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THE INTERNET MARKETING NEWSLETTER



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BABIES IN THE RIVER

There is a kind of cruel, ancient story that goes like this –

A group of people are standing at a river bank and suddenly they hear the pained cries of a baby.

Shocked by what they are hearing, they then see an infant floating in discomfort in the water. One person immediately dives in to rescue the child. But as the rescue is commencing, yet another baby comes floating down the river in the same way, and then another and another! People continue jumping in to save the babies and then see that one person has started to walk away from the group towards the bridge. Angrily they shout at the person, "Where do you think you are going? Come here and help!"

The response was this: "I am. I'm going upstream to stop whoever's throwing babies into the river!"

The story is a mad one, but if we remove the content of the story and just focus on the metaphor, there is a massive lesson for us to learn both in business and in life.

When your online business is not working as well as you might hope and customers are not buying or your sales material isn't converting – do not a/ blame them or b/dive straight in and see the problem from the end. You must go back to your strategy and check what is going on behind the scenes – what are you missing in the back-end that the front-end users are experiencing? It's about focusing on the source of the problem and healing it, rather than trying to bail yourself out by adding more money or focus into something that is already flawed and not working. You need better foundations.

Imagine that the babies are your customers and each one is unhappy, there is no point in wasting your energy dealing with customers by trying to convince them that everything is fine and that they are wrong because your site/strategy (whatever) is perfect and other people have 'said so', instead go to the source – listen to them – why are people leaving?

INTRODUCTION

Why are the numbers decreasing? Why are people complaining? What can you do as a whole rather than trying to deal with the consequences?

Below are 3 overlooked things that I want you to focus on and see if there are any corrections to be made within your business that may be stopping your business from growing:

- **Are you using old strategies?** Long form articles, chasing influencers and buying links are all old-school strategies that won't grow your online business or presence. It might have worked then, but you must move with whatever is working now.
- **Are you copying others or being authentic?** We are told to model the already successful and yes, this is good. But not at the cost of who you are. People want an original, not a clone. If they want the person you are copying, they'll go with them. You need to be you and don't copy everything that the successful leaders are doing. What you want is to take what you need from others and design your own brand around it in a personal 'you' way.
- **Are you focused on building traffic?**

It doesn't matter how good your website looks or how your funnels are set up, if you don't have website traffic, you don't have a business. Current strategies that build traffic include interviews, podcasts, writing guest posts or for large authority publications. You can always jazz up your systems if you have an audience, but it's ineffective the other way around.

Ultimately, the problem unfortunately lies with you and how you are marketing, not the customers. If something isn't going the way you want, don't dive into the river to try and fix it, go to the bridge and see the root of the problem before moving on or ploughing more money into an existing and floundering strategy.



IN THE NEWS

Navy seal tells why we should 'do something that sucks' every day

It's all about getting comfortable with being uncomfortable.

The theory is that we need to constantly take ourselves out of our comfort zones in order to get better at anything.

It makes sense – but are you willing to try it for 30 days?

<http://www.businessinsider.com/navy-seal-explains-how-get-better-every-day-david-goggins-2016-10>

The Biggest Threat to Content Marketing

Is it fake news?

We've got a problem when the question changes from...

"How can we make this content engaging and get it in front of the right audience?"

to...

"Will our audience even believe us?"

<http://www.forbes.com/sites/johnhall/2017/01/15/the-biggest-threat-to-content-marketing-isnt-fake-news/#2f077d1c458f>

HOW TO REMOVE A VIRUS FROM ANDROID?

In order to prevent new viruses from infecting your mobile, it is important to remember that your device works in a similar way to a computer. If you use it to surf the Internet frequently, you should install a good antivirus that will protect your mobile constantly.

1. **Install AVG Antivirus from Google Play**
2. Once the permissions are accepted, the application is downloaded and installed, open the AVG Antivirus. Activate the service and click the "Protection" option.
3. **In the list of options, choose "Analyze Now". This way you can start an immediate analysis so that the program detects the malicious file and eliminate it.**
4. At that point, you will begin to analyze all possible viruses and malware that may be on our Android phone or tablet. When you finish erase all traces of virus, you are leaving your mobile device free of infectious files.

This is a quick and effective way to clean your phone from viruses and protect it from future threats at the same time.



IN THE NEWS

MEGA MAN OF THE 80s WILL RETURN IN 2017

As if time did not pass, retro memories continue to stir the young spirit of many. When we refer to video games, it could be said that 2016 has been a year of great returns. Nintendo is undoubtedly the favorite, which brought us back the Pokémon, more real than we could have imagined.

Once again, Japan rejoices our hearts to know that another of the great franchises will return this year. They call it Rockman, we prefer to say Mega Man. Capcom announced that one of its most famous franchises would return to land on mobile devices, in its version of 8-Bits. The first Mega Man game was released in December 1987, and after 29 years, we can relive the experiences of that time.

The operating systems chosen to see this legend back will be iOS and Android. Regarding the titles, Mega Man, Mega Man 2, Mega Man 3, Mega Man 4, Mega Man 5 and Mega Man 6 were chosen. These titles constitute the first games of the powerful blue robot from Capcom, which debuted for the Nes. In addition, the game will have a free version, where we can play a few levels and later on we will need to pay for it, in case we want to continue playing.

ARTICLE

QUICK \$1500 A MONTH OFFLINE CASE STUDY



Once you've signed them up for this service, you can then offer other services, such as website development and SEO.

Here's the case study in a nutshell:

While waiting in line to prepay for gas, this guy notices that no customer – including himself – remembers what their pump number is.

They all have to turn around, crane their necks and stare out the window to figure it out.



Every now and then we like to show an offline method of making money.

And this method, as a bonus, will give you an "in" with local businesses by offering them a very low cost way to advertise.

So this guy goes home and develops a map of the gas station layout on his laptop. He then goes back to the gas station and speaks to the owner.

He offers to make a professional looking, laminated version for the countertop so customers can point to where their car is.

And of course this map will include tasteful ads promoting local businesses.

The gas station owner has 4 stations in all. They agree to split profits 50/50 on the advertising.

Our guy gets advertisers for all 4 locations signed up within the week. 8 ads per map, 4 maps, \$25 per ad per week, payable for a month at a time.

That's \$3200 that he splits with the station owner.

And of course that's \$3200 per month. Naturally he could do the same for other gas stations, as well as any other potential ad space.

And if you think about it – EVERYTHING is potential ad space.

Using this simple technique, you can make some quick cash and also get your foot in the door to provide many other online services for your new brick and mortar customers.

GOALS? I DON'T NEED NO STINKIN' GOALS!

A man sets out on a journey of a lifetime.

The problem is, he doesn't know where he wants to go.

So he spends the next 40 years wandering the back roads, never really going anywhere.

Another man chooses his destination. It's a promised land, far, far away. The dangers he faces along the route are great and the challenges seem almost insurmountable.

Yet because he knows where he wants to go, he is able to find his way, overcome the challenges and eventually reach his destination, where he retires in 10 years' time.

One man didn't know where he was going, and so he wandered for 40 years and achieved nothing.

The other man knew exactly where he wanted to go, and because of his belief and determination, he was able to overcome every obstacle and reach his destination in 10 years.

Which person are you?

Most people won't define what they want until they have clarity on how they will get there.

But because they don't know what they want, they don't have the clarity, and thus end up doing nothing.

That's why you've got to decide first what it is that you want, and be totally clear on what that is. Write it down in detail.

Only then will you figure out how to get to where you want to go.

One more thing: Once you begin your journey, take time every single day to revisit your goal.

Just like a builder continually consults the building plans, you should continually go over your goal so that your subconscious mind knows exactly what it should be doing to get you to where you want to go.

This will also help you avoid time wasting activities that you don't need.

Advanced Tip: Measure what you treasure.

Whatever your goal might be, take daily measurements of how you're doing.

For example, if your goal is to reach a certain income level, you'll want to track your profits daily.

If your goal is to exercise and eat right, you'll want to keep a journal of everything you eat and every exercise you perform.

Whatever your goal might be, measure what you treasure and you will get more of what it is that you want.



HOW TO LOCK YOUR COMPUTER IN WINDOWS 7?

When you are away from your computer for a moment, it is best to lock your computer screen, keyboard, and mouse so others cannot access the computer while you are away. Use the built-in security countermeasures included in the Windows operating system to make sure your personal data is safe.

1. Start the computer and log in to your Windows 7 user account.
2. Press the "CTRL", "ALT" and "DEL" keys at the same time. A screen appears with a list of options that include "Lock this computer," "Change user," "Log out," "Change a password" and "Start Task Manager."
3. Click "Lock this computer" on the computer screen to prevent others from accessing the desktop computer.
4. Press the "CTRL", "ALT" and "DEL" keys at the same time and enter the user name and password for your Windows 7 computer account to unlock the computer.



TOSHIBA WITHDRAWS FROM THE CONSUMER MARKET

The well-known firm famous for its laptops, currently has 30% of the market share, specifically in the education sector, a percentage that is added 20% of the quota for large accounts with other companies.

Despite the major changes in the current technology market, the renowned Toshiba brand is still alive and, in addition to this, enjoys excellent position so far.

Many are saying that the reason for this withdrawal was strategic, and that allowed the company to concentrate on its two large traditional markets, which are education and large accounts, with special attention to public administrations in several countries.

Now, the results have not been bad for the Japanese firm. In fact, over the past year, Toshiba has not lost even one of its largest global customers. On the contrary, it has added a good number of new clients to its portfolio.

To the surprise of many, the company continues to lead the segment of ultra-light notebooks (between 1 and 1.5 kilograms) remaining in a more than comfortable 40% market share today. Emilio Dumas, the director of Toshiba, in an official press conference, stated: "after leaving the consumer market, we have focused the business in the professional environment, expanding the offer with new solutions and services, and the results are really good."

SNEAKY ETSY METHOD FOR MAKING SEVERAL HUNDRED DOLLARS A DAY



No, we're not suggesting you sell on Etsy. At least, not in this example.

But you can use Etsy to make a very nice, ongoing income through drop shipping. And you won't even need to pay for your products until you produce sales.

You can drive traffic through valuable content, or you can simply purchase Facebook ads and then optimize them for the maximum return on your investment.

Think of it as building a money machine. You put in 50 cents of advertising, you take a dollar out. Then you tweak your machine to produce that dollar on only 25 cents of advertising, and then you rinse and repeat.

Here's how:

Spend an hour or two researching on Etsy. You are looking for products that are selling well and appear to be massively underpriced.

You can tell how popular a product is by the number of times it's been favorited as well as the number of times it's been reviewed.

You're not looking for well known, branded items because the competition on those is too fierce and the profits are too low. Instead, you're looking for unique white-label products that show well.

Look for products priced well below what you would consider paying for them. High value and low price means there is an opportunity there for you to exploit.

And of course it must be an item that the seller can continually supply to you, whether they are creating the item themselves or drop shipping. One-of-a-kind items won't work.

Promoting the items you choose off of Etsy is going to give you an advantage. You won't be limited by Etsy's platform and user base.

And you can retarget, bringing prospects back to your item for a second viewing.





Remember, it often takes seeing a product more than once to convince a prospect to become a buyer.

Once you find items that appear underpriced and are doing well, you can check Alibaba to see if they are drop shipping, and if so, how much they are paying. You can then go straight through Alibaba, if you choose.

Or if you prefer to go through the Etsy seller, or it's an item the Etsy seller is making, then you'll need to contact them.

Your email might read,

Hi, I'm __ and I run online e-commerce stores. I love your Etsy store, and I especially like the ___ product. I am interested in selling it from my store – would you be interested in supplying me?

I'm looking for a drop shipping arrangement. Basically, when I make a sale I'll email you with the customer's info, and you'll ship it directly to them for me.

Please let me know if you're interested and we'll work out the details.

Categories of items to look for:

Bath and body products - These are generally made by the Etsy sellers themselves, and they can often be purchased cheaply and sold for a very large markup. For example, you might sell a \$3 item for \$10-\$15.

Jewelry – again, the markup on jewelry is potentially very large. Look for items targeted to certain groups of people. For example, jewelry with cats on it for cat lovers, jewelry for fans of sports teams, personalized jewelry for young girls, etc.

Household items – beautiful clocks, artwork, candle holders, etc.



Novelty items – this could be anything that is extremely eye-catching in the photos. For example, there is a product called Fairy Dust in a Bottle. The bottle of 'fairy dust' lights up, and it sells like hotcakes. Show a great photo of this on Facebook to the right target market, and odds are you'll do extremely well.

Anything that presents really well in a photograph, is underpriced and in demand is a good choice. It's better to choose products that are colorful or eye-catching in some way. As they say, the right photo is worth a thousand words.

One last note:

Keep strict track of your math. If you've got a \$10 margin on a product, and it's costing you \$5 of advertising per sale, then it's simply a matter of scaling up the advertising to make more money. 20 sales a day would be \$100 in profit per day and \$700 profit per week.

See if you can adjust your targeting and your advertising to do even better.

Then find more products and repeat the process.

This is a really easy way to make good money online in your spare time.

And anyone can do it. It just takes some research and legwork, as well as a good knowledge of Facebook ads to make a profitable success from it.

HOW TO PREVENT THE VOLUME OF YOUR PC FROM REDUCING AUTOMATICALLY?

1. Start by right-clicking the speaker icon on the Windows bar, right next to the clock. As soon as the drop-down menu opens, select the 'Sounds' option.
2. When you open a new window, select the 'Communications' tab at the top (by default you will open Sounds) and once there, you must choose the 'Do nothing' option.
3. This way, you will be disabling your computer to automatically lower the volume of the different sounds of the PC.
4. To finish, you only need to press the OK button and that's it.
From now on, you will no longer have mysterious conflicts with the volume controller and it will be you who controls the sound level of your computer system.

IN THE NEWS

PYLE PORTABLE INSTANT PHOTO PRINTER

Photo prints are not disappearing, but at a time when almost anyone can take a photo at a resolution of up to 4K, and keep the digital copy, well, precisely, for those who can take advantage of it, it will come out quite cheap in the long run.

However, old habits are not forgotten, just like retro memories, Pyle has opted for the creation of a portable photo printer. A small printer, of dimensions 6.2 x 3.2 x 1 inches, comparable in size to the Samsung Galaxy S6 or iPhone 6. In addition, its weight is about 1.01 pounds, which also makes it a very light.

Its lithium battery is 620 mA. Established wireless connection with a phone device will be used for photo prints. From the phone, the only thing we will need will be the "PicKit" application, which can be found for iOS and Android. This app will also offer certain editing options.

The prints are handled through a single system that will ensure you do not have to refill ink cartridges. That being said, you only have to change a single cartridge, which gives you the opportunity to print 10 photos for each of these. The photos will be printed in a resolution of 291 dpi. Therefore, the commercialization of these cartridges, these will be sold in packs of two cartridges for the price of \$ 20.99. The Portable Instant Photo Printer is currently on sale for Amazon's price tag at \$109.99, with a system of 10 photos per cartridge and considering that the price brings two of them, which is equivalent to 20 photos.

In summary of all the data from the above and the fact that the interior already has all the materials needed for the prints, this can turn into a very popular gadget and perhaps, a useful tool for those who venture into the world of photography.

12 KEYS TO CREATING CONTENT READERS SHARE ON SOCIAL MEDIA

Before they share it, readers have to love your content. So how do you write the next viral blogpost?

1. **Offer a simple, practical way of accomplishing a task.** According to the New York Times, 94 percent of people share content because they believe it will be helpful to others. That's why articles such as "10 Ways to Save Money" are popular.
2. **Write "how to" posts.** These kinds of posts are always popular and tend to stay evergreen for a long time. For example, few can resist, "How to Make the Best Chocolate Chip Cookies Ever."
3. **Give them what they want.** Figure out what your readers want to learn and write about that.
4. **Use the active voice as much as possible.** Instead of writing, "Donna is loved by Riche," write "Richie loves Donna." It's easier, faster and more interesting to read.
5. **Use present tense as much as possible.** Instead of writing, "Last week when we were going down the mountain..." Write, "Imagine this: We're going down the mountain when a cougar leaps in front of our motorcycle..." It puts the reader right there in the scene with you and makes it more exciting to read.
6. **Entertain the reader.** If you can delight the reader, make your content irresistible and even bring humor to it, so much the better.
7. **Be credible.** If you can back up what you write, your readers will trust your content enough to share it.

8. **Cut the fat.** It's not the length of your content that matters, it's the conciseness. Tighten up your sentences, rewrite anything that confuses, eliminate words like "very" and "just" and basically tighten up your writing. Every word should count.
9. **It's not War and Peace.** Use shorter lines instead of longer sentences whenever possible.
10. **Engage the reader emotionally.** It's not just about the facts, it's also about grabbing the reader by the emotions and not letting them go until the end.
11. **Tell stories.** If you can illustrate your point through a story, do it.
12. **Never, ever be boring.** Have someone read your content before you post it. Ask them to watch for any place where their mind starts to wander. These are the places you'll need to work on, so you don't lose your reader's attention.

If you find yourself writing in a style your English professor would adore, try again. The best tip of all to getting your content shared is to write as though you're talking to your best friend, sharing useful stuff s/he wants to know.



10 SIGNS YOU'RE GOING TO BE SUPER SUCCESSFUL

Do you have what it takes to succeed in your own online business? You do if you have the following qualities...

6. **You're relentlessly persistent.** When you decide to do something, you tenaciously work towards that goal until it is completed, no matter what.
7. **You're realistically optimistic.** You know that believing you'll grow wings and fly won't make it true. But you also know there is a method by which you can fly, and you'll keep believing this until you find a way to do it.
8. **You take failures in stride.** Yes, you did all you could, but you failed anyway. But you realize this is just part of the success process. So instead of lamenting the loss, you ask yourself, "What's great about this?" And you take what you learned and apply it to your next attempt.
9. **Your face is in the dictionary under the word "self-improvement."** While some people think learning ends with graduation, not you. You are continuously reading and learning more and more, and putting what you learn into practice.
10. **You take action.** Planning is a necessary part of the process, but you know that nothing happens until you take action.
11. **You keep an open mind.** You realize you don't have all the answers, and you're willing to listen to others to find the answers you seek.
12. **You maximize your strengths and delegate your weaknesses.** Some folks think they need to work on their weaknesses – not you. If you're not good at something, you're smart enough to outsource it.

Instead, you focus your efforts where they shine, and that's what makes you and your business successful.

1. **You're ambitious.** Sure, you could settle for a small online business that just covers the bills. But instead you're looking to create a real business you can sell in 5-7 years for 7 or 8 figures. Shoot for the clouds and you might only hit the rooftops. But shoot for the stars and you'll at least hit the moon, which is pretty darn good.
2. **You set goals.** You can't get someplace if you don't know where you're going, so you set goals to keep yourself moving and on track.
3. **You spend 90% of your time on the present, 10% on the future, and no time on the past.** The past is over and done. Childhood was lousy? Didn't get into the school you wanted? Passed over for that promotion? First business failed? No matter because it's ancient history. You're all about what you can accomplish right here, right now, with an occasional eye to the future.
4. **You delight in delaying gratification.** Sure, you could watch TV right now, but you know there is a bigger reward to be had down the road if you just keep working instead.
5. **You don't listen to naysayers.** There's always somebody ready to tell you that you can't do it, you shouldn't do it or you're an idiot for trying. But you just smile, say thanks for the advice and keep on doing what you need to do to be successful.

After all, the best revenge on naysayers is success. And if you have at least 8 of these 12 qualities, you're almost certainly going to meet with success on a grand scale, and soon.

HOW TO REMOVE A CONTACT BLOCKED IN WHATSAPP?

If blocking someone on WhatsApp is not enough and you want to remove the blocked contact so that it does not even appear on your device, you will have to follow these steps.

1. Delete the contact from your smartphone by accessing the Phonebook and finding the contact by its name.
2. Once located, mark above it and select the option Delete. This way, you will delete the phone number or the contact that you have stored on your device.
3. Make sure that the contact is removed from the SIM, phone device or SD Card.
4. Once deleted from your contacts list, access your blocked WhatsApp contacts. To do this, you must enter your application, access your Profile, that is, the screen where you see a complete list of your conversations. In the upper right, you will see three buttons, press and select the options Settings > Account > Privacy.
5. Once you have entered the Privacy option of WhatsApp you should look for the section "Blocked contacts". By clicking this option you will see a complete list of the blocked contacts. You will see that the ones that are no longer in your mobile phone, appear with no name but only their phone number.



IN THE NEWS

IPHONE TURNS 10

The mobile device that has made Apple the largest consumer technology company in the world, and completely revolutionized the landscape of handheld devices, recently turned ten years. The company of the white apple logo used this opportunity to remind us that the best is yet to come.

Obviously, the future of the Apple devices will change many things, as this giant keeps introducing innovations that improve the performances of previous versions. However, there will be no other date as significant to Apple as the January 9, 2007, the day iPhone was first presented to the world at the Macworld event, by Steve Job himself.

Today, this device does not need any presentation. Right now it is an essential of an enormous number of Apple customers. Considering that this year marks one decade of iPhone's existence, we must assume that the company has prepared amazing surprises for the users and we cannot wait to see them!



IF YOU HAD TO MAKE A MILLION DOLLARS IN THE NEXT 12 MONTHS...

...how could you do it?

We've come up with not just one, but potentially 4 different ways to make a million dollars in 12 months.



Not an easy task, but it's certainly possible.

And if you only do 1/10th as good, that's still \$100,000.

First, before anything else is even considered, you need to find yourself a very important reason WHY you want to make a million dollars in 12 months.

The stronger your reason, and the more often you play out that reason in your head, the better your odds of achieving your goal, regardless of which method you choose.

Now then:

Method 1: The Chris Sacca Method

Chris initially became a millionaire by leveraging \$10-20 thousand dollars into 12 million dollars by taking advantage of a flaw used by online trading brokers.

When the market crashed, Sacca found himself \$4 million in debt. He negotiated to have it reduced, and then paid off the balance in no time.

So how did he earn his next millions? That's the method we'll cover here.

Of course, if you do happen to find a flaw in online trading software that you can take advantage of, terrific. Otherwise, you might try copying Chris' second method:

Sacca created a fake company, complete with a great looking website and business cards.

Frankly, your company doesn't have to be fake, it can simply be new. Make sure you choose an impressive sounding name like the Sadlias Group.

Now get tickets to every networking event in your field. Go to these events and network like crazy, making contacts with entrepreneurs.

Look for people who want to change the world, and find ways to help them make that change.

Introduce yourself and – get this – offer to help them out for free.

That's right, for free. Do you want to stand apart from everyone else at that event? Do you want them to remember you, contact you and work with you? Offer to help them for free.

Using this method, Sacca became one of Twitter's first four investors.

Even if this method doesn't make a million in a year, it will make your life interesting, exciting and highly relevant. You'll find outstanding mentors to help you along.

And you'll make contact with investors who can back you when you decide to start your company for real.

Take notes along the way, so when you do make your first millions, you can write your tell-all book letting people know the inside story of how you did it.

Method 2: Day Trading

This is a great way to make money fast. And it's an even better method to lose money even faster.

You've got to be good. You've got to know what you're doing. And you've got to leave all emotion and 'gut instinct' behind as you follow proven, trusted methods that work.

Frankly, it can take you 2-3 years of daily practice just to get good at this.

Then again, you might have the capability to make a million in the first year. It is completely possible, just not highly likely.

If you choose this method, invest in the best education and hundreds of hours of practice trading.

Your best shot: Start with \$10,000, margin it to \$30,000, and find 180 trades that will return 2% or more in 1 to 2 days.

Easy? No. Doable? Possibly.

Method 3: Sales Funnel

Build the best sales funnel you can – everything from a free product to get subscribers onto your list, to a \$10,000 product you sell to your best customers and everything in between.

Think about this: To earn a million dollars, you can sell any of the following:

- 1,000,000 products for \$1 apiece
- 100,000 products for \$10 apiece
- 10,000 products for \$100 apiece
- 1,000 products for \$1,000 apiece
- 100 products for \$10,000 apiece
- 10 products for \$100,000 apiece
- 1 product for \$1,000,000

Look at Dollar Shave Club and you'll see they've chosen the first option on this list – selling a \$1 product to millions of guys.



But if you have an effective sales funnel, you can take those \$1 customers and upsell them to your \$10 offer, your \$100 offer and so forth.

Once you start selling \$1000 products, it no longer takes massive sales to reach that magical million dollar mark.

Things to remember – focus more on what people WANT than what they need.

Sell them the way they want to be sold.

Make the entire experience fun and easy for the customer.

Whenever possible, find ways to make your messages go viral, even if there is no immediate pay off.

Your primary goal is to get as many qualified people onto your list as possible.

Your next goal is to move them up the sales funnel by always giving them great value for the money.

Do these two things and your final goal of making a million will take care of itself.

Method 4: Sales

If you're already good at sales, or you can acquire sales skills fast enough, AND you have the right product to sell, then you can make a million dollars in a year.

Obviously you want to sell very high ticket items with lots of commission. And of course already having a sales background will be a tremendous help, if not a necessity.

If you want to take this route and you're willing to wait two years, it becomes much more likely you will succeed.

Spend the first year becoming great at sales. Study sales techniques, get a great mentor, work in sales 10-12 hours a day.

And during your first year, find out what kinds of products pay the most in commissions. Make contacts in those industries and get yourself a job where you can make the most money.

Then spend your second year making that money.

It will take plenty of hard work, but it will be worth it.

Method 5 - ??

These first four methods should get you thinking.

And maybe, just maybe you're got an even better idea.

Like creating the next social network, winning the lottery, doing one million dollar deal... there are plenty of ways to make lots of money.

The trick is to pick the one that works for you, and then work it tenaciously until you succeed.



How to use two Instagram accounts at the same time?

Before, if you wanted to switch the Instagram accounts, you needed to log out and then login with a different account. However, that has changed now! With a new update, there is an easier way to manage two accounts.

1. Update your Instagram App.
2. Login your main Instagram account.
3. Go down to the Information section and find the option Add account, which will allow you to add a new account. Remember that if your app is not up to date, you will not see this option, so make sure you have the latest version.
4. After selecting the "Add account", you will be redirected to the home screen where you must provide the username and password of the account you want to add.
5. Enter the information and press Login.
6. Now you will notice that when you enter Instagram, instead of the previous icon on the bottom right, you will see the photo of your Instagram profile, this image is used to indicate which one of your accounts you are using.
7. To change your account, simply click on this image and go to your profile. In the upper left corner you will find a drop-down arrow, there you will see both profiles and you will be able to switch easily from one to another, without having to close the session. You can also add another account if you wish.



IN THE NEWS

YAHOO WILL NOW BE CALLED ALTABA

The technology company Yahoo will change its name to Altaba soon. This change that will be made after the sale of the major part of the company to Verizon. It is also influenced by the departure of its CEO, Marissa Mayer.

Many users say that Yahoo is no longer what it was, and soon the company will change its name (or rather, what is left of it) as all the negotiations are moving forward so that Verizon (one of the largest telecommunications companies in the world) will stay with the majority of Yahoo, that is, e-mail services, maps, apps, among others.

The rest of the company (after Verizon takes the big part that corresponds to it) will change its name, and after an effective purchase, it will operate more like an investment company, rather than Yahoo that all we know and will surely miss.

WHAT ARE THE SECRETS ONLY THE WEALTHY KNOW?

That's the question posed in an online forum recently.

Answers ran the gamut of the spectrum, but here are 28 we found especially helpful, in completely random order...

Become financially educated. Read personal finance management books, starting with Rich Dad Poor Dad. Learn how to budget and how to invest.

Live frugally. If you're thinking you can't save more of your money, take a look at homeless people who live on almost nothing. Yes, you can save money. Stop eating out so often. Cancel the cable. Don't buy a new car. Don't buy a new used car until you absolutely need one.

Always pay yourself first. Devote the first 10-30% of your pay to savings and investments.

Spend money on assets (real estate, stocks, bonds, etc.) not liabilities (everything that loses value the moment you purchase it). Thinking of buying a new car even though your old one is fine? Take that money and invest it in your business, in stocks, in real estate or something that is an asset. Then buy a good used car in a few years, when you really need one.

Don't care what people think of you. Your neighbors think you're poor because you don't buy new cars? Little do they know that \$20,000 you would have spent on a car is now earning you a 10% compound interest rate.

Invest in yourself. Self-education equals new knowledge. Add execution to that new knowledge and you get results. Repeat continuously.

Find ways to help as many people as possible. The more you can help others get what they want, the more money you can make.

Scale. Don't render services when you can mass produce products. Better to make a \$10 profit on a million sales than a \$1,000 profit on 100 sales.

Stuck on services? Go upscale. If you're going to render services, find the niches that pay the most.



Have multiple streams of income. This way if something happens to one, you are still in good shape overall.

Sell stuff. Lots of stuff. Hire others to help you, so that your earnings are no longer tied to your hours.

Always keep the return on investment in mind, whether your investment is time or money.

When you want to buy something, figure out how to make the money. Don't take money out of your savings to buy a car or a vacation. Instead, figure out how to make the extra money needed to cover the new expense.

Be friends with people who have more money than you. Their mindsets and thought processes will rub off on you. That said, do not try to compete with them – keep the car and house you have now, at least for awhile.

Leverage your abilities to their fullest extent instead of working harder to get ahead. Forget working hard and focus on working smart. For example, a personal coach can create a course and sell it for \$297 a million times over, but can only coach a few people one-on-one at any given time.

Take calculated risks. Failure is a part of the journey. If you're too afraid to fail, you will never take the smart, calculated risks needed to become wealthy.

Use your head more than your heart. Make your financial decisions based on provable fact rather than gut instinct.

If you have a business, work ON it, not in it. Your labor isn't needed to make the business a success – your ideas and leadership are.

Things like sports and entertainment are simply distractions for the masses. While you're watching sports and shows 2-6 hours a day, the rich are making million dollar contacts, doing deals and starting businesses. If you get more of whatever you focus on – maybe it's time to stop focusing on distractions and start focusing on your finances.

Bad decisions are better than no decisions. Any decision that moves you forward is better than total inaction. The key is make decisions quickly and work until you get results.

Confidence and belief in your ability will take you further, faster. The higher your confidence and the more you believe in what you're doing, the easier it is to bring others on board, to convince buyers and to make money.

Having a lot of money doesn't change life as much as you think. It's not a magic shield from illness, tragedy or loss. You're no smarter for having it (although perhaps wiser if you made the money yourself.) You still have problems, although they might be an entirely new set of problems. On the plus side, you never have to worry about putting food on the table or paying bills, which frees you up to think about bigger things.

People will look at you differently when you are rich. The upside is they respect you more. The downside is most people will want something from you.

It's best to not flaunt your money, but instead put it to work to make more money. Many millionaires drive beat up cars and live in perfectly average homes. Few people know they are rich and they like it that way.

Don't buy stuff you don't need. Rent it, borrow it or do without. And don't carry a balance on credit cards. Ever.

Never borrow money to make discretionary purchases. Only borrow money to make money.

Start with the end in mind. If you're starting a company, from day 1 ask yourself what to do to make your company as valuable as possible so you can one day sell it for millions.

Lastly, having money is power. Power to help any charity you choose. Power to help anybody or anyone. Power to make positive changes in your community, positively impact the lives of others and make the world a better place.



How to Have FUN With Online Marketing

Okay, so you've hopefully got your core business online, or you're about to put one online. You have it up and running, making money... ..now what?

First things first – figure out how to make MORE money in the business you already have.

How do you get more customers?

How do you sell those customers more stuff?

And how can you charge more for what you sell?

This is basic and should always be your focus. The more value you give, the more money you typically make. Give more value and you can charge more and sell more.

But what about the 'fun' part?

That's a matter of trying stuff out.

Buy new stuff on Warrior and JVZoo. Read the case studies. See the new techniques someone's dreamt up.

Pick and choose stuff to try and then just try it.

Don't devote a week to it – it might not work. But devote a day or two and see what results you get.

That new thing that everyone is doing? Pick a topic (or whatever needs choosing) and outsource it. Or if you can do it yourself in a day, go for it.

Is it promising? Keep going.

Does it look like a loser? Good – you just found something that doesn't work for you.

Either way, if you always look at it as experimenting, as having fun, as trying new stuff and seeing what happens, then you'll never take it too seriously.

You won't get stressed. You won't dash your head against the desk when you realize the last 24 hours taught you nothing more than how NOT to do something.

Because you're having fun.

And when you do strike on a winner, sha-ZAM!

Rinse and repeat and you've got another money making avenue in your online business.

How to Make Your Price Look Like an Amazing Deal Every Time

Let's say you're offering a course with 10 videos, 10 corresponding pdfs and 3 great bonuses, all for \$47.

And you want to make that \$47 seem like an absolute and total bargain price.

How do you do it?

By giving your customers a choice right there on the sales page, the check-out page or preferably both.

Here's how:

Strip your package down to a much smaller one.

For example, 10 videos, no pdfs and no bonuses.

Or 10 pdfs, no videos and no bonuses.

Whatever works.

Offer that smaller version for \$37, or \$39, or even \$45. You might want to test this to see which one works better.

Have the smaller version right there next to the big version for \$47.

Let them know they have a choice.

Of course, you recommend the full \$47 version, but it's up to them.

This is a variation of decoy pricing which typically uses 3 prices to sway buyers into purchasing a particular item.

With the slightly lower price giving them so much less, your regular price looks much better.

This is a variation of decoy pricing which typically uses 3 prices to sway buyers into purchasing a particular item.

With the slightly lower price giving them so much less, your regular price looks much better.

Also test having a higher price with not much more benefit.

In this case, it could be \$67 for a slightly bigger package.

That might increase sales of your regular priced product as well.

Remember to test, test and test some more to see what works best.

Formatting: Suggest placing the following in a box of its own:

Curious about the 3 price decoy effect?

The most famous example is pricing used by the Economist, and later by many other magazines and newspapers.

The Economist offered an online subscription for \$59, a print subscription for \$125, or an online and print subscription for \$125.

Naturally, this greatly boosted sales of the third option.



UBER GETS ON THE ARTIFICIAL INTELLIGENCE TRAIN

This famous privately-owned transportation company, Uber, has recently officially announced the purchase of the startup Geometric Intelligence, which is an artificial intelligence company.

Uber has created a new business area, in which it plans and aims to strengthen itself and make its own niche in the market. This new area is artificial intelligence (AI), an area where other big companies such as Facebook, Google, and Apple have been working for some years.

At the moment only 15 people are working in this new division, which has been named Uber IA Labs, headquartered in San Francisco, to work specifically on what would be "cutting-edge research in artificial intelligence and technologies that allow the learning of machines", according to a post on Uber's official blog.

With the addition of an AI department, Uber assumes that its ambitious autonomous cars project takes more speed and is on the streets within a very short time. What we all know is that these cars will be talked about everywhere once they start driving up and down the streets around the world.

How to save PDF files to iPhone?

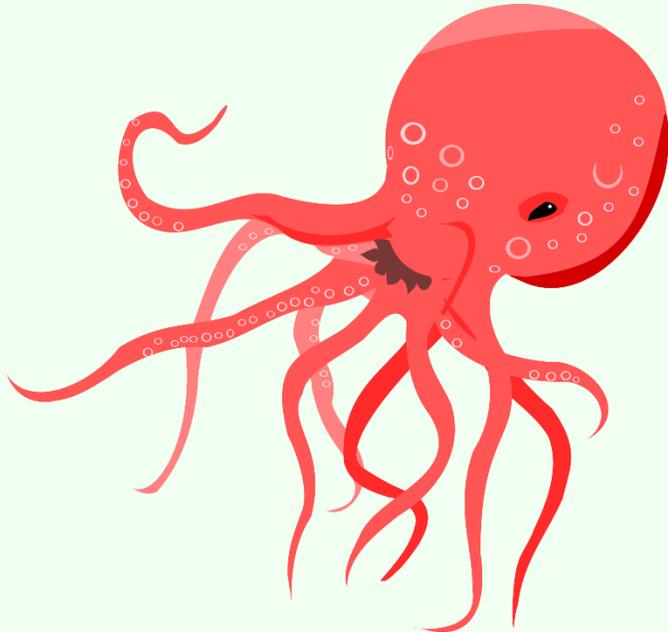
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3. Once you have clicked "Open in iBooks", the PDF document will open in iBooks and will be saved in the "Library" of this app so you can read it and consult it whenever you want. When you open the PDF file, you can search for specific words, index pages, go to the page that interests you and even have the option to print or mail it.

Save a PDF file on iPhone that is attached to an email

1. Go to the inbox and open the email where the PDF document is located and click on the attachment.
2. Once you have opened the PDF file, in the upper right of the screen you will see the "Share" icon indicated with a square and an arrow inside it blue. Click on this icon.
3. You will be see a new window with multiple options to share the document, between them you must click "Open in iBooks" indicated with an orange square with a white open book. As you can see, you also have the possibility to send the document by message, mail, as well as copy or print it.

OCTOPUS TEACHES ONLINE ENTREPRENEURS ABOUT REACHING GOALS



Octopus are known to be very intelligent and curious, and enjoy pushing boundaries.

If you can, imagine you're Inky, trapped in that aquarium. You remember what it was like to be free in the ocean, and your big goal is to return to that ocean.

So you study your surroundings. You learn everything you can about the place. When the human captors are watching. When they're not watching. Where the possible escape routes are.

You notice that water always runs to that small hole in the corner. You think about that – where does the water go? Where does all water go if you're an octopus? To the ocean, of course. And as you study the situation, you devise a plan to win your freedom.

Then when the time is right, you make a very daring and risky escape.

Remember, you don't know for certain where that pipe goes.



The National Aquarium of New Zealand reports that Inky the Octopus has escaped. The smart 8 legged creature squeezed out of a small gap at the top of his tank, slithered across the floor of the aquarium and used a sea-water runoff pipe to make his way to Hawke's Bay, and on to freedom.

You don't know for certain you can make it to the pipe. After all, you'll be out of your element. You won't be able to breathe properly again until you get back into water.

You're taking a really big chance. It would be safer to just stay in the aquarium, eat the free meals and spend the rest of your life lounging about like a lazy couch octopus.

But not you. You want more out of life.

You push up against the heavy lid on the tank and manage to just squeeze out.

You slither down the outside of the tank, across the floor through an element that is totally foreign to you – air.

You reach the pipe. Little do you know that pipe is as long as 5 football fields and full of the foulest smelling stuff you can imagine.

But you don't stop.

You.Do.Not.Stop until you reach your goal – open water. The ocean. Freedom.

And yes, it is believed that Inky did indeed make it all the way back to the ocean in his daring night time escape.

Now imagine you're an entrepreneur.

You have a big goal (or at least hopefully you do).

Just like Inky the Octopus, you study the terrain and formulate a plan. You rehearse it in your head. You know you might encounter obstacles along the way, but you have confidence that you'll deal with those as they come up.

It's time. You're nervous and scared, but you've got the guts to go for it.

And once you launch, there is no turning back. You are now on your way to something bigger, better, scarier and a whole lot more exciting.

That sure beats watching reruns on TV or going off to a J.O.B., doesn't it?

Lessons from Inky:

- Gave a big, daring goal.
- Learn everything you can that will help you achieve your goal.
- Formulate a strategy.
- Fear is just a word. Do it anyway.
- Execute your strategy like your entire future and your very life depend on it.

Can't you just see Inky emerging from that pipe into the bay? Imagine how happy he must have been. From there it was a relatively short, joyful swim to the ocean and total freedom.

Way to go Inky!

And when you reach your big goal, way to go YOU!!!

Why now is an excellent time to start a blog

Blogs are going under faster than you can count.

Yet more and more people are reading blogposts, watching vlogs and so forth.

So what's happening?

Previously, a person could monetize a blog with AdSense or other ads.

But more and more people are using ad blockers, which means less and less income for bloggers using this monetization method.

And because they don't have another way to make money from their blog, they quit blogging.

Enter YOU.

Because you know how to monetize a blog without ads – by promoting great products to your readers and subscribers.

Choose a niche that has lots of hungry people eager to spend money, and start blogging.

It might take some time to get good at it.

And it might take some work to get your traffic numbers up.

But if you choose your niche wisely and persevere, you'll find this is perhaps the best time in the history of the internet to be a blogger.



WHEN YOU SUFFER A SET BACK...

When you make a huge mistake...

When you royally mess up...

When your partner steals from you...

When your website crashes during a launch...

When you launch and no one buys...

When you get audited...

When you lose a client...

When you lose a business...

When you lose a loved one...

When you suffer the worst moment of your life...

You can eat the guilt. The shame. The pain. The suffering and loss.

You can take it in, dwell on it, feed on it and make yourself miserable for weeks, months and even years if you try.

Or...

You can ask yourself one question:

“What’s great about this?”

-- Inspired by Kurek Ashley



ARE YOU ONE OF THOSE PEOPLE...

...who says, 'I work better under pressure' or 'I get my best work done when I'm facing an urgent deadline'? Don't be fooled.

We all find the adrenaline rush that comes from being right up to the wire can bring out the best in us, but it is a deceptive best.

Last minute pressure forces you to focus, and that IS a good thing, but unless you have done the groundwork and preparation, you have nothing to focus on.

In business you find three types of people:

The ones who do things so far in advance that they are stale by the time they have to perform.

The ones who leave every job until the last minute and then wonder why nothing goes well.

The ones who SEEM to leave things until the last minute, but in actuality have spend the longest time researching, planning and mentally preparing.

The last group are the ones who tend to be successful. Their presentations are focused, interesting and cover all the important points. Their reports are complete. Their work is consistently to a high standard.

But people who haven't observed their modus operandi make the mistake of thinking that they have left it all until the end.

These people are like icebergs. The flurry of activity that you see masks the 90% of concentrated effort that they've made to ensure that the 10% at the end is totally on track.

Too many folks rely on their brains to jump into a higher gear as panic sets in, but you know what happens if you put a car into a higher gear when the engine isn't running fast enough ... it stalls.

So next time you have a big job looming, don't stall in the final straight. Start thinking, taking notes, doing research right now. Build up speed in your engine so that when the time is right you'll be able to switch on overdrive and fly past your competitors.



HERE'S THE FASTEST WAY TO DOUBLE YOUR INCOME WITH THE LEAST AMOUNT OF EFFORT



Your very best products – the premium stuff making you the most money – is worth even more than you think it is.

Let's say you're got a successful membership site. You're charging \$20 a month and you've got 300 subscribers.

That's \$6,000 a month you're bringing in, before expenses.

Obviously you're doing well with that, right?

So what do some marketers do?

They make an info product teaching how to do this very thing. How to set up the site, how to get the outsourcers to create the content and how to get subscribers.

And they charge maybe \$9 or \$17 for a WSO or JVZoo offer on this product.

That's one way to go.

But there is another method – one that generally makes more money with less hassles, and it's this:

Making a premium offering.

Let's face it – there are significant advantages to attracting \$500 customers over \$10 customers in the online marketing field.

A \$10 customer tends to be skeptical. They need a lot of convincing because they're pretty sure nothing works.

That's because thus far, they haven't met with much in the way of online success.

And when they buy your \$10 program, they often need help.

A typical query: "How do I take payments?"

You: "Have you heard of Paypal?"

Your customer, "Sure, but could you walk me through on how to set that up?"

A \$500 customer, on the other hand, tends to be on an entirely different level. They've likely already experienced online success, which is why they can see what you're offering works.





They don't have as many questions. And they know that any basic answers they do need (like how to set up a website, or Paypal) can be found online, rather than expecting you to do the work for them.

It's paradoxical, I know.

A \$10 customer needs \$100 worth of your time. Or more.

A \$500 customer generally doesn't need help. But even if they do, you don't mind spending the time with them because they've paid you good money.

So to get back to my original point, don't sell your knowledge short.

Packaging your know-how and experience into a \$10 product may lead to more frustration for you than anything else, even if you do have a great upsell.

Since, in this example, you've got a membership site that's doing well, you could:

- Offer to build them a similar but non-competing website, complete with 6 months of content
- Offer to coach them one-on-one on how to build their site themselves (far more valuable, since they will then own the skill)
- Work with membership site owners to get their subscribers up to a certain level

And so forth.

And for any one of these things, you can easily charge \$500 - \$2000.

Get 10 customers, and at \$500 each you've just made \$5000.

To make that same money selling a \$10 book or program, you'd need to sell 500 copies, assuming you make all the sales yourself without affiliate help.

Now then, how about getting the best of both worlds?

Create the inexpensive product and sell it without any personal coaching. Make this clear - they get the information, but you're not holding hands for 10 bucks.

If they want personal help, you can offer that as an upsell.

And if they're truly serious, you can offer one of the above three options at full price as well.

Of course, the \$10 and \$500 is arbitrary. You will set your own prices as you see fit.

For example, setting up a full membership site with six months of content is obviously worth a great deal more than \$500.

As long as you're not setting up direct competitors to your own membership site, you can do this every single month if you like.

Using this method alone, you can easily double your income.

And membership sites are just an example. This works no matter what you're doing online that is making you good money.

“Entrepreneurship is about living a few years of your life like most won't...

...so that you can live the rest of your life like most can't.”

- Anonymous



RESOURCES



Get Yourself Highly Motivated All the Time...

...by using this golden rule...

<http://www.lifehack.org/427283/how-to-get-yourself-highly-motivated-all-the-time-by-using-this-golden-rule>

Best way to reach new audiences?

Guest posting - writing posts for other people's blogs, then linking back to your own blog or squeeze page to get new visitors and subscribers.

<http://GuestPost.com> can help you find the best blogs for your guest posting efforts, find editor email addresses, help you track your pitches and follow through on opportunities.

Optimize Your Website for Maximum Sales

Use this tool to test different versions of your website to see which one converts the best.

<https://vwo.com/>

5 Digital Marketing Trends that will Die in 2017

The death of stock images, pop-ups and...
...Twitter?? According to Mashable, yes.

<http://mashable.com/2017/01/12/5-digital-marketing-trends-that-will-die-in-2017/#hz3ObQhtJOq6>

Can You Make Your Checkout Process THIS Easy?

As you know, the easier your checkout process is, the more sales you're likely to make.

Conversely, if your customers have to jump through several hoops just to get your product, they're more likely to give up before the transaction happens.

Take a look at how easy Amazon is making it for people to check out at their 'Amazon Go' locations...

http://mashable.com/2016/12/05/amazon-go-store-shopping/?utm_cid=hp-h-1#No8DxJvD1mqp

Want To Know How Your AdWords Are Performing?

Try this free AdWords performance grader:

<http://www.wordstream.com/google-adwords>

For Those Seeking Perfection...

You don't want to launch until you get your product PERFECT.

Hence, you never launch.

It's paralysis by perfection.

And it's ruining your bottom line.

So when I saw a video of a high schooler explaining how The Lion King is actually a rip off from The Matrix, I thought of you.

Because as you watch this video, pay close attention to the slides.

He makes so many mistakes in spelling and slide creation, it's clear he really didn't give a hoot.

Yet listen to his audience - they love him and his messed up slides.

So next time you're paralyzed by the desire to get something perfect before you ship it...

...just watch this video again.

<https://www.youtube.com/watch?v=EYplQzjH1aE&t=135s>

4 Online Marketing Trends with Big Potential to Drive Sales

According to Entrepreneur, micro-influencers, live video streams, paid social media and artificial chat bots are all poised to be the next big things in online marketing.

<https://www.entrepreneur.com/article/287636>

Chickens Who Help Themselves

One day a girl was watching an egg. She saw it begin to shake and crack a little and couldn't wait to see the baby chick emerge. After a few hours of impatiently waiting for the chick to struggle out, she thought she would give it a little help.

She thought she would help by peeling back the shell and allowing the baby chicken to finally get out of this annoying shell. But what she didn't realize is that the egg shell is designed to be hard so that the baby bird can strengthen its' wings in the push, and survive in the real world. The baby chick who had been helped, ended up unable to care for itself and so the girl had to become the chick's carer, and provide for it due to its inability to thrive in a real, natural and harsh environment.

We make this mistake constantly in our daily Internet Marketing lives. Here's something you might not know – it is good – *great even* – to help our customers, to provide excellent customer service and to hand our clients everything they need on a plate. We sell them formulas and programs to copy our methods exactly, we give them software that does the work all for them and we give them lots of free stuff so they don't have to purchase it from anyone else. We think that it will make them loyal to us and dependent on our services.

While in most cases this is true, note just one *flaw* and be careful with this facilitating approach.

When you have to spoon feed your customers, it can backfire. Suddenly all your claims of help and all those extras you have added in for them, can give them a sudden sense of entitlement to your free time, your resources and your advice.

What you want is to help them get to where they want to be and give them the products that help them too. But if they *rely* on you and all your little offers of help, you may end up drained and not enjoying the online scene quite so much.



You see, 9-5-ers can do their duties and come home and relax. Online entrepreneurs (depending on what they have offered for money) may not get the same chance to switch off if they are constantly answering emails, complaints, sending free advice, getting extra phone calls and adding in extras that they are not charging for.

People will only want spoon fed if you decide that you're their answer to everything and it's tempting to want to help and to be the go-to expert or to offer many things for a low price in order for a quick response from buyers. But value yourself and charge people for those extra minutes because your time is as important as theirs.

If you are burned out and tired, you are of no use to anyone.

Make sure that if you are giving people parts of you that exceed the line of duty, that you at least have a price for that. But overall, it is vital for them that they are not led fully by you. They must discover themselves as well so as not to become complacent and lazy. So knowing this can help both parties.

Take care of yourself and do not be so impatient that you come up with nutty ideas that will make people come to you more but will exhaust you. Every chick must hatch for themselves, once you have done your bit... it's time to rest and let them come out of their shells all on their own.

See you next month!



**BE
HAPPY**

**THE INTERNET MARKETING
NEWSLETTER**

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