

# *The* INTERNET MARKETING NEWSLETTER

*Issue 79*



Want to Make Lots of Money?  
Then Stop Playing the Hero

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How To Write A 5 Star  
Kindle Book

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3 Marketing Lessons  
I Learned The Hard Way

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...and more!



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## One Way Or Another

Back in the 1800s, a group of travellers were making their way West, looking for a new home and seeking their fortunes. They travelled for many weeks, when eventually they came to a great mountain range. Here they had to make a choice, they could turn north, or they could turn south.

They made their camp that night at the foot of the mountains, and later, all came together at the campfire to try and decide which direction to go in. Late into the night they discussed the options, half of their number wanted to turn north, the other half south, they argued the pros and cons of each direction but could not come to a decision. Eventually the wagon master called a halt to the discussions and said they should all go to sleep, and that they would reconvene in the morning.

The next morning over breakfast, the discussion and arguments started back up again, the wagon master decided that what they would do is send their scouts out in each of the possible directions to see what lay beyond their sight. In the meantime, the main group of travellers would remain camped at the foot of the mountain. As they mounted up to leave, the wagon master told the scouts to ride for three days in each direction, then return and report back their findings.

In the meantime, the people of the wagon train set about making their campsite a little bit more hospitable. A river flowed down from the mountains not far from the main campsite, and many of the travellers decided to relocate their wagons and tents down closer to the river.

They settled in to await the return of the scouts...

Six days later when the scouts returned, they came down upon the campsite, but what they found wasn't a wagon train at camp, but the beginnings of a tent town laid out before them. Seeing them coming, the wagon master called the travellers together and asked the scouts to report their findings to the group.

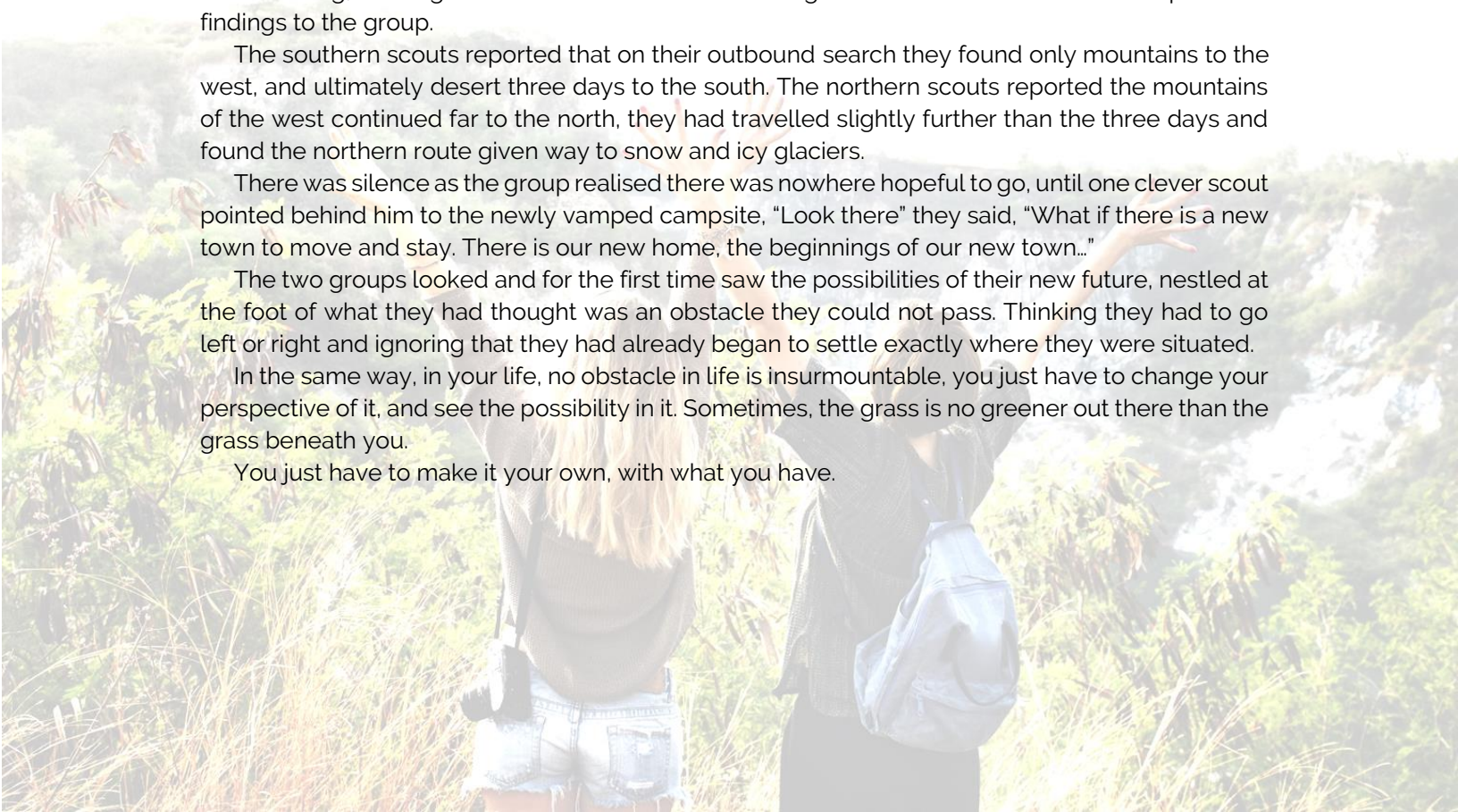
The southern scouts reported that on their outbound search they found only mountains to the west, and ultimately desert three days to the south. The northern scouts reported the mountains of the west continued far to the north, they had travelled slightly further than the three days and found the northern route given way to snow and icy glaciers.

There was silence as the group realised there was nowhere hopeful to go, until one clever scout pointed behind him to the newly vamped campsite, "Look there" they said, "What if there is a new town to move and stay. There is our new home, the beginnings of our new town..."

The two groups looked and for the first time saw the possibilities of their new future, nestled at the foot of what they had thought was an obstacle they could not pass. Thinking they had to go left or right and ignoring that they had already begun to settle exactly where they were situated.

In the same way, in your life, no obstacle in life is insurmountable, you just have to change your perspective of it, and see the possibility in it. Sometimes, the grass is no greener out there than the grass beneath you.

You just have to make it your own, with what you have.





## Why You Should (and shouldn't) Move To HTTPS Now

It's been three years since Google announced they wanted all sites to move to HTTPS. How many sites have actually switched? And are they better off for the change?

<https://www.searchenginejournal.com/how-https-works/220347/?ver=220347X3>

## Just For Fun: The Top 8 Social Media Fails of 2017

With two months left in the year, they will probably have to add more to this list. But in the meantime, covfefe for everyone!

<http://www.socialmediatoday.com/news/the-top-8-social-media-fails-of-2017/507718/>



## “You ARE The Product Being Sold”

Have you heard this?

“If you’re not paying for the product, then you ARE the product being sold.”

This quote is an attempt to make social networks look evil.

Take Facebook for example: The more time you spend on Facebook, the more ads they can show you, the more money they make.

All true.

However... you can also look at it like this: Facebook shows you some ads, and in exchange you get to use their ultra-expensive and unbelievably huge world-wide computer infrastructure to promote your stuff and be entertained.

Not a bad deal. And by the way, TV and radio have worked the same way for a very long time.



## Facebook Tests Removing Publishers From News Feed – Unless They Pay

Watch out – a nightmare scenario for Facebook may soon be a reality.

[http://mashable.com/2017/10/23/facebook-explore-publisher-post-organic-reach-drop/?utm\\_cid=hp-hh-pri#O5OLFkcDWPqP](http://mashable.com/2017/10/23/facebook-explore-publisher-post-organic-reach-drop/?utm_cid=hp-hh-pri#O5OLFkcDWPqP)

## Google Is Leaving You Clues To Help You Rank Higher

...you just have to know where to look.

<https://unbounce.com/seo/google-is-leaving-you-clues/>

# WANT TO MAKE LOTS OF MONEY? THEN STOP PLAYING THE HERO

What I'm about to say might sound contradictory at first.

And you might think I'm nuts. But stick with me...

...I want you to not only accept, but embrace your weaknesses.

That's right – I'm not about to blow air up your skirt and tell you that if only you stick with it and persevere, you can learn how to do everything your online business needs you to do.

Hate website building? Stick with it and you'll get good at it.

Don't have a clue about SEO? Take a bunch of courses and eventually you'll be a master at it.

Does writing make your skin crawl? Spend 4 hours a day, every day writing, and in a year or two you'll be good enough to get by.

Nope. All of that is lousy advice given to new marketers by seasoned pros and amateurs alike.

And it's nonsense.

If you hate cooking, should you really spend the next year of your life in the kitchen? I don't think so.

If you're a lousy mechanic who hates working cars, do you really want to learn what every part under that hood does, and how to maintain and replace each one? Not on your life.

Yet we tell new marketers that if they don't like building websites and don't want to learn how to do it, they should just do it anyway.

And in fact they should learn every single aspect of their business, because once they do, then they can make tons of money.

And I'm here to tell you it's poppycock.

You are really, truly good at maybe 2 or 3 things.

4 things tops.

5 if you're a direct descendant of Leonardo DaVinci.

But that's it.

Everything else? You don't have the knack or the inclination.

And guess what? That's OKAY. In fact, that's GREAT.

Because one of the very first steps to going from online millionaire wannabe to actual online millionaire is to embrace what you are good at AND what you're lousy at.

Here's what happens when you think you have to do everything in your business – you procrastinate.







You don't really want to learn how to write a squeeze page and lead magnet, so you procrastinate.

You don't really want to work on your website building skills, so you put it off.

You don't really want to do social media, so you set it aside for later.

A 'later' which, by the way, almost never comes.

But I can tell you for a FACT that the day you begin to become super successful online is the exact same day that you decide you are ONLY going to focus on what you're good at, and you're going to delegate everything else to somebody else.

Are you an amazing coach who is clueless about anything technical? Then delegate your website to someone else.

Do you love building sites and flipping them, but you hate writing the content? Outsource the content.

You get the idea.

When you hire someone else to take care of all the things you don't like doing, you free yourself to focus on two things – what you're truly good at, and working *on* your business instead of *in* your business.

Still skeptical?

Here's a list of benefits to outsourcing everything you don't like doing or you're not good at performing:

Benefit #1: You can make fast progress because you're no longer being held back by the things you don't want to do.

Benefit #2: Your income skyrockets because of benefit #1.

Benefit #3: You're happier. MUCH happier, because you're not doing all the things you hate doing.

Benefit #4: You now have the benefit of other people's work, which means you can scale much faster and easier than if you were still working alone.

Benefit #5: You have much more free time because again, you're not having to do all those things you don't like doing.

Benefit #6: Because you have more free time, you can take a step back and really see what direction you want to go in next.

Benefit #7: You can spend more time working on your business rather than slaving away in your business.

Benefit #8: You can take advantage of spur of the moment opportunities, because you have a team that can quickly mobilize and do what you need.

Benefit #9: You are now working and acting like a person of wealth. There is a reason wealthy people delegate like crazy – it makes them money on a much larger scale.

Benefit #10: You've got an entirely new mindset. You'll have to experience this to fully understand it, but I can tell you that it's the difference between being a foot soldier on the ground, versus having a bird's eye view of your business, your market and your future.

"But that's going to cost a lot of money to outsource all the things I need."

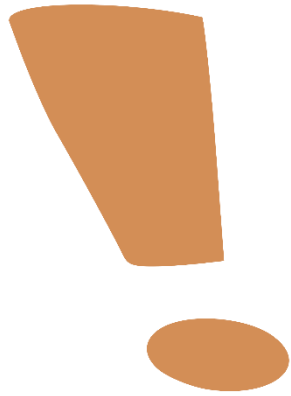
If I offered you \$7 for every dollar you gave me, how much would you give?

All you have, right?

Outsourcing works the same way. You are paying these workers, but in return you are making multiples of what you've paid.

I can't emphasize this enough – if you are really, truly, absolutely serious about making six or seven figures online, then you need to start outsourcing everything you're not good at or don't like to do.

# IDEAS



## Affiliate Marketing? 5 Books You Must Read

Sometimes curling up with a good book really can put money in your pocket – if you find the golden nuggets of information contained within.

If you're doing any kind of affiliate marketing, I highly recommend you check out these five books:

- Trust Agents: Using the Web to Build Influence, Improve Reputation and Earn Trust by Chris Brogan
- The Millionaire Fast Lane: Crack the Code to Wealth and Live Rich for a Lifetime, by MJ DeMarco
- Make a Fortune Promoting Other People's Stuff Online: How Affiliate Marketing Can Make You Rich, by Rosalind Gardner
- The Laptop Millionaire: How Anyone Can Escape the 9 to 5 and Make Money Online, by Mark Anastasi

How I Made My First Million on the Internet and How You Can Too! The Complete Insider's Guide to Making Millions with Your Internet Business, by Ewen Chia



## WordPress Abandons React Due To Patents Clause

WordPress has decided to move away from React due to its BSD + Patents clause licensing.

Gutenberg engineers will be rewriting the new editor to use another JavaScript framework and Automattic plans to rewrite Calypso as well.

<https://wptavern.com/wordpress-abandons-react-due-to-patents-clause-gutenberg-to-be-rewritten-with-a-different-library>

## Google AdWords, “Days to Conversion”

Want to know how long that AdWords ad will take to send you sales?

Check this out:

<https://www.searchenginejournal.com/google-adwords-days-conversion-shows-long-will-take-ad-convert/220241/>

# How To Write A 5 Star Kindle Book

“

This is so easy it's kind of like cheating... but at the same time it's totally white hat.

Let's say you want to write a Kindle book.

And further, let's say you want to make sure it gets 5 star reviews and makes you a very nice, juicy, residual income.

Here's how you might do exactly that:

First, choose a BIG niche that sells really well.

When you're talking about Kindle, you're talking about VOLUME. After all, a \$2-4 profit on a book means you've got to sell a lot of books to make real money.

Selling a lot of books means you need a big money-making niche – something like:

- Food / cooking
- Self-development
- Relationships
- Making money
- Diet / weight loss
- Health / fitness

You can't go wrong with any one of these niches.

Now then, narrow your niche down to a specific topic. For example, you might narrow down "Diet and weight loss" to "How to lose belly fat after 40."

Forget about reinventing the wheel – it takes too much time and it's too risky. Instead, you're going to *improve* the wheel.

Go to Amazon and search for all the belly fat and fat loss books, especially the ones tailored for people over 40.

You're interested in anything in this sub-niche that is selling under the Kindle Bestseller rank of 20,000.

Why? Because of they're under 20,000, then they're likely selling about 10-15 books per day or more.

What – that doesn't sound like a lot? Okay, let's do some quick math:







If a book has a profit of \$3 per sale, and is selling 15 copies per day, then that's \$45 per day.

Okay, I know that's not going to make you rich, but think about this: At \$45 per day, times 30 days, is \$1,350 per month... Residual...

...As in, you publish the book once and get paid over and over again.

Increase the price or increase the sales and your profits go up.

Look, I can't tell you how many copies you will sell, but if you do what I'm about to suggest, and you do it once a month, in a year you can have 12 residual revenue streams from 12 books.

Multiply 12 times \$1,350 and see what that is per month.

Now do I have your interest?

Okay, back to your research...

You're going to find these books in your subniche that are ranking under 20,000 and you're going to read the reviews – especially the five star and one star reviews.

Make a list of everything people love about each book, and everything they hate.

For example, the list of things people love might be:

- Great motivation, made me want to start losing the fat immediately
- Liked the diet examples
- Enjoyed the tips, especially the ones about exercise

And things people didn't like might be:

- Not enough sample exercises
- Not enough resources – where are we supposed to find the things the author recommended?
- Too many typos – should have edited it better.

Write down all of that.

Now then, you're going to keep what the customers liked, and improve what they didn't like.

NO PLAGIARIZING, by the way.

You're going to write your own book - or outsource it - with specific instructions on what to include.

That's right – you don't even need to write it yourself. Just give your instructions on what to include and how to write it to an outsourcer and let them handle it for you.

Your book will contain everything people love about the other books, and everything improved about what they didn't like about the other books.

Do this and there is no reason for people to give you negative reviews, which is important.

As you know, Amazon reviews are HUGELY important.

Your book will eventually get more sales than the books it is modeled on as you get more and more positive reviews.

Meaning your income should surpass that of your competitor's books.

Now then, rinse and repeat for your next book, and the next, and...





### **WAIT! Two more things...**

First: Your book cover must be so mesmerizing that it STOPS Amazon customers in their tracks.

Everyone is busy. They're skimming. They're in a hurry. And there are hundreds of books in your category.

If your cover doesn't stand out, and I mean STAND OUT – then the battle is lost.

You can have the greatest book ever written, but if the cover stinks then you will get few sales.

Here's what to do: Find a great Kindle cover designer on Fiverr. You might need to pay more than \$5 – it's worth it.

Ask them to make your title(s) BIG and BOLD.

Remember, on Kindle a lot of people are looking at titles on their smart phones. If the titles are small, they can't read them.

Ask for high resolution graphics, because people associate higher resolution with higher quality.

Second Thing: Get some reviews. REAL reviews.

Some people might tell you to get fake reviews from Fiverr or review exchange groups, but don't do it.

Amazon has gotten smart about these things and they are cracking down.

Instead, ask your friends, family, acquaintances and so forth for real, legitimate reviews.

Also, place an email opt-in page with a nice freebie at the beginning and end of your book. This will build you an email list of readers.

ASK your readers (politely) for reviews.

### **What about Promotion?**

Good question. Here's how to do a killer promotion that gets your book ranking high on Kindle:

So far you've got a great book, a captivating cover, genuine reviews – you're already ahead of 98% of the other books on Kindle.

The only thing left for you to do is shoot your rankings up on Amazon.

Here's what you do...

Enroll in KDP Select

Promote your book on as many promotion sites as you can find. There are all kinds of Facebook groups dedicated to free Kindle books.

Set your book on a free promotion through KDP Select.

Your goal is to get your book downloaded like crazy in spikes, because this is what catches Amazon's attention and gets your book ranking higher.

Also, if you have a series of books (HINT HINT) then link all of your books together. As soon as one KDP Select promotion is over, set the second book on promotion and so forth. This will cross-promote your books and your sales should see a compound effect.

Continue the above, along with building your lists (remember you're placing an offer to get on your list inside your books.) Whenever you publish a new book, let your list know. Let them download it for free during the KDP Select promotion, and ask them to leave reviews.

Rinse and repeat and repeat and repeat...

If you really want to scale this, you'll hire someone to act as project manager and you'll start publishing multiple books per week, outsourcing everything.

Yes, this is a six, or maybe seven figure business if you stick with it.

And you thought we were just going to talk about writing a single Kindle book...

...okay, if you only want to do ONE book for now, make it a great one and tie it in with something else you're doing.

For example, if you're a coach or consultant or provide services, let your book be your ambassador and show the world that YOU are the expert.

It makes for a much better and more effective business card than a little slip of paper with your name and phone number on it.

The sky's the limit, so have fun and become a best-selling author THIS month before you put it off any longer.



## Pursuing Great Goals Without Getting Overwhelmed



*"You don't try to build a wall, you don't set out to build a wall.  
You don't say, 'I'm going to build the biggest, baddest, greatest wall  
that's ever been built.  
You don't start there...  
...you say, 'I'm going to lay this brick as perfectly as a brick can be  
laid.'  
And you do that every single day and soon you have a wall."*

– Will Smith



## Beware: Competitors Can Edit Your Listing On Google My Business

Can someone go in and change the hours or the phone number of a business listing? Actually, yes... and you might not even know when it happens.

<https://moz.com/blog/competitors-edit-listing-google-my-business>

## 3 Quick SEO Wins Lurking Inside Google Analytics

SEO doesn't have to be difficult. In fact, sometimes it's almost downright easy.

<https://www.searchenginejournal.com/quick-seo-wins-google-analytics/219559/>



# 10 Tips To Testimonials That SELL

Do you know what an ego booster testimonial is?

It goes something like this: "Joe Smith is the greatest, nicest, smartest, sweetest, sexiest, gutsiest, tallest, handsomest guy I know – buy his stuff!"

It sounds good to Joe Smith. Heck, it sounds AMAZING to Joe Smith.

But does it sell his stuff?

Generally, no. Prospects read testimonials like that either think they're written by a friend, or they simply have nothing to do with the product at hand.

So how do you write a great testimonial?

Here are 10 tips:

## **Use ego booster testimonials sparingly.**

If they're the only ones you have right now, then they'll have to do for now. But work on getting better testimonials that actually convert.

## **Focus on results-based testimonials, like this one:**

"After using the xyz product, my conversions increased by 4% and my overall sales increased by \$32,958 in three months."

Your audience is going to be putting themselves in the shoes of this person, and thinking they can get results like that, too. Which is exactly what you want, by the way.

## **Got plain text testimonials? Add photos.**

A photo of a face – regardless of how pretty or not pretty it might be, can increase the likelihood of your testimonial being read by as much as 80%.

Plus, it adds credibility that your testimonial is real.

## **Use big numbers.**

If you've got a testimonial that uses numbers, then feature those numbers as a big, bold headline. For example:

<b>32,955</b>	<b>3X</b>	<b>\$26,598</b>
<i>Additional Visitors</i>	<i>Conversions</i>	<i>More Income</i>

*"After implementing just one traffic technique that Josh taught me, I got 32,955 more visitors in one month, three times as many conversions, and made an extra \$26,598 for the month."*

## **Add headers and footers to your video testimonials.**

Video testimonials are great, but... not everyone watches them. And of those who do watch, not everyone watches the whole thing.

So here's what you can do to make sure people get the most important point out of the video... place that point above the video itself. For example, "I didn't have a clue how to get started, but thanks to XYZ program I can now get almost any page to rank in Google."



Then at the bottom of the video, you might give more information, such as, "George was struggling to rank his pages, but then he took the XYZ course and followed the simple steps. **See how he did it here ->**"

That last bit can be a link to a sales page or blog post, unless of course this testimonial is already on a sales page.

**Place links in any testimonial not on the sales page.**

If your testimonials aren't on a sales page, then link at the bottom of the testimonial to a page that gives samples, and write something like this: **"Click to see a sample of what Joe is talking about ->"**

**Use your Amazon 5 star ratings**

If your book – or any of your products – are on Amazon, then use your 5 star ratings and reviews on your sales pages as well.

For example, you might have a Kindle book on how to get traffic, and you sell an entire course on traffic, too. Don't be afraid to use your 5 star reviews for your book on your course sales page.

Be sure to emphasize that while the book has great info and awesome reviews, your course has ten times as much info as the book.

**Use product pictures from your customers.**

If your customers have sent you pictures of them using your product, then by all means place these photos on your sales page.

Prospects love to see customers using and loving your product because it makes them feel better about buying it themselves.

**Compare your product to others.**

Comparison reviews can work great if you're in a competitive market, especially if you create a chart comparing the features and ratings of your product versus others.

Then again, if you're in a market where buyers are unlikely to know about the other product unless you tell them, you might want to forgo this one.

**Don't forget screenshot testimonials.**

Your customers might have great things to say about you on social media or through text messages. Simply take screenshots of these compliments and post them as testimonials.

Every time you see something positive about you and your products, take a screenshot and save it to a folder just for that purpose.

To take a screenshot on Windows, press the PrtScn button. Or to capture just the active or foremost window, press Alt+PrtScn.

On a Mac, press Shift-Command-4.

**But how do you get all these testimonials?**

Ask.

Send out a survey to each of your product buyers to see what they thought. When you get back positive responses, ask if you can use them as testimonials.

You might need to condense what they say – simply rewrite it without changing the meaning and get their okay on it.

For the really enthusiastic customers, ask if they will do a recording for you.



# Here's How To Get A 50% Facebook Reach Vs The Usual 5-10%



There's a free and open source software - called OBS Studio or Open Broadcaster Software - that can do remarkable things for your business.

For example...

- You can live stream from your desktop to YouTube. You'll rank better than standard YouTube uploads, plus you'll experience a better quality than Hangouts on Air
- You can record your videos for later playback
- You can do live webinars (think of the cost savings here!)
- You can do live broadcasts with Facebook, getting a much stronger reach than traditional methods
- You can stream pre-recorded videos to Facebook and YouTube

For a Facebook Live Post, the number of page likes is your total possible audience for a live post.

Multiply that by 25%, and that's generally going to be your total reach when doing a live post, versus the standard 5-10% for a text and or image post.

Then, you click the "Boost Post" button, and you can DOUBLE your reach. So we're talking about reaching about HALF of your potential audience, instead of the usual 5-10%.

Plus you've got to realize that a live recording is going to make a much bigger impression, or have a bigger impact than a simple text or picture ever could.

It's the difference between receiving a postcard, versus someone knocking on your door and saying hello.

You can download OBS Studio at [obsproject.com](http://obsproject.com)

So what features will you find on OBS Studio?

Tons. For example:

**Picture in picture.** You might show your desktop while simultaneously showing yourself on the webcam. Move your picture within a picture anyplace you like (bottom right, top left, center, etc.)

This is a great feature for Facebook, since on Facebook your video might look like a still photo until someone clicks on it.

With the picture within a picture, Facebook users can see that there is a live person talking, which will encourage them to click on the play button and hear the audio.

**Livestream a pre-recorded video** - injecting a video right into your screen.

Let's say you're streaming yourself introducing the video, then you can play the video and when it's done you can switch back to yourself, or a still image, or whatever you like.

**You can use different sources for your video.** For example, you can show your desktop (your entire monitor) or window capture (shows just one window).

If you have other people speaking on your live event, you'll want to enable desktop audio so they can be heard.

If it's just you speaking, then you can enable the mic in auxiliary.



Adjust the volume levels to equalize the other voices with yours.

You can create a test page on Facebook to play with live broadcasts to test your video and audio settings, to learn what you're doing before you do it before a live audience.

#### Here are more features straight from the OBS Project website:

- High performance real time video/audio capturing and mixing, with unlimited scenes you can switch between seamlessly via custom transitions.
- Filters for video sources such as image masking, color correction, chroma/color keying, and more.
- Intuitive audio mixer with per-source filters such as noise gate, noise suppression, and gain. Take full control with VST plugin support.
- Powerful and easy to use configuration options. Add new Sources, duplicate existing ones, and adjust their properties effortlessly.
- Streamlined Settings panel for quickly configuring your broadcasts and recordings. Switch between different profiles with ease.
- Multiple themes available to fit your environment.

## Live Streaming To Facebook

Doing a live broadcast from your Facebook Page is pretty simple:

- First, login to your Facebook page, click on "publishing tools" in the upper right corner. Click on "videos" and go to "Plus Live."
- Copy the stream key, and paste it into the OBS Settings. Select Facebook, paste, click okay and you're good to go.
- Click the preview button to see if everything is good. Under, "What's on your mind," you'll place your call to action and link.
- Then fill in the video title and video tags.
- In OBS, click the 'start streaming' button - you are now streaming live.
- When you're done, click 'stop streaming' in OBS



Easy, right?

If you're not already using OBS, give it a try today. You'd be surprised how many six and seven figure marketers are already using it.

And to make it even better...

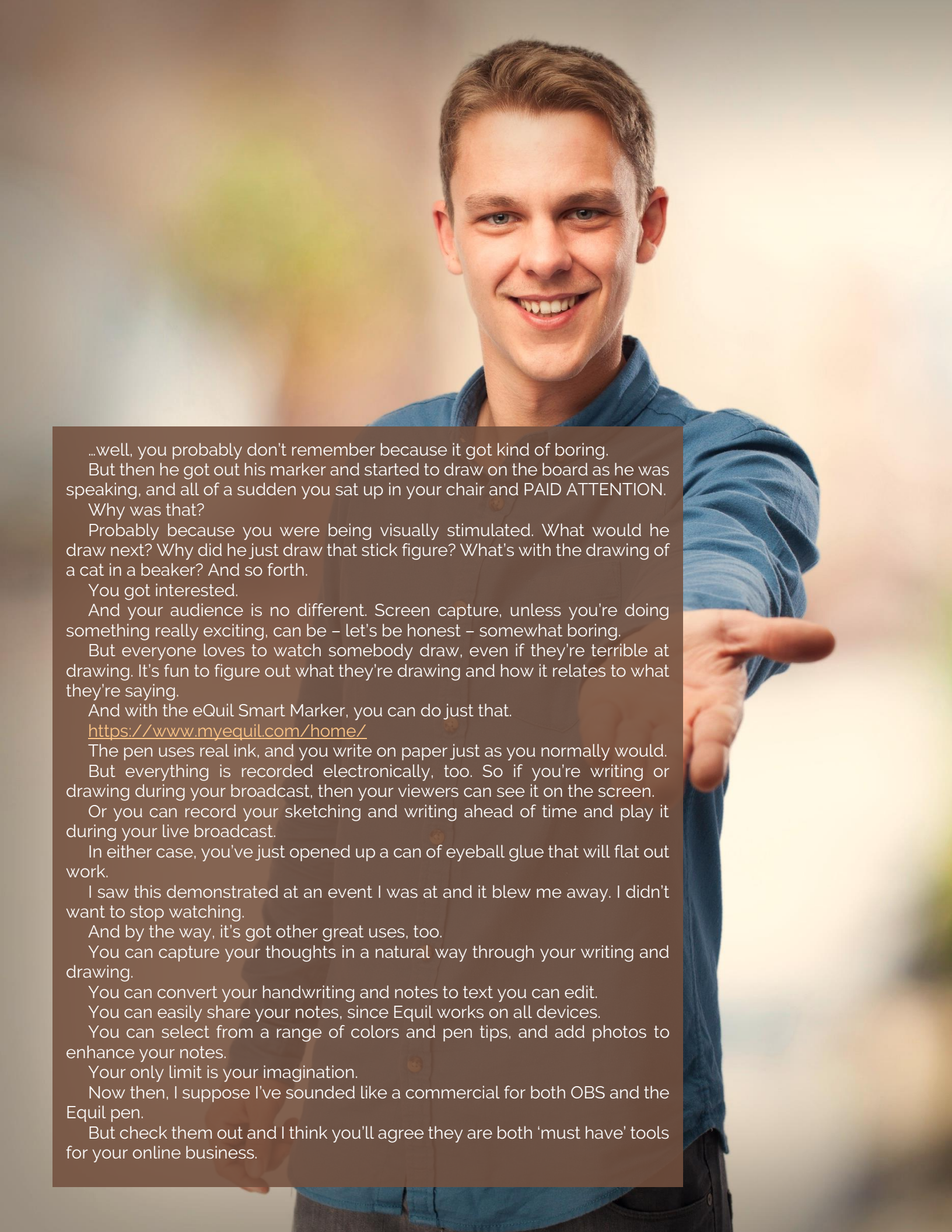
### Cranking Up Your Presentation With Eyeball Glue

Okay, everyone has seen a screen capture video, and they've seen talking heads, and they've seen talking heads inside a screen capture.

Which is to say, OBS is great, but so far we haven't used it in a way that really captures those eyeballs and glues them to the page.

For this, we need to add another tool to our arsenal - eQuil SmartPen 2.

Remember sitting in class and your professor was droning on and on about...



...well, you probably don't remember because it got kind of boring.  
But then he got out his marker and started to draw on the board as he was speaking, and all of a sudden you sat up in your chair and PAID ATTENTION.

Why was that?

Probably because you were being visually stimulated. What would he draw next? Why did he just draw that stick figure? What's with the drawing of a cat in a beaker? And so forth.

You got interested.

And your audience is no different. Screen capture, unless you're doing something really exciting, can be – let's be honest – somewhat boring.

But everyone loves to watch somebody draw, even if they're terrible at drawing. It's fun to figure out what they're drawing and how it relates to what they're saying.

And with the eQuil Smart Marker, you can do just that.

<https://www.myequil.com/home/>

The pen uses real ink, and you write on paper just as you normally would.

But everything is recorded electronically, too. So if you're writing or drawing during your broadcast, then your viewers can see it on the screen.

Or you can record your sketching and writing ahead of time and play it during your live broadcast.

In either case, you've just opened up a can of eyeball glue that will flat out work.

I saw this demonstrated at an event I was at and it blew me away. I didn't want to stop watching.

And by the way, it's got other great uses, too.

You can capture your thoughts in a natural way through your writing and drawing.

You can convert your handwriting and notes to text you can edit.

You can easily share your notes, since Equil works on all devices.

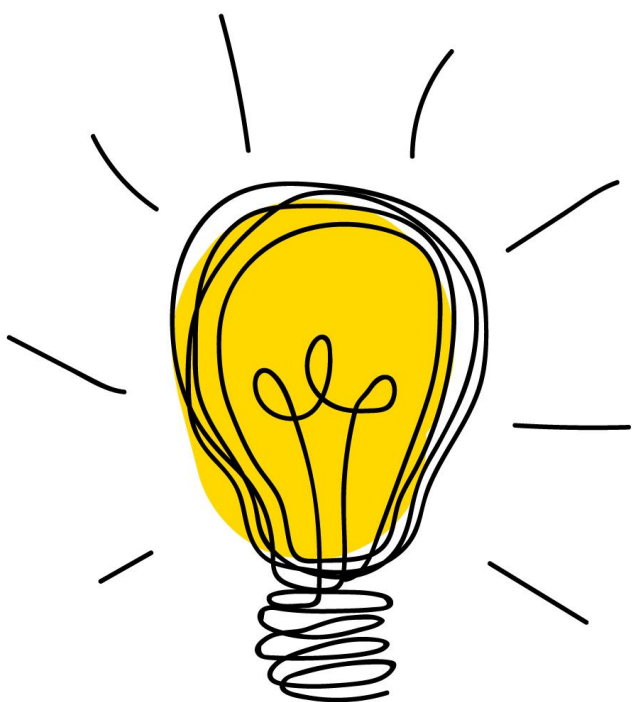
You can select from a range of colors and pen tips, and add photos to enhance your notes.

Your only limit is your imagination.

Now then, I suppose I've sounded like a commercial for both OBS and the Equil pen.

But check them out and I think you'll agree they are both 'must have' tools for your online business.

# IDEAS



# IDEA

## How to Launch A Sticky Continuity Course In One Day

First things first – what's a 'sticky' continuity course?

A continuity course is basically a membership where you drip feed the information to the members.

Maybe it's on how to build a list of 10,000 rabid buyers, or how to generate super targeted traffic, or how to use social media to get new fans, prospects and customers.

The 'sticky' part refers to keeping your members from leaving.

The biggest hurdle most memberships and continuity courses face is in keeping their members once they get them.

And the higher the price point, the more difficult it is to get them to stick month after month.

So here's what you do:

- First pick your topic. Okay, you knew that already.
- The next thing is either write your sales page or outsource it.
- Next, write the first module, or outsource that, too.

If you're hot to trot and want to launch tomorrow, you can do these thing in a day. Just put on your blinders, turn off all distractions and get busy.

Now then, how are you going to make it 'sticky?'

By asking your members what they want to see next.

Set up a private Facebook page and ASK them what they want.

Everybody wants to feel like they are part of a community (hence the Facebook page) and EVERYONE wants to give their opinion and feel important.

So make your members feel important because – guess what – *they are*.

Ask them what they want and then give it to them... guaranteed they will stick around.

I've seen plenty of marketers (myself included) make thousands of dollars doing this.

And all you need to get started is a sales page and your first lesson. Everything else comes later.

Once your course reaches its inevitable conclusion, you'll have a complete membership that you can continue to sell for a long time to come – maybe years.

When you get tired of selling the memberships, you package the whole thing and sell it as a one-time deal.

When you get tired of that, you sell the rights to the course to other marketers.

And it all started with one lesson and one sales page.



# 9 Ways To Get Influencers To Send You Traffic



I received an email the other day from someone who asked, "It's so hard to get influencers to take notice of what I'm doing – got any tips?"

Yes.

First, change your thinking. Online influencers have a constant need for interesting content to share with their readers.

Create the right content, send it to influencers and I guarantee some of them will take notice and send you traffic.

Here are 9 tips to make that happen:

**1: Build Relationships with Influencers** – This is the old school method, and frankly also the best method of all.

Rather than trying to find a 'back door' route to their audience, you might take the long-term approach of building a relationship.

You can start by supporting the influencer in what they're currently doing by mentioning them on social media and your blog.

Do round-ups, where you send an interview question to several different influencers and then include them all in a featured post.

Quote them in your blogposts – this is hugely flattering and will get you noticed, especially when you call their attention to it.

Support them and their brand, and you're well on your way to building a two-way relationship in which they reciprocate and mention you to their audience as well.

**2: Actually MEET Them at an Event** – Again, this is an old school method that works really, really well.

If you think about it – who are you more likely to support: The stranger who sends you a few emails, or the person you had lunch with at your last conference?

This is the number one reason to attend networking events and look for influencers that you can help, and that can potentially help you.

Always approach them with the attitude of what YOU can do for them and not the other way around.

I say this because 95% of people who approach them at these events are asking for favors.

So, when you offer to HELP them, they will be relieved to have finally encountered a true professional and not someone who is just out to use them.

**3: Provide Free Samples** – First, you find the industry influencers in your target market.

Next, you reach out and offer them a free product in exchange for their review.

In the beginning, target mid-level influencers. They don't get approached as often and will likely be more willing to try your product and write a review for you.

And make sure your influencers are following the FTC guidelines for disclosing they received a free product in exchange for their review.

**4: Give Free Products to the Influencer's Audience** – Once your influencer shares their review, they can host a product giveaway on their post.

How this works is up to you and your influencer. It could be a contest where people have to enter, such as joining your list, publicizing your contest on social media or submitting a reason why they should get the product for free.

The influencer can be responsible for picking winners and you send out the free products.

Personally, I like to simply ask for their email address to enter the contest, and then I give them the option of sharing the contest on social media to gain themselves several more entries.

This builds my list and makes the influencer happy, especially if I'm giving away several prizes to their readers.

**5: Publish Unique Research** – According to Sumo, only 20% of visitors will read your entire article.

Worse yet, the average visitor will only read 25% of an article.

Ouch.

Which is why you've got to stand apart from the crowd. What's trending or new in your industry? Can you create a study or poll around it?

You might take polls on social media or your email list, creating unique content for your readers. This will make influencers take notice and possibly even create a viral effect of getting mentioned by others.

**6: Niche it Down and Go Deep** – Anyone can post about broad topics like, "How to be a better gardener."

But "How to Grow Miniature Roses indoors in Northern Climates" will stand apart from all the other info in your niche because of its specificity.

Find ways to go beyond the basics and create several pieces of content that cover different angles in depth.

**7: Be the Devil's Advocate** – Somewhere inside your niche or industry are controversial topics. This is your chance to find unique perspectives that no one else has covered before.

Tips on how to do this without alienating your core audience:

- Write from an angle that resonates with your readers
- Back up what you say with data



- Write in the tone of, "Have you thought about this..." rather than, "This is how it is, period."
- Be open to different views while standing by your own. In other words, believe in what you're saying and be prepared to defend your stance without acting like a jerk.

**8: Sponsor a Post** – Some blogs will accept a 'paid-for' post that's written either by you or the influencer herself.

You might do a walk-through of your product, showcasing the value to the audience.

A great way to do this is to explain how to do something step-by-step, and then offer your product as the easy, 'done-for-you' solution.

**9: Be a Blog Sponsor** – Some influencers also accept sponsorships for their website.

You can negotiate what this covers, but it could be a sidebar ad, mentions on specific pages, or even mentions on social media and through email.

As a sponsor you have an easy 'in' to talk to the influencer about additional ways your products or website might be featured, as well as potentially doing joint ventures.

No matter which methods you choose, consistent action is key.

# IDEAS



## Scared? So Was The 'Odd Couple' Creator

Do you remember the television series, "The Odd Couple?" You might have seen reruns of it on one of those channels that broadcasts old shows from the 60's and 70's.

The Odd Couple, starring Tony Randall and Jack Klugman, was a smash hit and one of the most beloved shows of all time. But it's creator and executive producer, Garry Marshall, was young and terrified:

"At the time, I was pretty new to television and I went to work every day of the first season scared to death. I desperately wanted to do a good job, Unfortunately, I didn't even know what a 'good job' looked like. One thing I did know was that people were looking to me for answers and I had to be ready with them. I had to make a decision right or wrong."

And time and again he did make those decisions.

You might be new to online marketing, and you might be terrified, too, of making a wrong decision. That's okay.

Any decision is better than no decision. Any action is better than no action. After all, you can't learn from mistakes you never get a chance to make. You can't win the lottery if you don't buy a ticket, and you can't get rich online if you don't DO something.

Just learn to make decisions and carry those decisions out, and you'll be fine.

A little terror is a good thing – it keeps you on your toes.



## Gingko – Let Your Writing Flow

When you're overwhelmed with a major writing project or trying to fit all the pieces together, how do you get organized?

Gingko can help bring clarity and focus to your work by allowing you to write lists, create an outline, use index cards and more, all in one app.

Watch the 81 second video to see what it can do for you.

<https://gingkoapp.com/>



A person is sitting at a wooden desk, working on a laptop. A black cup with a tea bag is next to the laptop. The person is wearing a light-colored sweater and a watch. A notebook and pens are also on the desk.

# 3 Marketing Lessons I Learned The Hard Way

You can take an awful lot of those “how to market online” courses and sometimes still not learn the truly groundbreaking stuff.

I’m talking about the seemingly unimportant things that turn out to be so important, it’s like a scene in one of those adventure movies:

The hero fights through obstacle after obstacle to get to this secret cave that hasn’t been entered in a century.

He pries open the heavy door, sweeps away several inches of cobwebs, and by the light of his torch he sees something shiny. He picks it up... it’s a gold coin! Nice, but not that earth-shattering, right? It’s just one coin...

Taking a set forward, he sees a small chest. Opening it, he sees a couple hundred gold coins. Yeah! This is pretty cool.

But then he catches just a glimmer of something deeper in the cave. Opening the door wider to let light in, he sees more gold. And priceless statues. And gemstones. And... the treasures go back as far as the eye can see.

Holy cow. That one gold coin turned out to be the beginning of more wealth than the GPA of most countries.

Well that’s how I feel about what I’m going to teach you here. To the uninitiated eye, these three lessons might seem small, like a single coin.

And they might almost appear trivial. But I promise you, if you follow this advice, your online income can become almost limitless.

And by the way, some people have paid literally thousands of dollars to discover what I’m about to show you:

## **Marketing Lesson #1: Make an irresistible offer**

You’ve heard the term irresistible offer before, but what does it mean?

First, it’s an offer that’s better than anything your competition has.

Second, it’s so good that it’s truly hard to pass up.

For example, if I were to sell you a brand new car for \$1,000, that’s an irresistible offer.

Most marketers have trouble getting their marketing to covert because they’re offering the same stuff as everyone else. Yes, they try to make it sexy, but it isn’t.

You can dress a pig up in a lovely, low-cut evening gown, or even a tiny bikini and high heels. But it’s still a pig.

*(Not trying to pick on pigs here, btw – I think they’re kinda cute and definitely smart.)*

You can have weak marketing and a great offer and make it work.

But great marketing will never compensate for a weak offer.

If you don't have the right offer, then it doesn't matter how great the copy is, what the headline is, who is promoting it and so forth.

If you want to make sales, you've got to have an absolutely superior, irresistible offer that the prospect simply cannot turn down.

And you've got to back the offer up with a product that delivers, too. I've seen offers that blew me away, but once I got into the product, I realized it was 80% hype and 20% substance.

As you might have guessed, I asked for a refund – as did close to 50% of their purchasers.

So make them an offer they cannot refuse, and then deliver on every promise you make.

Do this and you cannot help but make a fortune.

### **Marketing Lesson #2: You've got to have a big marketing idea.**

Just having a bigger promise or using a hyped headline isn't going to work anymore.

If you're going to be seen and heard by your prospects, you've got to cut right through all the shouting online and present something brand new.

Think of it this way: A regular marketing idea is doing what's already been done, expect maybe it's 10% bigger or 10% better.

That used to work, but these days it just blends with everything else.

But a big marketing idea is something new, something revolutionary. It could be an entirely new approach, a new way of looking at something or a new way of doing something.

Take cars for example. A regular marketing idea is to make a car 10% more gas efficient, or 10% sleeker/bigger/smaller/curvier/boxier etc.

If you think about it, most of the cars today just sort of blend. They look a lot alike, work a lot alike... it's always been like that.

Then there's Tesla. Put a Tesla side by side with any other car, and you'll notice a difference. Talk about how a Tesla runs, and it's revolutionary.

Don't let your idea be the latest model of Ford or Chevy.

Make it a Tesla.

Give your prospects a feeling of discovery, of something completely new that gives them an AHA! Moment.

Offer them hope that this is finally THE solution they have been searching for.

It's powerful, indeed.

### **Marketing Lesson #3: Customer acquisition is simply about good math.**

I know you keep hearing about free traffic. But free traffic isn't free; it costs you time and work. And more time. And more work.

If you want to make serious money, then you've got to learn some math and be willing to invest some money to make that money.

Online marketing in the six and seven figure range is all about buying new customers - not hoping they eventually find you on their own.

Buying new customers is how you grow big and fast.

Think of customer acquisition as an investment.

You're investing in the acquisition of assets -- customers.

And to do this wisely... like the best marketers in the world... you need to know some numbers.

For example, one of the absolute most valuable marketing numbers for you to understand and use is the Maximum Allowable Acquisition Cost (MAAC).



MAAC tells you the most you can pay to get a new customer.

And to know your MAAC, you also need to know the lifetime value of your customer. Which in the beginning is hard, so do this instead – know the 3 month value of your customers.

How much do they spend with you in 3 months? Whatever that number is, you need to spend less than that to get a new customer.

Most entrepreneurs and marketers don't know their MAAC or their customers' lifetime value.

Of if they do know the numbers, they don't use them to determine their traffic generation budgets.

But if you want to earn six or seven figures a year, you've got to know and USE this stuff.

Once you know these numbers, you've got to focus on increasing the value of your customer, so you can increase your MAAC, so you can get more customers.

Very few average entrepreneurs and marketers understand this, but now you do.

So, did I just hand you three gold coins?

Or a vast and unending treasure trove?

That's up to you and what you do with this information.

## 7 Ways To Increase Your Conversion Rate NOW



1000 prospects come to your site or sales page. 1% of them buy a \$50 product. You've made \$500.

You invest 2 days trying a few different ways to increase your conversions, and 3 are successful. You only increased your conversions by 1%, yet you've doubled your income, selling 2% of the prospects who come to your sales page.

Now for every 1000 prospects, you make \$1,000.

And you send 1000 prospects a day, meaning...

Well, I'll let you play with the numbers. The point is, even a 1% bump in conversions can mean a significant pay raise for you.

Yet so many marketers never bother to do any of the things I'm about to suggest.

Why? I suppose it's one of those things they'll "get around to" but they never do.

So here's what I recommend: If you don't want to do any of the following, then OUTSOURCE it. We wrote an entire article on the importance of outsourcing elsewhere in this edition, so I won't harp on it here.

Let's get started on boosting your conversions:

### **1: Create a compelling and clear value proposition.**

Your value proposition can be the #1 element that determines if people will bother to read more on your page.

And it's also the main thing you need to test.





The less known your company is, the better your value proposition needs to be.

In a nutshell, your value proposition clearly states:

- How your product solves the customers' problem or improves their situation (relevancy)
- Delivers specific benefits (quantified value)
- Tell why they should buy from you instead of your competition (unique differentiation)

Here's an example from Prey: <https://www.preyproject.com/>

### ***Rest Safe - We've Got Your Back***

*Prey lets you track and find your phone, laptop or tablet.*

*Protect what you care for and it's free.*

I could do an entire article on creating a compelling value proposition – and I'll do exactly that next month for you.

### **2: Do A/B testing**

You create two alternative versions of your page, each with a different headline / color scheme / call to action etc.

You do a split test to see which one works better. When you find out what converts better, then you test something else.

Generally you only want to test one element at a time – otherwise, it just get confusing.

The more elements you test, the higher you can boost your conversions.

Things to test: Headline, page layout and navigation, the offer itself, using different media (such as a video) and even a radical change if you think you might want to start over.

You can use Google Optimize if you're looking for a free A/B tester, or Optimizely if you want more options.

### **3: Set up a Proper Sales Funnel**

Sometimes your conversions are taking a hit because you're asking for the signup or the sale too soon in the process.

If people are still in 'browsing' mode, they might not be psychologically ready to subscribe or buy.

The general rule is, the more expensive or complicated the product is, the more time people need before they are ready to commit.

If you're looking to improve conversions on a squeeze page that only asks for their email address, your focus should be on improving the reason why they would want to sign up. Making your offer more compelling – something that will immediately spark their desire – should do it.

But if you're selling a product, it's possible that you need to do more to build trust, develop a relationship and prove your expertise.

Remember, the longer and deeper the relationship with the prospect, the more likely they are to buy from you.



#### **4: Address Objections before They Arise**

No matter what you're selling or how much you're selling it for, there will be objections.

If I tried to sell \$100 bills for \$1, there would be objections (and you know what they are.)

Of course, since you can't hear prospects speak their objections, you've got to know in advance what can kill your sale so you can make what you might call, 'preemptive strikes' on the objections.

Make a list of all the possible concerns your prospects might have.

And then address each one of those in your presentation / webpage / sales funnel.

#### **5: Build Trust**

People won't buy from you if they have no need for your product, if they have no money to buy your product, if they're not in a hurry, and if they don't trust you.

There's not a lot you can do about the first 2 items on that list.

You can create urgency by limiting the number of products to be sold or the duration of your sale.

But trust is a big factor you can definitely use to increase conversions.

So what makes people trust your website?

Several things:

- You've got citations and testimonials clearly visible.
- You're endorsed by well-known people in your niche.
- You've got a physical address and maybe even a photo of your office.
- If you or your business has relevant credentials, you've got them displayed.
- You've got clear, easy to find contact information that includes a phone number.
- Your site looks professional – not something a kid whipped up on his Intel 486 in the 1990's.
- Your site contains plenty of useful information.
- You update your site's content often. If your latest blogpost is from 2016, you've got a problem.
- You show restraint with hype, blinking banners (please don't!) ads, popups and such.
- You have zero or nearly zero errors (when it comes to trustworthiness, one error is forgivable, two aren't.)

### 6: Stop Trying to Sound Smart

If I were to give you a value proposition that reads like this...

"Revenue-focused sales automation and marketing effectiveness solutions unleash collaboration throughout the revenue cycle,"

...would you have a clue what I was talking about?

Because I sure don't. It's not useful to the person reading it, unless your goal is chase them off of your page. Then I suspect it's highly effective.

Don't use fancy or complicated language – instead, write the way people speak.

Just remember, clarity is key. If they don't understand exactly what you're saying, they're not going to convert.

### 7: Remove Distraction

Your goal is to get people to focus solely on the action you want them to take and nothing else.

Take a look at your page for anything that might divert the visitor away from what you want them to do.

Minimize distraction, unnecessary product options, links and extraneous information.

Get rid of sidebars and big headers if they're not helping your prospect take the desired action.

Remove irrelevant images, or replace them with images that help you make the sale.

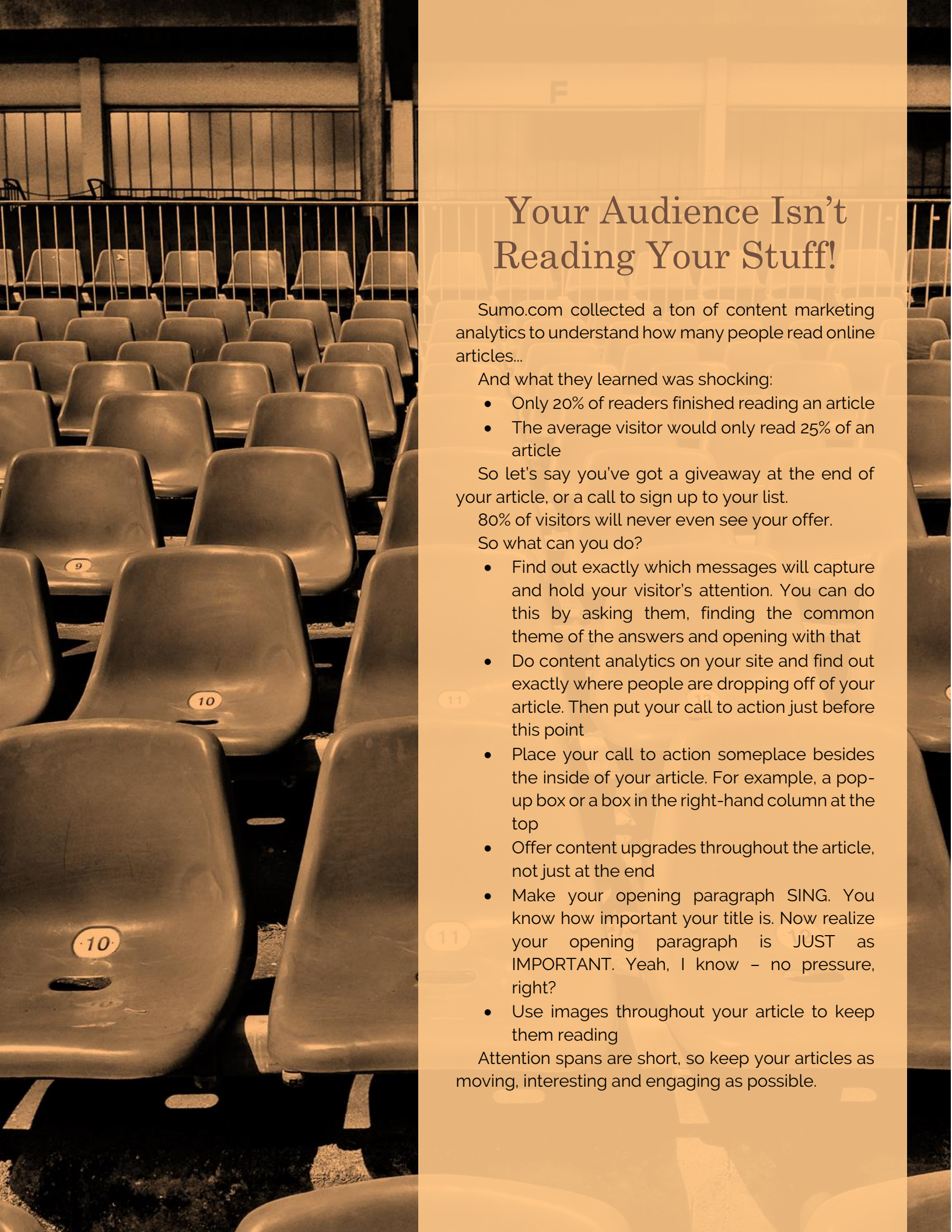
And ask yourself if there is anything else you can remove that is not contributing to the conversion.

Increasing your conversion rate isn't hard, but it does take effort...

Effort that will be well-rewarded in increased sales and revenues long after you're done making the necessary changes.





The background of the entire page is a photograph of empty, grey plastic stadium seats. The seats are arranged in rows, and the perspective is from a low angle, looking down the length of the seating area. The lighting is somewhat dim, giving it a moody, empty feel.

# Your Audience Isn't Reading Your Stuff!

Sumo.com collected a ton of content marketing analytics to understand how many people read online articles...

And what they learned was shocking:

- Only 20% of readers finished reading an article
- The average visitor would only read 25% of an article

So let's say you've got a giveaway at the end of your article, or a call to sign up to your list.

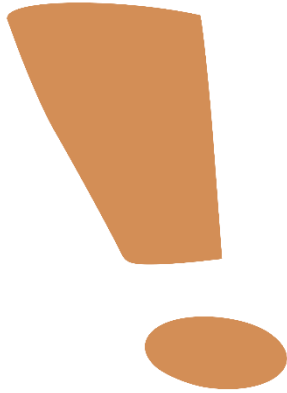
80% of visitors will never even see your offer.

So what can you do?

- Find out exactly which messages will capture and hold your visitor's attention. You can do this by asking them, finding the common theme of the answers and opening with that
- Do content analytics on your site and find out exactly where people are dropping off of your article. Then put your call to action just before this point
- Place your call to action someplace besides the inside of your article. For example, a pop-up box or a box in the right-hand column at the top
- Offer content upgrades throughout the article, not just at the end
- Make your opening paragraph SING. You know how important your title is. Now realize your opening paragraph is JUST as IMPORTANT. Yeah, I know – no pressure, right?
- Use images throughout your article to keep them reading

Attention spans are short, so keep your articles as moving, interesting and engaging as possible.

# IDEAS



## 1 Second Delay Loses You 20% In Conversions

Crazy but true – a one second delay in mobile page load can decrease conversions up to 20%.

And when someone clicks an ad with URL tracking, this can cause a delay that prevents them from reaching your website as fast, impacting your campaign performance.

But according to Google Adwords, you'll soon be able to use parallel tracking to speed things up.

<https://adwords.googleblog.com/2017/10/get-visitors-to-your-landing-page.html>



## The History Of Google -Inflicted Trauma On Local Biz

Okay, so this article is actually titled: A Brief History of Google's Most Important Local Search Updates

And while local search has not been as traumatizing to marketer's as regular search, it's still had a huge and sometimes really annoying impact on brick and mortar businesses.

So if you're working locally, you might want to take a look at where local search has been, and where it's likely going...

<https://searchengineland.com/brief-history-googles-important-local-search-updates-284973>



# Moldy Opportunities Are EVERY Where

Last month my friend moved into a new place. Little did she know that the window frames were covered in mold – something she's deathly allergic to.

Within days she goes from vibrant young woman to bedridden sick person with sinus pain so bad she wanted to cut her own head off. (Sorry, that's a bit graphic – her words, not mine.)

At first she had no clue what the problem was, but once she realized it was a mold issue, she grabbed her laptop and started desperately searching for answers.

It took her several days to find out exactly how to get rid of the mold, as well as what she should be doing for herself to get better.

Now then... wouldn't it have been great for her if there was an instant download information product she could have purchased to help her with her dilemma? That's what she thought, too...

...so as soon as she was better and had taken care of the mold and herself, she started putting together all of the information she learned into an info product to sell.

Talk about making good from bad.

Thanks to her bout with mold, she now has a new residual income source.

So tell me... what problem have you faced this month?

And how did you solve it?

Because there is a very good chance that you, too, have the makings for an instant info product people would pay good money for.

And if you don't have a problem that needs solving, I guarantee one of your friends do. Ask them. Ask everyone what they need, what they want, and what problem is driving them crazy.

Then invest a day or two in research and putting an info product together, and get it online.

Never stop looking for opportunities, because they are literally all around you every minute of the day.





# EPILOGUE

## Clock Ticked

In a great manor house in Somerset England, a big old grandfather clock marked the passage of time, each second signified by a loud tick.

*Tick, tick, tick*, the clock echoed into the house; an endless melody of mechanical seconds.

Seconds became minutes, minutes became hours, and hours became days. The clock was always sounding out the never-ending passage of time. Days came and went and still the clock did its job, its one task carried out with an enviable efficiency.

Living in that house was the Lord of the surrounding lands, he had long since handed his daily duties over to his sons and heirs, and now in his retirement he passed the time with his first and now only remaining love. He restored old clocks and watches, he always found working with the mechanical timepieces soothing.

Unlike his sons that had grown up hating the sound of that grandfather clock, to him it was the heartbeat of a beautiful timepiece that he had painstakingly restored many years before, when he was just a boy. Every night the old Lord would check the mechanism and make sure it was properly wound. It was a task he would not entrust to a servant and he did this each day lovingly, like a mother would tend to her baby.



Every day, the sons came back from their day's work managing the estate, and always they were greeted by the loud *tick, tick, tick* of that clock. Once they had tried to relocate the clock or wind it down, but their father had forbidden them to touch the piece.

Then one day the oldest son returned home, but he was welcomed only by silence. Confused and concerned, he went to the clock finding it standing quietly where it always had. Frantic, he ran to his father's study only to find it empty.

Hearing his brothers returning, he called to them and they searched the house. They found their father had passed away peacefully in his sleep. Sending a servant for the doctor, the sons retired to the drawing room, grieving for their lost father.

As the eldest son past the clock, he stopped, and as though seeing it truly for the first time, he withdrew the clock's winder and wound it fully, resetting the time, the great, *tick, tick, tick* of the clock once again filled the house. Replacing the winder, he joined his brothers in the drawing room, his brothers hearing the clock once more, smiled and they toasted their father's life and the clock that he had loved so much.

They had never understood before, to them the ticking clock had always been irritating, but now as they listened to it, it reminded them of all the moments they had spent with their father.

Time is going to pass whether we want it to or not. We need to appreciate the time that we have and use it wisely, because like the grandfather clock, it will eventually fall silent, and at that point, it's not how many ticks we heard or how many moments annoyed us, but how we lived through each one and how we recalled it after.

## See you next month!





# The Fastest And Easiest Way To Send Emails That Make Money Each & Every Time You Contact Your Email Subscribers



**YES! I WANT IMMEDIATE ACCESS**  
**To The Complete Instant Email Campaign System**

[InstantEmailCampaign.com](http://InstantEmailCampaign.com)