion people in the world each person would get \$11.81 (give or take). It's not much for us, but it shows the extent of his wealth.

Many of us would say that that's a nice situation for Bill Gates to be in, others would scoff and say that no-one needs or deserves that much money, and he should be made to share it out. But how and who to?



Let's say for example he gave each person \$11 dollars, that would buy a meal for a day, after that they would be left wanting another \$11 dollars, so he has helped 7.4 billion people for one day, and now needs 'help' himself. How many would hate and abuse him for that? Probably as many as there are now, saying that he doesn't need that much money. So what else could he do, he and his wife have chosen to do start foundations and charitable organisations that seek to end suffering and increase our understanding, promote greater awareness of key issues, try and help us learn and move towards a brighter future. But still there are people that would degrade all the good things he does because of his 'position'.

He has worked hard, and planned out a future, but in many circles despite all the philanthropic efforts, he is deemed to be mean and selfish because of what he has amassed, and his company is sometimes touted as one of the great evil companies of the world.

This is the thing... its all about perception, one person's planning and hard work is another's selfishness and meanness. We work hard on our businesses and we should be proud of all we achieve, but also we should always be aware that we do have a duty to help where we can too, and that brings its own set of rewards. If people don't appreciate it, so what. Do what you can, when you can and your heart's contentment will be the reward. There is nothing more you can do, because you can't please everyone. You can only please yourself, knowing you did good here.

See you next month!



AFFILIATE COMMISSION GAME PLAN

The Absolute Best Way To
Get A **Successful Affiliate
Business** Up And Running
Fast – **No Special Skills** Or
Experience **Required!**



Instant Access



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