

THE INTERNET MARKETING  
**NEWSLETTER**



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## Internet Marketing

# CHINESE WHISPERS

# INTRODUCTION

When I was a kid, we used to play a game called Chinese Whispers.

In the USA, it's a telephone game but we just did it from person to person in a circle.

Chinese whispers is a simple game but one so popular that it has been played around the world for many years. The premise is easy - one person whispers a message to another in their ear, which is passed through a line of people until the last player announces the message to the entire group. The comedy is that typically during the retellings, the last statement announced by the last player may be different and often amusingly, can come out as pure nonsense since you must say exactly what you heard even if you didn't quite get it. The game is often played by children as a party game or in the playground. It is also a metaphor for the ideas of rumor or and gossip spreading.

There have been variations of names for this game - Russian scandal,-whisper down the lane, broken telephone, operator, grapevine, gossip, don't drink the milk, secret message, the messenger game, and pass the message but all are based on word of mouth.

As an Internet Marketer, there are some really cool, easy and free ways to play this game in your business and pass on your message from ear to ear via word of mouth.

The first trick is this - if you want more exposure for what you are writing, try something unconventional. A good idea that you might not have heard of is to post on Quora. I have heard of many people getting major media attention from just posting here.

[Quora](#) is a well-known online portal for offering your expertise.

The tip is this - post longer, well-written replies on Quora and wait. I recall someone posting a bunch of tips on spying and it was reprinted by Forbes. Same goes for [Klout](#), then watch as your content and company links show up in all the Bing search results. It's a simple idea about how placement is key.

The second idea is this - Follow the cascade of influence.

This is a well-known social marketing trick: Follow the influencers. When you tweet what they say and form a relationship that paints them in a positive light, they are more likely to do the same back automatically, thus putting you in a very high circle. Or you can go a level above that and seek to connect with 10 influencers of the influencers. Use the likes of [Nimble](#) and [Spokeo](#) to find info about the upper bracket of influence and at times when they will be at a conference etc., make sure *you* are there, ready to accidentally start pitching in person. Be careful not to be the creep of all creeps with this one, if done subtly - it can be very impressive and natural.

And lastly - actually play Chinese whispers with your services. Offer someone a great deal or something completely for free in exchange for them re-posting or referring a friend or signing someone up.

The more people do this, the more you will double your list and have many more eyes over your content. Remember - word of mouth is still the freest, most effective way to spread the news about what you are selling or doing and therefore allows you to take things to the next level much quicker than any paid, more forced methods.



## IN THE NEWS

### AS OF JANUARY 23, 2017, EVERNOTE EMPLOYEES CAN READ YOUR NOTES

And they can read them for a variety of reasons, only one of which you can opt out of. Privacy anyone? Not anymore.

<http://lifehacker.com/evernote-employees-can-read-your-notes-and-theres-no-w-1790099958>

### Holiday Quote

*"Santa, this year all I want is a FAT bank account and a SKINNY body. Let's try not to mix up the two like you did last year, OK?"*

### 101 IDEAS FOR MAKE MONEY INFO PRODUCTS

I ran across this article titled, "101 Ways to Make an Extra \$500 a Month While Keeping Your Full Time Job."

Reading through it, I realized that many of these would make an excellent "how-to" report that you could sell.

All it would take is some online research and an afternoon to write it up.

<https://due.com/blog/101-ways-to-make-an-extra-500-a-month-while-keeping-your-full-time-job/>

## HOW TO MODERATE COMMENTS ON INSTAGRAM?

# IDEAS

1. By pressing the "Comments" option you will see various features and one of them is "Hide inappropriate comments"; Next to this phrase, you will see a bar with a ball in the interior, move the ball with your finger to activate this functionality.

You will be presented with a bar where you can type in the keywords that you do not want to be published in the comments of your pictures; from insults to racist words or comments that you think may be offensive to both, you and your followers.

2. Type all the words you want excluded from your profile (they can also be in multiple languages) and separate them with a comma so that the system detects them as separate words.
3. Save the changes!

Once you complete this procedure, all the comments that include any of the undesired words will not be published.

## IN THE NEWS

## APPLE WORKS ON THE DEVELOPMENT OF SMART MIRROR

Apple is working on a new device that might make a new change in the world – Smart Mirror. Having in mind that we spend at least a few moments by the mirror every morning, this company came up with an idea of keeping us connected even when doing this basic activity!

A touchscreen mirror with iOS 10 running seems to be quite easy to use. The first unofficial presentations have shown the design of a simple mirror with famous icons of Facebook, Twitter and similar social networks that we use every day. The screen goes to the sleep mode after being inactive for 45 seconds and returns to its former purpose – being a mirror.

The details and information of this new invention are still missing but everyone is curious about the next Apple product that will change our daily routines.

# HOW TO BUILD A LIST OF BUYERS WITHOUT MAKING A SINGLE SALE



*No doubt you've heard that offering a bonus for other product sellers to give to their buyers is a good way to get a list of customers.*

*And that's true. If your bonus is good enough that the product seller believes it will increase their sales, they might be willing to let your bonus tag along with their product.*



You might need to contact 5, 10 or even 20 product sellers to make this happen. Obviously, the better your bonus and the closer it's tied to the original product, the higher your odds of getting a yes. Having a relationship with the product seller helps immensely, too.

But there is an easier way to get that coveted "yes" from the product seller, and here it is:

Offer them a complete upsell funnel.

A lot of newer product sellers on Warrior and JVZoo don't have their own upsells yet.

And because of this, they're leaving a lot of money on the table.

If you offer them a complete upsell funnel and let them keep 100% of the profit, you stand an excellent chance of them saying yes.

Your upsell funnel should include a squeeze page offering a good freebie – this will capture product buyers who don't purchase your upsell.

It should also include a proven product that converts well.

You can add exit splashes, pre-populated forms, bonuses and trial offers – basically whatever it takes to:

1. Capture the email addresses of the buyers, regardless of whether or not they take your upsell
2. Makes sales for the product seller.

Using this method, you can add hundreds of buyers to your list every week.

And as you know, buyers are worth far more than tire-kickers.

Everyone is happy using this model:

The original product seller is making more money – often twice as much or more.

The product buyer is getting a good deal on your product.

Even if the product buyer doesn't buy your product, they still get your freebie (remember to make it VALUABLE.)

And you get a list of buyers with very little effort on your part.

For maximum success, rinse and repeat as often as you like.

# SECRET DEALS DO EXIST

Have you ever suspected that marketers make secret deals with each other behind the scenes?

And that perhaps they call each other on Skype and coordinate activities and launch dates? And maybe work together on marketing deals, promote each other's products and work together to maximize their profits?

It's 100% true.

Marketers network and mastermind with marketers on their own level.

Now, if you're new to the game, how do you break into one of these million dollar mastermind groups?

Unless you have something incredibly spectacular to offer – like some marketing holy grail or something - you don't.

But you don't need to.

Think about college – you go to school with a group of people. You meet as Freshmen or Sophomores, hang out together, do stupid stuff together, take classes or study together, etc.

After graduation, who can you call to get an “in” at a company, get a lead on an account, get an introduction to somebody and so forth?

Your pals from college, that's who. You came up together. You're friends. And of course you'll help each other out whenever you can.

Marketing works the same way.

Find people on your level – marketers who are on their way up.

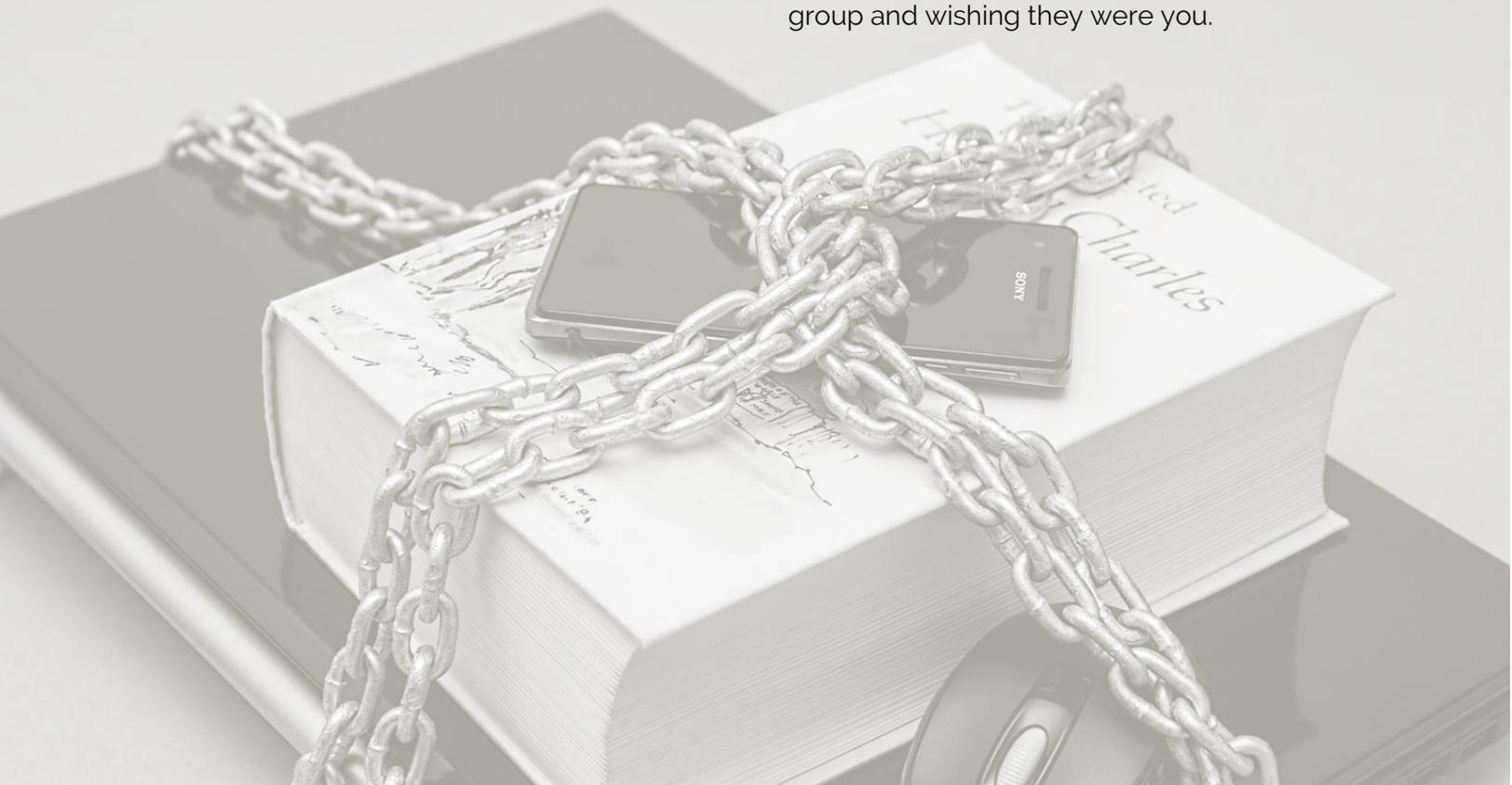
Make friends. Hang out. Have drinks. Talk on Skype. Work together. Bond.

You and your friends will progress up the marketing food chain together.

And there's your ground floor opportunity into your own million dollar mastermind group – the guys and gals who came up with you through the ranks.

So start networking. Get a team of friends. Work together. Help each other out. Have each other's backs. Care as much about them and their success as you do about your own.

And in no time, people will be looking at your group and wishing they were you.



## HOW TO OVERCOME WORK DEMOTIVATION?

1. Remind yourself of the role you play in your company and the tasks that depend on you.
2. Find the positive aspects of your job and avoid thinking about the negative ones.
3. Get out of the rut and try to incorporate new activities into your daily work, doing different tasks is always motivating. If you are a self-employed, you can change the environment and try to expand your list of services. If you are working for someone else, ask them to give you a new task that will refresh your routine.
4. Do not get too tense about being demotivated. Think of it as a temporary phase.
5. Do not let yourself be invaded by the negative attitude. Thinking all the time that you feel failed, that you hate your working life right now, will only increase the magnitude of the problem. Before any crisis there is always a possibility of change, take it into account and find yours.
6. If you feel like you have really reached the last station at your work and you do not longer see yourself at that position, it is time to look for a new job. Focus on changing the current job and finding one that you will enjoy.



## GOOGLE AND ITS SOFTWARE THAT READS PEOPLE'S LIPS

The artificial intelligence area of Google, DeepMind, and also the University of Oxford, have united with the great aim of reading the lips of anyone and only through the observation of the interlocutor.

The advanced and ambitious scientific experiment was carried out with nothing more and nothing less than 5,000 hours of television, to be more specific, with programs of the famous BBC chain where it was put to test the transcribing and the software was fully capable of reading the lips of people with an accuracy of around 46.8 percent, which is very, very good.

The software has learned so far more than 118,000 sentences with about 17,500 different words. The television programs seen by the software were of different types and also with different presenters.

We hope that this and other future inventions related to artificial intelligence will be used for the benefit of humanity and not for the purposes of warfare, of course. Surely in the years to come, artificial intelligence will become more and more powerful with the arduous participation of large companies and organizations and we are curious about every new discovery and invention.

## WHAT'S HOLDING YOU BACK?



Whatever your sticking point for not growing your business is...

...I'm here to suggest it might be something else entirely.

Not enough money?

You could use credit cards or borrow from family. Or you could sell some stuff. Or get a part time job to build up a little nest egg, quit the job and start your business.

You don't know how to set up the websites and software you need? Hire someone to do it for you.

You don't know how to create a product to sell? Hire someone to create it for you.

And on and on.

Just about anything you need for your online business, you can hire someone to create or do it for you.

And if you don't have the money, there are ways to get it.

So... what's REALLY holding you back from starting or growing your business?

That one little, lousy 4 letter word – fear.

Fear of what, only you know.

But maybe it's fear of starting. After all, it's a big project, right?

Easy solution: Break it down into small steps.

Then do one step every single day.

Maybe it's fear of failing.

Oooohhh, that's a BIG one.

You are 100% responsible for the success or failure of your online business.

It's a success? Good for you!

It's a failure? No one to blame but yourself.

Solution?

I've got two for you:





### 1. Try to fail.

Yes, I know that's crazy. You're afraid of failing so you're going to TRY TO FAIL? Actually, yes.

We're talking about a shift in mindset here. Instead of worrying about failure, we're going to embrace it. After all, most self-made millionaires failed over and over again. It's because they kept trying that they were so successful.

So embrace failure. Know that it's actually your friend and not your enemy. Do everything you can to avoid it, but if it comes knocking, you know your life isn't going to end.

Instead, you're going to sit down with failure and discuss how you can avoid him the next time around.

### 2. Think it through.

Ask yourself, "What's the absolutely, positively WORST thing that could happen?"

Oh yeah, that you do the work and don't make money. That's it. Your face won't fall off. Your life won't be over. The world won't end.

Yes, maybe you'll feel some embarrassment. But do you know how many times professional ice skaters fall in their lifetime of learning? Me neither, but I guarantee it's a BUNCH of times. Do they sit on the ice and cry about it? Maybe.

But then they get back up and start skating again. Failing isn't death, it's a learning experience. Embrace failure so that you can succeed.

One more thing...

### 3. Start with a proven plan and work from there.

You are much less likely to fail if you take a path that has already proven to get you where you want to go.

So don't reinvent the wheel. Instead, choose something proven time and time again to work – list building maybe?

And start with that. Then once you taste success, you can start taking roads less traveled if you want to.

## BOTTOM LINE:

All those 'reasons' for not starting or growing your business almost always boil down to one thing – fear.

It's so much easier when you get home from your job to park yourself on the porch with a beer or in front of the TV with a bag of chips.

And that little voice of fear in your head will tell you that you should be doing ANYTHING but working on your business.

So take little steps.

Embrace fear.

Start with a proven plan.

And enjoy the ride.

Because once you come out on the other side, you'll wonder what took you so long to get started.

And you'll have more confidence in yourself, your abilities and your choices to continue growing your business into the 6 and 7 figure income you're dreaming of right now.

Best of luck.

*Tomorrow is the first blank page of a 365 page book. Write a good one.*

**– Brad Paisley**



## HOW TO REWARD THE BEST EMPLOYEES?

1. Entrust them with the most interesting tasks.
2. Give them a public recognition.
3. Give them some paid time off. Being a few hours a week or a holiday, the relaxation and commodity will affect your employees positively.
4. Communicate with your employees. Ask them about the latest events, future plans, let them express their opinions and ask you questions.
5. Provide your best employees new opportunities to learn and improve their skills.
6. Make them feel valued and respected. Satisfied employees are very important for the company as they are dedicated to the future projects and put effort on their realization.

## IN THE NEWS

### MICROSOFT DEVELOPS TWO APPLICATIONS FOR SMALL BUSINESSES

Microsoft will be launching two phone applications that will allow small businesses to grow and be more organized. The applications will focus on managing the company in the aspects of customer loyalty and the bills that are made to them. Microsoft has already shown its interest in supporting businesses and now it is doing so again with these two applications for Apple devices.

The first to be mentioned is Microsoft Connections, an application dedicated to the search and care of customers, in order to maintain their loyalty to the company through a system of rewards. The application is based on three important aspects: creating reference campaigns, tracking the results they give, and administering the rewards. Referrals of referenced customers play an important role, as they buy more, stay for longer and help in business growth.

The second application is Microsoft Invoicing and focuses on the invoices made to the customers of the company. With Invoicing you can create estimates and invoices, easily and quickly, allowing you to email the PDF versions, edit the list of customers, keep track of payments by checking invoices as paid or unpaid and you can see the annual and monthly records, late payments and stay well informed about your business.

The application of Microsoft Invoicing, as well as Connections, is available free of charge in the Apple store for devices with iOS 8.0 or higher and weighing about 9.1 Mb.

Support for THE small and medium-sized enterprises (or known by the SME acronym) continues with the existence of dozens of applications that are intended to support them in the proper management of their businesses.

# WANT TO GET MORE DONE / **MAKE MORE MONEY?**

Consider partnering on projects.

Now, just to be clear – I'm not necessarily suggesting you take on a full time partner for your entire business.

At least, not at first – not unless you already know someone really well who is the perfect fit in every way.

What I am suggesting is partnering on individual projects.

For example, you have an idea for a software product.

But you've never taken a software product to market before, so you call up your friend who's done it several times.

You talk things through, and decide to work together because:

His skills and strengths compliment yours – you bring different assets to the table and together you make a better team than either one of you working alone.

Two heads are better than one. Together you come up with improvements in both the marketing and the product itself that you likely never would have thought of on your own.

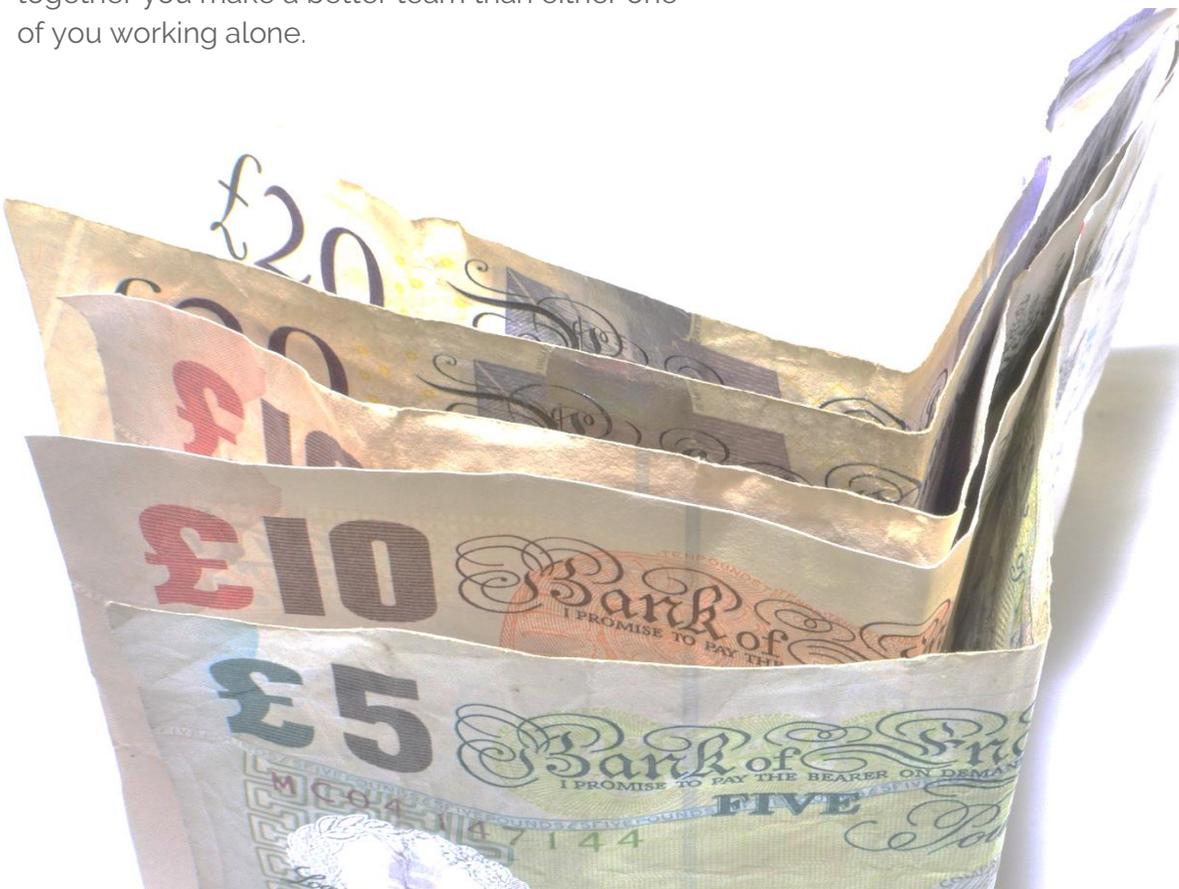
You can keep each other accountable for getting your tasks done.

And together, the two of you bring more affiliates to the table than either one of you can individually.

In the process of working on this project – which is a success – the two of you come up with great ideas for your next project, and so forth.

Partnering can be a great way to get more accomplished in less time, to defeat the procrastination monster and to make things happen, fast.

Just be sure to choose your partners and your projects wisely.



# COZY CONFERENCE CALLS THAT CONVERT LIKE CRAZY

We're all too familiar with webinars. And we know that when we get on a webinar, someone is undoubtedly going to try to sell us something.

Fair enough.

But what if you change the medium?

Suppose you invite a handful (let's say, 24) of your best customers, or your most recent customers, onto a Skype conference call?

The attendance percentage will be much higher than what you would get with a webinar – often close to 100%.

The perceived value of a coveted spot on the call is also greater – after all, a webinar holds 1000 people, whereas a Skype call holds just 25 including the moderator.

It's perceived as being different – and that is often a good thing all by itself. It raises interest and provides a bit of intrigue.

You can actually use the names of every single one of your attendees. Talk about making them feel special!

So what would you talk about on a Skype conference call?

Anything you might cover in a webinar. The point is to give some good information or coaching to a small group of your best customers.

And at the end? Of course you'll give them the opportunity to get more information, more coaching, buy a product, join a membership, etc.

No, you won't make 200 sales. After all, you only have 24 people on the call, max.

But you could sell close to half of those or more. You could definitely form relationships with all of these 24 customers, making you stand apart from any other competitor in their minds.

And you can do this as often as you like.

The marketers who are using Skype conference calling in this manner are making excellent money, 24 people at a time.

It's definitely something to consider.

And one more thing – if you've been trying to screw up the courage to do webinars but the thought of speaking to hundreds of people at once is too scary, why not start with 24?

Once you do it a few times, you'll have your talk down cold. You'll have gained plenty of confidence, and you'll be ready to jump on that big conference call and make those sales.



## HOW TO SELL BOOKS I NO LONGER WANT?

1. Sell the books online. People are always trying to find cheaper, second-hand books to reputable retailers. Online market facilitators such as eBay and Amazon will offer book owners the ability to sell their old textbooks and novels directly to consumers by sharing sales commissions. Look for the website for your book in your online database using the ISBN number book or title.
2. Find the local book stores that buy used books and try to sell them yours.
3. Make a garage sale. Along with other elements, you can sell books you no longer read to people who will give them a second life. Determine the amount of books you want to sell for before the day of the garage sale. You can advertise on free websites or place posters in your area to capture people's attention.

## IN THE NEWS

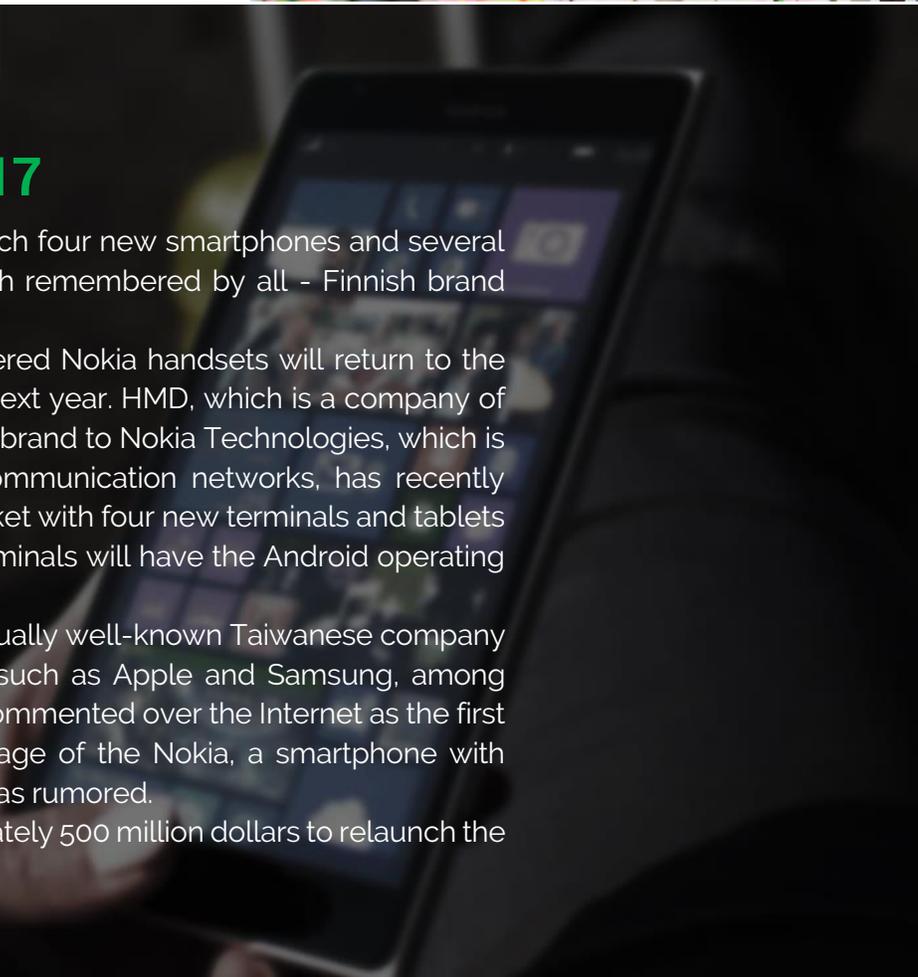
### NOKIA WILL RETURN IN 2017

The renowned company HMD plans to launch four new smartphones and several models of tablets under the famous and much remembered by all - Finnish brand Nokia.

As many had foreseen, the much-remembered Nokia handsets will return to the market, to be more specific in the first half of next year. HMD, which is a company of Finnish origin, also bought the rights to use the brand to Nokia Technologies, which is currently only engaged in the area of telecommunication networks, has recently announced that it will start its return to the market with four new terminals and tablets under the iconic and beloved brand. These terminals will have the Android operating system.

The manufacturer of the team will be the equally well-known Taiwanese company Foxconn, which also works for major brands such as Apple and Samsung, among others. The future Nokia DC1 is already being commented over the Internet as the first prototype that will be on sale for this new stage of the Nokia, a smartphone with fingerprint reader and a very powerful camera, as rumored.

It is estimated that HMD will invest approximately 500 million dollars to relaunch the Nokia brand and make it reliable again.



# JUST A QUICK, LIFE CHANGING THOUGHT HERE...



Quite true, isn't it?

Is it?

Really??

When you hear something enough times, you think it's true.

"Of course it's true, EVERYONE KNOWS it's true."

Yeah.

Right.

Do you really need to know all the basics of how to market online before you can start making money?

OR...

Can you find a desire in the market, create a product and get it online within a week, knowing almost nothing about what you're doing?

I'll give you an example:

Let's say you've heard about "Internet Marketing," but you really haven't paid any attention to it.

*They say you have to walk before you run...*

*...you have to finish 9<sup>th</sup> grade before you can start 10<sup>th</sup> grade...*

*...you have to start at the bottom and work your way up...*

*...and all that stuff.*

You don't know how to set up a Wordpress site, build a list, create a product or any of that stuff.

But last week you got laid off from your job.

Unemployment compensation will barely cover the mortgage.

Food? Utilities? Insurance? Car payment? You need money, and you need it fast.

So you don't pay attention to all those people who say you have to 'pay your dues,' 'learn the basics first' and all those other ancient clichés.

Instead, you hit a forum, or Amazon, or the Dummie's guides.

You find a desire that people have.

You devise a plan to make a product that fulfills that desire.

You decide to get it on the market in 7 days.

Website building?

Sales letters?

Turning a word doc into a PDF?

And a hundred other little things?

You've got help for that – Google.

Every time you need to know something, you Google it.

Yeah, I know – it's too easy, right?

Where's the suffering? The pain? When do the dues get paid?

Getting a product online within a week (or even a month) of first beginning in Internet marketing is like skipping your first 3 and a half years of college and graduating in no time.

Come to think of it... what's wrong with that?

Some of the richest people in the world didn't graduate college.

They were too busy DOING.

So yes, I do believe a person can run before they walk in Internet Marketing.

I've seen it done too many times to not believe it.

What are you waiting for? A written invitation? ;-)

ARTICLE

# FOOLPROOF SALES LETTER TEMPLATE

Want to create the perfect sales letter – fast?  
Try this template.

Not only is it easy to do, it's also highly effective.

And if you know your market and your product, you should be able to crank out a rough draft of your sales letter in about an hour.

Then set it aside for a day or two to let it 'percolate' in your brain.

Come back, polish it up and post it.

Here goes:

**Pattern Interrupt with a BIG Promise** – Get their attention and promise something big, bold and specific.

"Veterans, is the government ripping you off? Here's how to finally get every benefit you earned while in the service of your country - even the 14 benefits they never told you about!"

**State the Problem and Make it Hurt** – This is the main problem your product solves, the one that is currently making your customer's life hell.

Don't just state the problem – really agitate it. Make them feel how bad it is to have this problem of theirs.

"Beautiful women look at you like you're a tick on a dog, and you can't get a date with anyone but your second cousin Shirley – the shrill shrew who never stops reminding you of the time you pooped your pants at the family reunion."

**"Here's what most people do"** – this is where you talk about alternatives and why they don't work, shutting down all avenues to solve the problem except the one you are offering.

"People try anything to lose weight. One woman ate nothing but grapefruit for a month, and all she lost was her energy and her hair. Another woman walked and ran 20 miles a day, and while she didn't lose any weight, she did get both knees replaced within the year."

**"Here's what I do."** This is your solution. Tell why it's best and why they must have it.

"When I stumbled on this method I was flat broke and 8 days away from declaring bankruptcy. 3 months later my \$125,000 mortgage was completely paid off. Yes, I was as shocked as you, but here's the proof."

**Outline the Deal, Ask for the Sale** – Don't be afraid. If you've done the previous steps correctly, they're ready to buy at this point.

"When you order today, you get A, plus B, plus C. And I'll throw in D, E and F to absolutely guarantee your success. All this, and it's only \$9.99."

**Close the Deal** – this is the either / or part. "You're either going to take full risk-free advantage of this deal and get all these benefits, or you're going to go on having this horrible problem."

"You could continue as before, sitting home alone every night where the only women you ever see are on TV or porn sites. Or you can do what so many others have done and grab this program. Even before you complete the second module, you'll notice women are looking at you differently. They're smiling at you, making small talk, slipping their phone numbers into your pocket, casually touching you... your only problem will be scheduling all these beautiful women into your new dating lifestyle."

That's it.

Yes, writing sales copy really is that easy.

Have fun with it and make yourself tons of sales on your next product.

# BLOGGERS: READERS LOVE YOUR MISTAKES

(So give them what they want)

Your readers probably enjoy hearing about your latest exploits and victories.

They like to hear how you made \$10K in a day, especially if you give them all the details so they can try and duplicate your success.

But do you know what they love hearing even more?

Your failures.

Your muck-ups.

The time you fell down the stairs stone cold sober while holding your best friend's wedding cake.

The time you thought you were so smart, you had found a brand new way to sell widgets, and lost \$1,200 in the process while gaining a closet full of maxi-widgets 2.0.

And the time you got conned, too, also makes for a great story.

So why do people love to hear about your failures?

Because they can relate. Because it shows you're human. Because it's just plain fun to know they're not the only ones who sometimes screw things up.

We all know the guy who brags non-stop about how everything he touches turns to gold.

In fact there's a word for him – BORING.

Then there's the bloke next store who has some success, but enjoys a few failures, too.

Now THAT'S the guy we want to hang out with.

That's the guy we can relate to.

And guess what? That's also the guy we'll listen to and buy products from.

So go ahead and regale your readers with tales of your failures.

They'll love you for it, and in the end, so will your bottom line.

# HOW TO MAKE EVEN MORE MONEY FROM YOUR MEMBERSHIP SITE

Okay, let's say you've had a membership site running for a few months now.

And let's say your site costs \$19 a month, and subscribers stay for 4 months on average.

That's \$76 per member, on average.

Here are two things you can do to increase your income:

First, send out an email to all of your previous members and offer them this deal – one full year for \$97.

That's a savings for them of \$131 per year.

And it's an extra profit of \$97 for you.

Next, when a \$19 member tries to unsubscribe, make them the same offer – 1 full year for \$97. If they say yes, again that's an extra \$97 for you.

One more thing – you can also offer the annual subscription option to new subscribers, as well.

After all, your average subscriber is worth \$76. So if you get \$97 up front, you're \$21 ahead, on average.

And you don't have to wait two months to get the money, either.

Determine how much your average subscriber is worth, and then play with the numbers to see what kind of deal works for you and your customers.

*Cheers to a new year and  
another chance for us to  
get it right.*

– Oprah Winfrey

## HOW TO WRITE A PRODUCT DESCRIPTION?

1. Include all the product details in the description. Thus, aspects such as size, color, measurements or materials, can be decisive for a buyer to end up seeing your product as something essential.
2. Make a somewhat more literary description of the product. Try to use the same tools that you would use in a face-to-face sale, narrating the benefits of this product and pointing out why everyone should buy it.
3. Include the keywords in order to contribute positively to the positioning in search engines; SEO can be a determining factor in online sales tools.
4. Divide the information. If you we have too much data, make a list of them. The reading will be much more fluid. Head each section with a title that explains in advance what the readers will read.
5. Set the clear price because that's the first thing the potential buyers will look at.
6. Keep in mind the other data that is not always added in the product descriptions. These data can be, for example, the description of the manufacturing process or the level of quality. It will be relevant when these aspects involve a differentiation of your product with the others. In that case, they must be added.



## IN THE NEWS

### 4K MOVIES ARRIVE ON GOOGLE PLAY

There is just so much talk about the resolution UltraHD, or better known as 4K, which we already have in the service of Netflix, as part of one of their payment plans, and the almost new possibility of watching videos on YouTube to that resolution. Maybe the 4K is not the future of the most realistic resolutions, but it good on large screens with 4K support, with which we can see even the wrinkles on the faces of the actors.

That is why until recently, the section of films and TV of Google Play was united to the wave of the UHD.

Google now offers a catalog of 125 movies available for rent or purchase, where the users can buy the movie they like. The use of Chromecast Ultra will be necessary so that they can transmit it to an Android Smart TV, such as Sony Bravia with Android, or another option would be the Xiaomi Mi Box 3. Over time, Google has to bring 4K to many more movies, new and old.

Certainly, the differences between HD and UHD are minimal, but not invisible. To enjoy it, you would clearly need a UHD screen to use all the benefits of the 4K.

# DEAD SIMPLE BLOG MONETIZATION METHOD THAT NETS AN EXTRA \$2,000 A MONTH

Your results will vary, of course.

There is a young lady in the IM niche who maintains 3 separate IM type blogs.

And without revealing too much (we don't want to create direct competition for her) here are the methods she's tried and the ones that worked in monetizing those 3 blogs.

To begin with, she tried AdSense. But that only made a few bucks and she quickly abandoned it.

Then she tried renting out banners, but since her 3 blogs combined receive about 10,000 visitors a month, she didn't get a lot of interest.

She does put up Clickbank ads, and those bring in about \$1,000 a month from all 3 blogs combined. Not bad, but obviously not that great, either. Especially when you consider that she posts 6 days a week on each blog.

Next she decided to devote one blog post out of 6 to promoting an affiliate product.

This wasn't an easy decision for her, because she was afraid her readers would be alienated and they would stop visiting her blog.

But on the contrary, her promotional blogposts were well received and they're making her money.

In fact, it doubled her income and then some.

So now she was making over \$2,000 a month on her three blogs but she felt she could do better.

So what she did next was a little unorthodox.

She had a pop-up to get people to subscribe to her mailing list, which she decided to rent out.

That's right – she's renting out her pop-up. She devoted the top right sidebar and the bottom of each page to capturing email addresses for herself.

Then she made a page showing her traffic stats, her own conversions on her own pop-ups, some demographic info and so forth.





She was really selling her pop-ups on each of her three blogs.

And it worked. She rents them by the month, taking the code the customer gives her and pasting it into the pop-up.

The customer has to be offering something for free, and of course it needs to fit her niche.

Believe it or not, between the three pop-ups on the 3 sites, she's earning close to \$2,000 a month just doing this.

Combining that income with the income from her ads and her promotional blogposts, and she's earning about \$4,000 a month from her blogs.

Of course, this doesn't include income from her own list which she is building.

So the question is, why was it so much easier to sell the pop-ups than it was banner ads? Maybe because it's something different. Or perhaps because people want to build lists, and see this as the way to go.

Now you might be wondering if she isn't shooting herself in the foot and losing out on long term income by building her own list faster using her own pop-ups.

It's hard to say. But one thing for sure is that \$2,000 a month from the pop-ups is coming in like clockwork, and all it takes is collecting the money and pasting in the code once a month. Really, you can't beat that.

Makes you think, huh?

## Want to make lots of money online? Sell THIS...

Some of you are going to poo-poo this idea. You'll think it's strange.

You'll think I'm full of beans.

But others will recognize this as one of the holy grails of online marketing.

And those are the folks who will do really, really well online if they aren't already.

Because making money as an Internet Marketer isn't about selling products or services or clicks.

Nope.

It's about selling YOU.

Think about what you buy.

Don't you find that certain marketers just resonate with you?

When you get their emails, you read them.

When they tell you to click somewhere, you click.

And when they put out a product, you buy it.

Why? Because you like the way they make you feel. You like their style, their humor, their motivation...

...whatever it is, you just LIKE them.

Why did you like a certain teacher in school? Why do you like your friends? Your spouse? Maybe you don't know why, you just know that you do.

If they like you, they will read what you write. They'll subscribe to your emails and read them. They'll follow you on social media. They might even promote you. And yes, they will BUY most ALL of your stuff.

Not because they want more stuff, but because they like YOU and the way your stuff makes them feel.

When you brand yourself in such a way that you connect with your readers, you no longer have to worry if your products will sell or if your affiliate recommendations will work.

Your coaching program will sell out.

Your webinars will be packed.

Your products will be winners.

And you don't have to worry about sales any longer. Just focus on being the best YOU that you can be for your customers, and everything else will take care of itself.

So how do you brand yourself?

You might take a course on branding.

You might look at branding leaders, too.

Most of all, take a look at your strengths. What are you good at? How do you best communicate? What are your interests?

If your niche is IM and you're into extreme sports, how can you combine the two to resonate with people just like you?

If your niche is health and you're very much into spirituality, can you combine the two to create your persona?

I'm not suggesting you reinvent yourself. I am suggesting you combine what it is that makes you, YOU, with your niche.

The Hippy Gardener.

The Globe Trotting Marketer.

The Spiritual Carpenter.

Now, you might be thinking this is a bad idea because it will turn some people off.

I have news for you – no matter what you do, there will be people who don't like you. And that's a GOOD thing.

Because those who do like you will be all the more loyal.

Sell yourself first. Find your followers and build your tribe.

And everything else in your business will naturally fall into place.

# How to Create a One Year Marketing Plan You'll Actually Use

It's almost the New Year – time to plan your best year ever!

And before you groan and flip to another page – no worries.

We're going to make this the easiest, speediest marketing plan ever.

After all – if you have to spend a week tediously writing out a 50 page plan – seriously, will you do it?

No.

But anyone can take a few minutes and plan out how they are going to double, triple or quadruple their income over the next 12 months.

Ready? Let's get started:

1. **Choose a goal.** A big, fat, hairy, audacious goal is good, just as long as you BELIEVE you can reach the goal. Your deadline to reach this goal will be December 31<sup>st</sup>, 2017.
2. **What are the strategies you'll use to achieve this goal?** You don't have to know every step right now. But you do need to have a basic plan.
3. **Tactics:** what are 3 to 5 things you need to do to implement your strategy? For example, build a website, open social media accounts, create a lead magnet to build your list, etc.
4. **The to-dos:** these are the steps you'll take to implement each of the tactics in #3 above. For example, to create a lead magnet you might write these steps: Brainstorm topics, choose one, do research, write/create lead magnet.
5. **Timeline:** How long it will take to complete each step, with deadlines.

Now create your **6 months goals**. This is the halfway point between the first of the year and reaching your goals. This will let you know what you must accomplish by June 30<sup>th</sup> to be on track.

Next, create **3 month and 9 month goals**. These are your quarter year marks, and again they tell you what you need to accomplish by those dates – **March 31<sup>st</sup> and September 30<sup>th</sup>** – to be on track.

Finally, create goals for **January 31<sup>st</sup> and February 28<sup>th</sup>** to also stay on track.

When it's time, you'll do the same on April 1<sup>st</sup> for **April 30<sup>th</sup> and May 31<sup>st</sup>**, and so on.

Finally, create a budget so you know how much money you'll need, especially in the first 3 months. If you structure this correctly, your budget for the remaining 9 months will come out of profits.

That wasn't so hard, was it?

Now you have a real plan on how you're going to make 2017 your best year ever.

The only thing left to do is follow your plan and success is yours.



## IN THE NEWS

### INSTAGRAM PRESENTS NEW FEATURES

The first of these features is the ability to "like" people's comments through a little heart-shaped icon that will appear next to each of these. According to the developers, this new functionality has as a main objective to promote positivism in the whole community of this social network.

In their official blog it was also informed that in the coming days it will be possible to deactivate comments in any publication that is made, functionality that was previously only available to a selected number of premium accounts, but now will be available to everyone.

Apart from the previous one, another new option that Instagram will offer is the power to remove followers in the private accounts. At the moment, if the user approved a follower and repented, he/she only had the blocking option. From now on, users can directly delete the followers by going to their list of followers and entering the menu of the three points (located next to the name of any person) and delete it.

## HOW TO STOP BEING A WORKAHOLIC?

1. Start putting aside the work goals.
2. Learn to set limits, try to stop working every day at the same time without taking into account the tasks you are doing.
3. Remember that there is nothing bad in liking to work, the problem is that the fight for the work objectives might be the only thing that motivates you in life. You have to be able to look for other alternatives to feel motivated, such as hobbies, spending time with family or simply doing something relaxing.
4. Do not take any homework. No matter how important it may be, working hours should be limited and everything should be done in its time and place.
5. Do not mix your personal life with the professional, you must do everything possible to differentiate between both worlds.

6. Find every day a few minutes for you only. It can be about 20 minutes to read a few chapters of a book, have a coffee or watch TV.
7. Force yourself to work until a certain time and never exceed it. If you are one of the people who ends up dining at the office, start shortening the time slowly until you end up leaving at a reasonable time. It is best to finish at 6:30 p.m. or 7:00 p.m. to get some time before dinner.
8. Be firm and not look at anything that has to do with work once you decide to take a break.
9. Try Pilates or yoga to activate the muscles and reduce all tensions. You can also take a few minutes to walk, sit on a bench and or simply observe people.

If you think that work is everything you have and what matters the most and none of these ways could help you, neither some other ways that you have tried on your own, you should consult a professional.

# HOW TO MAKE YOUR NEW YEAR'S RESOLUTIONS <FINALLY> STICK!



*Did you know that only 8 percent of people achieve their New Year's resolutions?*

*Did you also know that you can use scientific research to put yourself in that 8% category?*

*Here's how:*



## **Have an awesomely terrific, mind-blowingly good "Why."**

The bigger and better your reason 'why' you're doing something, and the more you keep that 'why' in front of you, the more likely you will achieve your goal.

Your reason why is your best motivational tool, bar none.

### **Start small and work your way up.**

Are you a couch potato ready to run a marathon on January 1<sup>st</sup>?

Forget about it. Start with a 15 minute walk and work your way up to that marathon over the next few weeks or months.

Once you make it a habit, it's easier to stick to and easier to gradually ramp up the effort.

### **Focus on one thing at a time.**

You want to exercise daily, remodel the house, start a business, change your diet, learn a new skill and begin volunteering all in the same week?

Forget about it. Pick your biggest, most important goal and focus on that first.

Once it becomes a habit, then start on your second goal.

In a year's time you'll be astounded at what you accomplished.

### **Blab your resolutions all over the place.**

Tell your family, your friends, the Internet at large, everybody.

Share your struggles and your successes, and turn your friends into your cheerleaders and accountability buddies.

### **Know that you're going to have setbacks and be ready.**

What, you ate that entire bag of chips in one sitting? You didn't work on your business for an entire week?

Okay, this is where the men and women are separated from the boys and girls. Pick yourself up, dust yourself off, do NOT waste a second on blaming yourself and refocus on WHY you are striving to achieve this goal.

It's never about how many times you fall - it's always about getting up one more time.

Now get back to work.

### **Want to get in shape? Then put your money on the line.**

People who have a financial incentive to lose weight tend to lose 14 more pounds than those who don't.

Try <http://www.gym-pact.com/> - attain your goals and you'll make money.

Don't get in shape and you'll pay.

### What about other, non-fitness goals?

Find a way to put your money on the line.

Make a bet with a friend that you can get more subscribers in the next 3 months than she can.

Or write a check to a charity you truly dislike, and give it to a friend with explicit instructions that if you don't reach your goal, they are to mail the check.

### Keep a journal of success.

Track your progress so you can see how far you've come. Studies show the more you monitor your performance, the more likely it is that you will achieve your goals.

Want even more motivation? Put your journal online in the form of a blog for all to see.

Every suggestion here is backed by scientific study. Choose one method, or combine several to increase the odds you achieve your New Year's resolution this coming year.

## HOW TO GET HIRED AS A FREELANCER

If you're doing any kind of freelancing – web design, software coding, writing, etc., there is a simple trick to getting jobs.

And no, it's not to show a big, fancy resume.

These days, people don't really care where you went to college or how long you went for.

They don't care about your trophies and so forth.

They care about two things:

Do you understand what they want?

And...

Can you deliver on what they want?

People want results, plain and simple.

They want to hear about the project you completed for someone in the same niche – the one where you knocked the socks off your client.

They want to see work you've done that is similar to what they are looking for.

They want to know that your skills compliment their existing set up.

So before you talk to the potential client, first get to know their website, their operation and anything else that's relevant.

Figure out how you can best help them.

And *then* submit your proposal.

Yes, it's that simple.



## IF YOU CAN'T CONTROL IT, **JUST OBSERVE IT**

There are a lot of things in life and in your business that you can't control.

You can't control what other people do.

Or what they don't do.

You can't control what regulations come down the pike.

Or what happens to the economy.

Or who or what wins elections. (Brexit, the US presidential election, etc.)

So what can you do?

Focus on those things that you can control.

Fix the problems that you can fix.

And for everything else, stand back and be an observer.

As best you can, remove your emotional stake in those things you cannot control.

If you are able to take this liberating attitude, you'll notice your anxiety lessons ten-fold.

You'll be calmer, you'll think more clearly and you'll get more done.

And you'll be happier.

One more thing - when you're calmer, clear-headed and feeling positive, you'll begin to see solutions to problems that previously seemed insurmountable.

And you'll discover you can control more things in life than you thought you could.

Only then can you begin to truly make a difference in the world.



## HOW TO USE WHATSAPP ON YOUR COMPUTER?

The requirements you need to use WhatsApp on your computer:

- Smartphone
- Latest version of the WhatsApp (2.11.498)
- Web browser on your computer: Google Chrome, Firefox or Opera

1. Open web address in the browser of your choice: <https://web.whatsapp.com/>  
This will be the website through which you will use WhatsApp from your computer and, therefore, you will see a QR or bidi code that you will use later.
2. Open the Whatsapp apk and go to the settings menu, which in the case of Android you must do through the three vertical points that you will see in the upper right. Once there, you must press on the option "Whatsapp Web" to be able to use this app from your computer.
3. Scan the QR code that has been generated on the web page that you have previously opened in your laptop or desktop computer browser.  
To do this, you must place the camera of the mobile in front of the computer screen, as if you were to take a picture and then read the code and automatically the web page of your PC will change.
4. Keep your phone connected, otherwise, you will not be able to use WhatsApp from your PC.

And ready!

Once you want to stop using Whatsapp from your computer, in addition to closing the browser tab, you must open the application from your smartphone, go back to the menu "Settings / WhatsApp Web" and there you will see all the sessions started from different computers. By clicking "Log out from all computers", you will end all the sessions you have open and you can only use WhatsApp from your mobile.

WhatsApp

Home Download FAQ Blog Contact

English

Simple. Personal.  
Real Time Messaging.

Download WhatsApp

Group Chats Send photos & videos Share locations

Whitman's Chat  
Jack, Alice, Francis, You

How about a small adventure tomorrow?  
10:39 am ✓

Angel Island  
Golden Gate National Recreation Area, CA  
10:40 am ✓

Alice Whitman  
Wonderful idea! 10:42

Francis Whitman  
I've heard they have these segway tours  
10:45 am

Play  
10:45 am ✓

Send

## 7 Email Subject Line Hacks That Increase Open Rates



Rule number one of getting your emails opened is be the person your list knows, likes and trusts.

When you've accomplished that, you won't need to put as much energy into your subject lines and 'from' fields.

But until then, try these hacks to improve your open rates and get your emails read...

### 1. Catch the eye with the 'from' field.

If you go to your own email program and scan the emails, which 'from' fields stand out? And why?

**Udemy (4)** - Looking at my own inbox, the first eye catcher I see is from Udemy, the (4) indicating they sent the same email 4 times. Perhaps not the best idea, but it definitely pulls the eye in. You can duplicate this by using a number in your 'from' field.

**Actual Email Addresses** - The next eye catcher in the 'from' field is from Amazon because they used their actual email address with the @ sign in the middle of it. So few people use their email addresses in the 'from' field anymore, that if you choose to do this you will stand out.

The downside - it can look a little amateurish. Then again, if Amazon is doing it...

**Academy Sports + Outdoors** - Of course, it's the '+' that draws the eye.

~ **PayPerClickSearchMarke** - notice the symbol (do you see a trend here?)

**Fab** - crazy short, thus eye catching

**The Email Fairy (via Tel.** - This is from Tellman Knudson, who employees the unique strategy of using all sorts of different names in his from field. Still, it's the '(via Tel.' that catches my eye.

**chintimini** - one word, no capitals. Everyone else uses capital letters which makes this stand out.

**Don @ EnginesPlus** - This is a good one because it has the person's name, their business and the '@' sign.





2. **Catch the eye with your subject line.** Not with the actual words – we'll cover that in a moment - But with symbols, capitalization and so forth.

Check your inbox and you will likely notice a few fancy **symbols and emoji**. These might be check-marks, snowflakes, hearts, faces, etc. These are actually Unicode symbols, and they're easier to install into your subject lines than you may think. Here's a brief tutorial on how to do it...

<http://www.gen3media.com/how-to-insert-symbols-into-your-subject-line/>

One note: Don't go symbol crazy. Generally one per subject line is plenty, 2 is questionable and with 3 or more and you just look like spam.

**About using capitals** – If you use all-caps, you will stand out. But use this tactic sparingly since it's tantamount to shouting. Best bet – use all-caps on your keyword only.

3. **Use specifics.**

First, you need to be absolutely clear on what your goal is. Are you promoting something? Are you giving helpful information? Do you have a story to share?

Let your customers know what they're about to read. Being honest and upfront will get you opens. "Coupon Inside, today only" "Free Report: New Killer Traffic Source" "Twitter's Dark Secret: The Real Story"

4. **Ask a question in the subject line.**

This is a great way to raise curiosity and get the customer involved with your topic before they even open the email.

For example, for a Christmas email involving Santa Claus, you might ask, "John, have you been good enough?"

Or if you're promoting a book on persuasion, you might ask, "Who will you persuade with your new powers?"

5. **Whenever possible, personalize the subject line.**

Not just with names, but with other pertinent information as well.

For example, "John, getting the most out of your new XJ524 Printer"

6. **Mail a series and let them know which day they're on.**

For example, maybe they joined your list to get a series on building more traffic. You could title each email with, "[Day 1] - Traffic Builders Course" This also makes it easy for them to go back and find the emails they missed.

7. **Optimize the preview text as well.**

Remember that the first line of text shows up in most desktop email clients. This means the recipient sees not only the 'from' field and the subject line – they also see the first sentence.

The last thing you want is to have it say, "To unsubscribe from our list" or any other housing keeping type of content.

Instead, think of your first line as an extension of your subject line and keep it interesting, intriguing and highly relevant.

One last thing: **Become a fanatic about testing.** You hear it time and again; test, test, test.

But are you doing it? If you're really serious about improving your open rates, testing is definitely the way to go.



# RESOURCES



## 85 Ways to Grow Your List

Everyone tells you to use Facebook, solo ads, media buys, SEO and guest blogging to build your list, right?

Most everyone says these are THE methods to list build.

Rubbish.

There are countless ways to build your lists, and what's right for you and your business might not be the same as what other people marketers are using.

That's why I like this list of 85 list building methods from SumoMe. It's still the tip of the iceberg, but it's certainly enough to get you thinking.

Now you don't have to follow the crowd and do the same old thing if there are better ways for you to build your list.

<https://sumome.com/stories/email-list-building>

And just for good measure, here are 40 brilliant but easy ways to build your email list from Vertical Response:

<http://www.verticalresponse.com/blog/40-brilliant-but-easy-ways-to-build-your-email-list/>

## Block Yourself From Procrastination with This...

If you find yourself on Reddit or YouTube when you should be working, you might want to try Freedom.to.

Freedom will block any and all of your time wasting websites for as short or long of a time period as you choose, up to 24 hours.

And unlike similar programs, once you tell it to block those sites there is no way to turn it off until the timer runs out.

Now get back to work. ;-)

<https://freedom.to>

## How to Buy a Top Reddit Post

Ever wonder how some people can game Reddit to get their product, website or idea seen by thousands?

Here's a video on how someone managed to buy the top Reddit spot for \$200.

<https://www.youtube.com/watch?v=FxNvUWN3vYk>

And here's the full story on Forbes, including how Reddit was used to manipulate Bernie Sanders into running for the U.S. Presidency.

<http://www.forbes.com/sites/jaymcgregor/2016/12/14/how-we-bought-reddit-for-200/#6c694ec77e14>

## 9 Things Ultra Productive People Do Every Day

Eat a frog?

Check.

Multi-task?

Uncheck.

Fight the tyranny of the urgent?

You bet.

<https://www.entrepreneur.com/article/286289>

## HOW TO CUT TREES.

Once upon a time, a very strong woodcutter asked for a job in a timber company and he got it. The pay was very admirable and so was the working conditions. He also thought his boss to be an amazing and respectful man. For those reasons, the woodcutter was determined that he would do his best no matter what.

His boss gave him an axe and showed him the area where he needed to work.

The first day, the woodcutter brought in an impressive 18 trees. "Congratulations," the boss said. "Keep it up!"

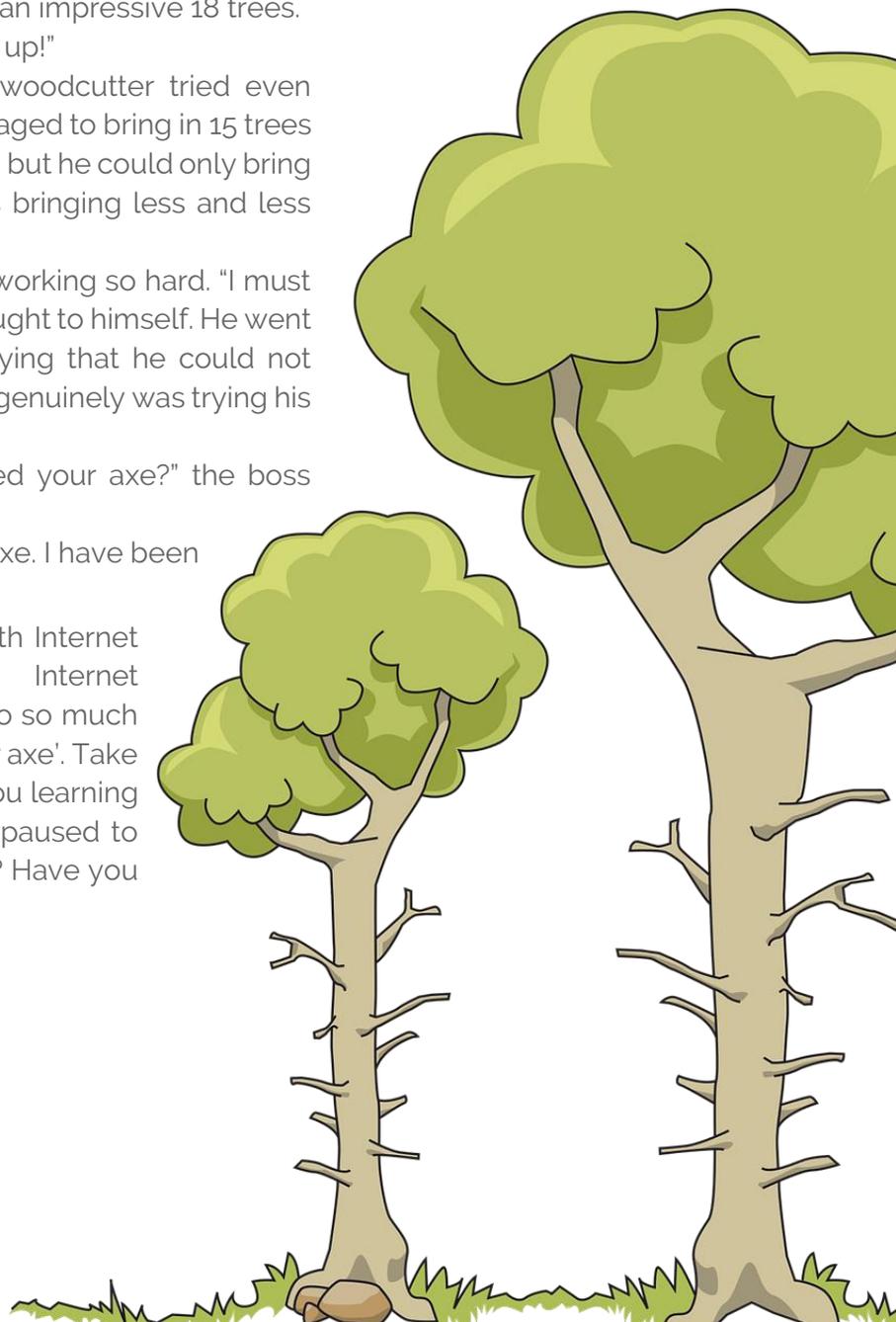
Very compelled by these words, the woodcutter tried even harder the next day, but he could only managed to bring in 15 trees this time. The third day he tried even harder, but he could only bring 10 trees. Day after day he noticed he was bringing less and less trees.

The woodcutter was confused, he was working so hard. "I must be losing my strength", the woodcutter thought to himself. He went to the boss and apologized profusely, saying that he could not understand what was going on and that he genuinely was trying his best.

"When was the last time you sharpened your axe?" the boss asked carefully.

"Sharpen? I had no time to sharpen my axe. I have been very busy trying to cut down trees..."

One of the most common problems with Internet Marketers today, especially veteran Internet Marketers, is that they work so hard and do so much but forget to take time out to 'sharpen their axe'. Take your mind as the axe in this instance, are you learning anything new? When is the last time you paused to keep updated with what is going on today? Have you updated your knowledge base?



Because all the work in the world is no use, if the wisdom is not behind it. The problem is, people thinks it takes too long to learn all they can before they start and so they tend to skip the full learnings/training required to be great. And if they are fully informed, they forget to update that knowledge and then stagnate.

My advice is this – if you ever stop learning or won't listen to new information coming through or are too stubborn to change and upgrade all that you know – you will never master it. Mastery is in knowing that you don't know and being open to new methods, new nuggets of wisdom and new advice. Stay open because nothing stays the same, everything changes.

The market changes, the approach changes, people's desires are shaped by society and all of its changes and you will change too. Nothing stays the same so you must remain open and keep learning. You are an unfinished product in yourself, you will never be finished because there is always something to learn and places that you can grow and expand your knowledge base.

It's a simple message but a vital one – do not get stuck in your ways no matter how much of an expert you are. You have only one axe and it is the key to your whole business – sharpen it from time to time.

**See you next month!**  
*Marry Christmas!*



**BE  
HAPPY**

**THE INTERNET MARKETING  
NEWSLETTER**

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