

THE INTERNET MARKETING
NEWSLETTER



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Internet Marketing

HEROES AND GODS ARE NOT JUST KNOWN FOR THEIR FEATS.

INTRODUCTION

Greek mythology is often associated with the courage of heroes and gods, but it is also a catalogue full of deception, trickery and lies. In fact, liars are so prevalent within Greek mythology that when ancient Greek philosopher Plato imagined his ideal and perfect city, he wanted to remove all poetry that existed because of all of its representations and ideas of cheating, lying and swindling others in order to satisfy human needs.

The conclusion is that being a God or hero in the world of Greek myth does not mean being truthful not does it mean that goodness prevails. You can get known for a whole lot of unhelpful reasons.

On that note, perhaps the most famous liar in Greek mythology is the story of Odysseus, the character who features at the center of the Homeric epic "The Odyssey," which retells of Odysseus' return to his homeland (the isle of Ithaca) after the end of the Trojan War. Odysseus was cunning and clever, so much in fact that centuries later the Roman poet Virgil would give him full credit for the creation of the Trojan horse idea.

Even when Odysseus finally returns to his own kingdom after a decade of wandering, he still lies and dresses in the clothing of a beggar, attempting to fool everyone including his own wife Penelope.

There is no difference between these famous characters and what is going on today in the world of Marketing. Everyone is selling themselves or selling something on or offline – whether it be an impression of themselves or a product/service. And of course we all want it to be the best, we want it to look good and be accepted and received well by our target markets.

But there is a flaw in this desperation; one that will catch up on you if you are not careful. The need to exaggerate or deceive is not always a conscious one, sometimes it can happen by accident and the result is that you can get over amorous about what you are offering because you are thinking about the money.

People like this will post unrealistic quotes, images, text and promises, hoping that their efforts will just be seen as glamorous selling and excitement.

Don't be tempted to do this.

For a start, post realistic images – Images speak volumes and there is no harm in displaying them loud and clear and with a great spin. But be careful. Post inviting and *realistic* photos of what consumers can expect when visiting your business or investing in your products. Because the lesson we learn from every ancient story is this – the truth always comes out and if you hype people up to expect a holiday in the Caribbean and fulfil their sense with that promise – once they buy and see the caravan instead of the exotic setting, they are going to think you are a douche.

And that is as gentle as I can put it. Be beautiful with your words but not deceptive, otherwise you will end up an infamous liar like Odysseus and honestly, that is not the label you want to have.

Authenticity and accurate representation is the modern hero of Internet Marketing.



IN THE NEWS

FACEBOOK IS 'KILLING' PEOPLE

Have you checked your Facebook account lately? You might be dead.

On November 11th, a Facebook glitch began 'killing off' users and shifting their accounts to feature memorial messages.

The top of accounts held a message that read, 'Remembering (name) We hope people who love (name) will find comfort in the things others share to remember and celebrate his life.'

And yes, in a note of poetic justice, Facebook 'killed' CEO Mark Zuckerberg as well.

<http://marketingland.com/facebook-is-killing-people-198020>

LINKEDIN ROLLS OUT AUDIENCE INSIGHTS

Have you ever wondered who is looking at your posts and articles on LinkedIn?

Now you can tap on the "Me" on users' content and find out who has read your posts, what companies they work for, their job titles, their locations and how they discovered your content.

<http://www.adweek.com/socialtimes/linkedin-audience-insights/647387>

"It's much easier to double your business by doubling your conversion rate than by doubling your traffic."

– Jeff Eisenberg

HOW TO APPEAR OFFLINE ON FACEBOOK?

IDEAS

To access Facebook without your contacts noticing it, the first thing to do is to access your account and then follow these steps:

1. Go to the settings icon located in the lower right corner of your screen, right next to the search bar. When you place your cursor over this area, you will see "Options".
2. Click the icon and you will see the menu of options is displayed, you must choose the alternative "Advanced Settings" to adapt the preferences of the chat to your needs and get into Facebook without anyone noticing.
3. In advanced configuration you can choose three alternatives:
 - *Turn off chat for only some contacts* (Staying offline for chosen contacts)
 - *Turn off chat for all contacts except* (Staying offline for all the contacts except the chosen ones)
 - *Turn off chat for all contacts* (Staying offline for all the contacts on your friends list)

If at any point you want to activate it again, just go to the lower right corner and press "Turn on chat".



IN THE NEWS

GOOGLE LAUNCHES YOUTUBE MUSIC APP FOR ANDROID AND IOS EXCLUSIVELY

Google announced the creation of an exclusive YouTube channel for music, with the launch of a mobile application. The company reported in its official blog that the popularity this website has reached in terms of watching music videos or simply listening to music, made them the richest music catalog in the world and that they have paid more than \$3 billion to the music industry so far.

Music for iPhones and for mobile phones operating with the Android system will be free, but if you want to avoid advertising, you will have to pay \$ 9.99 monthly after a two-week free trial period in the US. Subscribers to the new service will also be able to access music videos and favorite lists they have made without the need for an Internet connection. Aside from the agreements that YouTube has with many record companies to offer the work of its musicians, any artist will be able to upload a video to this website and "be discovered by one billion people from all over the world", says the company in its statement.

ARTICLE

LAUNCHING A HIGH END PRODUCT? HERE'S HOW TO DOUBLE YOUR SALES



You see it - and possibly even do it - all the time.

A product launch is announced.

The date is set, affiliates are lined up and the process begins..



Prospects are driven to a squeeze page. They watch a video, watch another video in a day or two, watch a third video a couple of days after that, and finally the product goes live.

For a week affiliates are working hard to get sales and everything goes great.

Then comes the deadline. Only 48 hours left! Only 24 hours left! Only 6 hours left!

The sales come pouring in, and then it's over. Done. Finished. History.

Sigh.

Sort of feels like the day after Christmas, doesn't it?

No more sales.

Sure, you (hopefully) made a mint.

But that's it.

Now, I know what you're thinking... "Maybe I could reopen it in a month or two."

Yup. You can. Of course by then you will have lost all momentum.

And if you said you would NEVER reopen it, then you'll lose your credibility, too.

There is another way - and I'll give you a clue as to what it is:

What do you do when your new customer buys your \$10 product, but turns down your \$97 upsell?

Usually, you offer a \$47 downsell, right?

Well, why don't we do this with product launches?

Let's say you're launching a \$997 coaching program.

The very day after it closes, why not do a second launch of a \$297 or \$497 version?

Here's how it might work:

The day after your product launch ends, send an email to everyone on your list who opened at least one of your emails promoting that product launch.

Tell them, "I see you didn't grab my XYZ product. No problem. Maybe the timing just wasn't right for you."

"I've got a more economical version for you that's just as powerful."



And then you launch into a problem that needs solving, and you're going to solve it on an upcoming webinar, and here's the link.

On the webinar you give great information, and then you offer the downsized version of your original program that just closed.

Nice.

Your prospects are still warm from the big launch.

Some of them really did want your product but couldn't afford it.

And they're grateful for the opportunity to learn more on your webinar.

Done right, you can make a lot of extra sales this way.

Things to know:

- Be sure NOT to send this email to people who bought your initial product. They might get irritated that you didn't give them a choice between the two versions.
- You've already created the product – it just makes sense to repurpose the information into a second, smaller product to make additional sales.
- Make sure your more economical version does NOT contain everything your expensive version contains. It's only fair that it doesn't.

For example, if your expensive version contains one-on-one coaching, you might leave that out.

- Deliver real value on the webinar. As always, tell them what to do but not HOW to do it. They have to buy your product for that.
- If you have a HUGE list of prospects who looked at your first product but didn't buy, you might need to do more than one webinar to get them all on. It's a good problem to have.
- It is entirely possible to double your initial sales using this method. Of course, since you are charging less, you won't be doubling revenue. But still it can be a very nice second payday.
- Be sure to have everything in place for this second launch prior to initiating the first launch. You probably won't have to do it during your initial launch.
- Let affiliates know they will be earning commissions on both the first and the second launch.

This is a technique that doesn't take a lot of extra work and can make your customers, your affiliates and your bank account very happy.

HOW TO INTRODUCE AND TRAIN A NEW EMPLOYEE?

1. Have small meeting with him/her with a brief explanation about the company, its departments, the goals and the objectives of their particular job. Ask about yours and his/her impressions, doubts or concerns.
2. Then the employee to your co-workers.
3. Train a new employee to create a manual about the tasks, the organization chart, the phones and e-mails that you will need and a series of frequently asked questions. If the job requires a strict schedule of entrances, exits, and breaks, define it from the beginning and add it to the manual.
4. Define a few days of training in which the employee will be taught the tasks and tools regarding his/her position. Try to put practical examples to facilitate their understanding.
5. Motivation. Once the employee knows how to perform the tasks and finally joins the team, it is important to learn how to motivate each worker to develop their full potential. To this end, special attention should be paid to the personality, abilities, attitudes and aptitudes of each.
6. Encourage fellowship. It is good to create a good working and communication environment for employees to feel comfortable. You must try to convey that the employers form a team whose pieces are equally important and necessary. It is fundamental to avoid favoritism, to apply empathy and to develop assertiveness.

If you follow these simple tips, invest in good training and develop your assertiveness and empathy, you will be able to train a new employee successfully.



SONY'S BETAMAX TAPES WILL NO LONGER BE SOLD

Japanese technology giant Sony will stop selling videotapes of the Betamax format after falling demand in Japan, the only country where the system was still commercialized for 40 years. This video format was launched by Sony in 1975 for domestic use and reached its peak of demand by the mid-1980s when around 50 million magnetic tapes were placed around the world.

In 2002, the Japanese company stopped producing recorders and Betamax players, although it continued to sell tapes, of which it has since sold about 18 million. Experts point to the higher recording capacity of VHS tapes, up to three hours in length, as well as the lower price of these cassettes and players as key factors for their success.

A WARNING TO NEW MARKETERS: INNOVATION = STARVATION



When I got started in online marketing, I was lucky.

Someone told me exactly what to do, and I didn't know any better than to follow his instructions to the letter.

I looked at it this way – the guy was a self-made millionaire. I was broke. So what was I going to do – take what he told me and 'fix' it? Somehow make it better? Improve upon it?

There's an old expression: If it isn't broken, don't fix it.

I took his instructions as gospel and did what he said.

And soon I was making so much money, I was frankly astounded.

The biggest mistake I see new marketers making is they try to innovate.

They have a better idea. A better system. A better method.

And they almost always fail.

Look, there is a place for innovation once you know what you're doing...

...But not when you're first getting started.

Imagine you're teaching someone to drive, and they get a great idea: 'Why not just beep the horn when they're about to hit someone? This way that person can get out of the way, and they never need to step on the brakes.'

See how crazy that is?

But it's exactly how new marketers tend to think: "Forget the old ways, I've thought of a better way no one has ever thought of before."

Uh-huh.

Instead, if you want to meet success quickly in this business, take a system that is already working and *copy it*.

Yes, that's right – I'm advocating that you flat out copy what's already working.

Are you in the diet niche? Then do this: Purchase the top 5 or 10 diet information products.





Pay close attention to every step of the funnel. Take screen shots and notes.

Pour through the products and see what's good about them and what's missing.

Then create your own product based on what you've learned, and set up a sales funnel based on the funnels you went through.

Do this and I almost guarantee you'll have a good selling product.

(For more on product creation, see this month's Product Creation Section.)

Online marketing isn't hard if you'll simply do what's already working. But being human, we tend to think we can do better. Or we think we *should* do better and that it's not right to copy systems that others are using.

But all industries are built upon the knowledge of those who went before – even those that innovate like crazy.

I'll give you an example: It's July 2003 and you've just co-founded Tesla Motors with the intention of building cars.

Are you going to start from scratch, with zero knowledge of cars and engines and how they run...

...or are you going to take all of the knowledge accumulated over the last century and a half of car making, and then BUILD UPON this knowledge to create your own cars?

See?

Even companies like Tesla don't reinvent the wheel – they make it better AFTER they've learned everything they can about what's working now.

When you're just starting out, find a system you like that you know is working, and then copy it.

Once you've got it working, then and only then do you start innovating.

SNEAKY TRICK INCREASES SALES ON AUTOPILOT

This only takes a few minutes to put into action, and it can result in a very nice bump in your sales.

Here's how it works:

When you create a product download file, put it in zip file, and add a "Read me first" document to it as well.

In the "read me first," place another offer for your customer to check out.

Or even more than one offer.

It can be as simple as a sentence or two directing them to the link where the additional offer can be found.

Or you can get more creative and elaborate if you have time.

Either way, you should see some additional sales using this simple, easy technique.

And you can add a "read me first" file to lead magnets and free offers, products you sell, and even add it to the bonuses you give away when selling affiliate products.

"The paradox is the more info you give away, the more people will buy what you have to give..."

– Brian Clark



HOW TO BEHAVE IN THE OFFICE?

1. Open and accept the opinions and suggestions of colleagues. This way you can improve your work and the work environment in the company. It's all about having a positive mindset and improvement.
2. Try to control your temperament and be as cordial as possible with your partners. This can be difficult on certain days but avoiding arguments and quarrels is very important to maintain a good working environment.
3. Share all the available information to achieve a better workflow in the office and ensure a good relationship between colleagues.
4. Be fully open when working in a team. Collaboration is essential in these cases.
5. Respect the norms and customs of other workers.
6. Establish and respect the protocols of action to communicate with other colleagues and superiors. This establishes the labor relations of the company.
7. Avoid all kinds of criticism and mockery towards other colleagues and their work, avoiding any situation of discomfort in the company or office. The criticisms must always be constructive and in the form of suggestion, knowing how to accept them in case of receiving one.
8. Honesty is a vital point. It is necessary to try to share with the rest of the companions the achievement of achievements, avoiding in any case to attribute merits that do not correspond to us. With this, you will be able to get a warm and pleasant work environment.

Finally, in order to maintain good behavior, you should avoid a whole series of unprofessional attitude such as moving too much, disturbing others and using destructive criticism.

IN THE NEWS

ADOBE INTRODUCES SOFTWARE THAT CAN MIMIC YOUR VOICE

Imagine having a tool that with just 20 minutes of audio voice recording allows you to later edit and add any words and thus totally modify the original speech. This is now possible with VoCo, the new Adobe project that was presented at its annual Max Creativity Conference.

This time is enough for the software to understand the form and intonation of the speaker in order to replicate it and create new words or phrases.

The company, creator of other programs such

as Photoshop, Illustrator, and Audition, said the system is not based on traditional speech synthesis technology, but rather on what Adobe calls "voice conversion."

Although the company stated that the main objective is to "change or insert one or several words in recordings of dubbing, dialogue, and narration", some have expressed that the program can be lent for other activities taking into account that it can put words in the mouth of a person that never said them.

GET FREE PUBLICITY USING THE STREISAND EFFECT – BUT BE CAREFUL

The Streisand effect is the name given for a phenomena that can be used for good or evil – for your own advantage or against you.

In 2003 Barbra Streisand's lawyer sent a cease and desist letter to the California Coastal Records Project regarding an aerial photo of her Malibu beach mansion on the website. The website operators rejected that letter and all follow up letters and the Los Angeles Superior Court dismissed the frivolous suit.

Here's what happened: The previously little-known CCRP website includes more than 12 THOUSAND overlapping aerial photos of the entire California coastline. Plus they house an additional 55,000 photos that date back as far as 1972.

Streisand was upset that her mansion was visible in one of these 67,000 aerial shots.

Had she done nothing, likely no one would have ever noticed or cared.

But because of the lawsuit, now everyone heard about the site and the photo. Today, you can find that exact photo distributed all over the Internet.

Anytime anything is censored on the Internet, it's immediately picked up by other websites. Get it removed from one site, it shows up on 10 new sites. Get it removed from those, and it's on a hundred sites and in the news.

Banned books become highly popular. Movies that get protested see box office surges. Comedians, musicians and magazine publishers prosecuted for "obscenity" become folk heroes. (Lenny Bruce, Jim Morrison and Larry Flint, for example.)

Watergate wouldn't have made much more than a ripple if it hadn't been covered up. But six months of lies brought down an entire presidency.

The examples are prolific and you can find more of them here: rationalwiki.org/wiki/Streisand_effect

Now then - why is this important to you and your business?

Two reasons. First, it can bite you if you're not careful. Is there something you don't want known? Did someone say something really rotten about you or your business that people could believe? Then it might be in your best interest not to make a big deal of it.

In the same vein - did you make a major mistake? Rather than trying to cover it up, it might be best to admit it immediately so it never becomes an Internet sensation.

Second reason and food for thought: How can you use the Streisand Effect to build your business?

Every year PETA (People for the Ethical Treatment of Animals) submits an over-the-top TV advertisement for inclusion in the Super Bowl. It's often highly sexually-suggestive, and usually the network flat out refuses to run it.



PETA lets it be known their commercial was banned, and overnight it becomes an internet sensation. And they didn't have to pay the outrageous Super Bowl ad fee, either. Now that's smart.

Greenpeace wrote a pamphlet critical of McDonald's. McDonald's sued and the case was in the news for over 10 years; the longest libel trial in English history. Thanks to the lawsuit, that little pamphlet and its contents became famous.

And the icing on the cake was when the court ruled the activists had not engaged in libel – now the claims McDonald's fought to suppress had the tacit backing of the English courts.

Books, albums and movies that are banned by churches, religious groups and so forth nearly always see their sales skyrocket with the ensuing publicity.

Are you getting any ideas? I can't give you a step-by-step here on what you might do – that depends entirely on your business. But you might keep the Streisand Effect in mind.

Sooner or later you'll find an honest and ethical opportunity to use it to your advantage, and it's up to you to grab that opportunity when it happens.

THE SIMPLE, YET PROFOUND CHIMPANZEE MARKETING SECRET

According to Smithsonian Magazine, a Zambian chimpanzee named Julie stuck a piece of grass in her ear and left it there. And she did this over and over again.

Why? Scientists say the "grass in the ear behavior appears to serve no discernable function."

While chimpanzees have "culture" and traditions, including unique behaviors and tools, these things usually have a concrete function.

The grass in the ear doesn't. Best guess by scientists – it's some kind of a fashion statement.

But here's where it gets interesting...

After Julie began placing a piece of grass in her ear, her fellow chimpanzees copied her.

Mind you, no other chimp group did this – only Julie and her followers.

So what's this got to do with online marketing?

Everything.

You can tell your readers to buy a product. You can tell them it's the greatest product ever. You can tell them it will rock their world and change their life.

And some will buy.

But if you purchase the product yourself – if you USE the product yourself – and if you tell your readers about your experience – you will be far more likely to make sales.

Imagine if Julie had tried to force grass into her fellow chimps' ears. Do you think they would have bought the concept? Not likely.

Obviously your readers and customers aren't chimps. Humans are better than chimps because humans are even MORE likely to copy what you do.

If your readers like you, trust you and even suspect you know what you're doing, they're going to want to be like you.

And if that means buying and using certain products, they'll do it.



HOW TO REDUCE CREDIT CARD COSTS?

1. Reduce the credit limit of the card because when you reach this limit, you will not be able to pay more with the same card.
2. Save the tickets of the purchases you make, which will allow you to know the credit used and the one that you still have to use. In addition, this will allow you to return the product if necessary.
3. In order to control the charges, the credit used and the money in your account, it is advisable to carry out online reviews periodically. In addition, you will be able to avoid possible fraudulent charges.
4. Another option is to link your credit card to an account with less money, avoiding excess purchases that could affect the family economy.



IDEAS

IN THE NEWS

FACEBOOK IS WILLING TO COMPETE WITH LINKEDIN

Facebook Inc has announced a new feature with that will allow the page administrators to create job postings for their businesses. They will also receive all the candidates' applications directly, which will make the recruitment significantly different an easier for the owners. This new option could affect LinkedIn Corp, the recruitment leader at the moment.

LinkedIn gets most of its revenue from job seekers and recruiters who pay a monthly fee to publish and review resumes and connect with people in what is commonly known as the social network for businesses. With Facebook's new feature, companies could drive more traffic to their social network pages and pay the company for submitting job offers to more candidates.

At the moment, the new function is in the test phase, but its soon expansion is expected to happen very soon and become very important in the business world.

In October, Facebook launched Marketplace that allows people to buy and sell items through the social network, which seems like a new way to keep its users connected.

WHY YOUR BEST PRODUCTS AREN'T SELLING



...do you stop in and have lunch?
Probably not, but why not?

What does outside paint, weeds and trash in the parking lot have to do with what kind of meal you're going to be served?

Frankly, none. It could be the world's greatest cook is inside, waiting to make you the meal of a lifetime.

But you'll never know because you didn't patronize the place.

What's this got to do with your business?
Everything.

I see folks working for months to get their products just right.

And then they spend on afternoon writing the sales letter or making the sales video.



You drive by a restaurant and it doesn't look like it's been painted in a decade. The flowerbeds are full of weeds, the sign is dirty, the parking lot is full of trash...

They think if they get the product perfect, it won't matter if their sales letter looks like it was written by a third grader.

But it does matter, because if no one buys, no one will ever know what a great product you have.

This might blow a few minds and cause some controversy, but... when it comes to online sales, your sales copy, graphics and sales funnel are all more important than your product.

No, I'm not saying it isn't important to have a great product that delivers tremendous value.

But I am saying if you don't spend just as much time on the funnel that takes people from strangers to buyers, you won't succeed, no matter how terrific your product might be.

You get the point.

Now to suggest something even more radical – write your sales copy first.

Then create the product.

This isn't a new idea, yet to this day it's seldom used.

Look, it's a lot easier to write great copy when there are no limitations to what can be in the product, and then fit the product to the sales copy.

If it turns out any of the claims in the sales letter went too far, you can always pull them out.

But you will still increase your odds of creating a hot selling product when you use this method.

Remember – spend as much time building your sales funnel as you do creating your product. This will get the people in the parking lot, through the door and sitting at your table, ready to enjoy the fantastic product you're about to serve them.

ARTICLE

BOOK: SOLVING THE PROCRASTINATION PUZZLE

by Timothy Pychyl

Procrastination is a big problem not only for online marketers, but for a majority of people everywhere.

You're working a job and trying to start your online business at the same time. There's so much to do... yet you find yourself on Reddit or in front of the TV.

Or you know that if you would just start eating healthy and exercising every day, you'd have so much more energy for doing the things that need to get done... but you keep procrastinating on changing your diet. And exercising.

The list goes on.

So how do you solve the procrastination puzzle?

According to one of the foremost experts in the field, Timothy A. Pychyl, there are steps you can take right now that can defeat procrastination.

And for purposes of illustration, let's use the example of starting an online business from scratch:

1. **Just get started.**

You've heard the expression a thousand times, "Just do it." But that's bad advice because you feel overwhelmed by your big task of starting an entire business. Just the anticipation of what's ahead causes you very real pain, and your subconscious will do anything to avoid that pain – including watching reruns of Seinfeld.

But if you simply take the next step then you're moving toward your goal. Some people call this baby steps. Everybody loves immediate gratification – feeling good NOW as opposed to feeling good in a month when you complete the BIG project.

The way to give yourself that feeling of immediate gratification is to break down your big task into tiny tasks, and then one by one complete each of those. This way you get to feel good a hundred times over starting in just a few minutes, rather than one time that won't happen for another month or more.

So just get the ball rolling. Commit to spending 5 minutes on the very first task. And once you get started, the momentum will build and your brain will find out you're not in the pain it anticipated.

And remember, you might need to "just get started" many times on the same project, the same day and even the same morning. It's normal and nothing is wrong with you. Practice at getting started again and again and you'll find it eventually gets easier and easier.



2. If... then.

Timothy calls these "implementation intentions." This is a strategy you put in place to help you deal with the inevitable challenges ahead.

First, identify what you do when you procrastinate. For example, when you need to get to work you check Facebook instead.

Next, make a "pre-decision." Decide that "if" you tell yourself to check Facebook, "then" you're going to just get started on working on your business instead.

Making these decisions in advance cuts down on your need to use willpower and steers you toward making automatic, positive choices to work when you're about to procrastinate.

BTW, this can work great for all kinds of bad habits. "If" I want a cigarette, "then" I'm going to __ instead. "If" I want to eat a candy bar, "then" I'm going to __ instead. "If" I start feeling angry at my spouse, "then" I'm going to __ instead.

3. "This will only take a minute."

You're in the middle of working when you decide to go check your email because "it will only take a minute." But emails leads to websites which lead to more web surfing and before you know it half your day is gone, all because of that minute.

Instead, decide in advance that if you have the thought, "this will only take a minute," then you will immediately get back to work.

And by the way, if you can completely remove distractions like email and Facebook, do it. For example, take your device offline. Or better yet, unplug the Wifi router from the wall.

4. Multitasking.

Don't. Do. It. There is this huge myth that you can get more done while multitasking, but study after study shows this is completely false. You are far more productive when you focus on just one thing at a time.

Don't believe it? Here's a classic example of how bad multitasking really is: Texting while driving is SIX TIMES more likely to get you into an accident than driving while intoxicated, which itself is a terrible thing to do.

When you're multitasking, you're not doing your best work and you're wasting a great deal of your energy and brain power. Disconnect from everything else except the task in front of you, and you will get the highest results.

5. You're going to stumble.

It's okay. Don't expect 100% results the first time out or the hundredth time, either. Ending procrastination is a 'two steps forward, 1 step backward' sort of thing.

When you put something off, don't beat yourself up. Simply reread the 4 points above, see where you went wrong and make the right move next time.

Forgive yourself when you fall short and don't give up. If you can get 1% better each day, in a year you will be truly amazing and you won't even recognize your old procrastinating self anymore.

You're not alone – research shows that every single person procrastinates in some way. But by using the simple steps listed above, you can begin to see some dramatic changes over the course of the coming weeks and months.

And you can finally get that big project accomplished that you're been putting off for so long, whatever it might be.

"Don't build links. Build relationships."

– Rand Fishkin

HOW TO MAKE A STAMP FOR YOUR COMPANY?

1. Make the design of your company stamp. There are several ways that you could use and the easiest one is:

- Create a stamp in MS Word
- Take a screenshot of your creation
- Crop the image up to 275 pixels wide and 130 pixels high

The stamp design should be simple and effective

2. Include the following data:

- Company social / tax data
- CIF
- Company registration information

The registered office is usually set up but not required, and contact details are optional.

3. As for the name, unless the trademark is duly registered, you must put the full name of your firm.

4. Save the image with the stamp in JPG format.

5. It is recommended to make the image of the stamp in a single color, better in black on white, this would facilitate the realization of the mold

6. Take the image to the local printing companies or find them online.



IN THE NEWS

THE GMAIL APP FOR IOS NOW FASTER

Google has released a new update for the Gmail app for iOS that brings the same features already included in Android. In addition to having a fresher look, with more elegant transitions, the main novelty is that it is much faster and more efficient, as described in Google's blog post.

The 'Undo' function can be used for sent messages which allows you to return an e-mail that you no longer want to send, before the recipient receives it.

Search options have also changed. It is now possible to get results instantly as you write. In addition, the tool will give you word suggestions when there are typing errors. On the other hand, by simply sliding you can quickly archive or delete items in your inbox.

Google also reported on the update to the Calendar application. You will have the possibility to search events and reminders in the general search of the iPhone to find the elements faster.

The month and week will be available in landscape view and you can add non-Gregorian calendars, such as lunar, Islamic or Hindu.

LIST SEGMENTATION – SHOULD YOU EVEN BOTHER?

If you're not doing it, you've certainly heard of it – segmenting your email list based on things like when and where readers subscribed, products they've bought, geographical location and so forth.

And it's not just the segmenting you've got to think about, but also moving people from one list to another.

Jane subscribes to get your free traffic report. A month later she buys your traffic product. But the week after that she also buys your video creation product, and the week after that she buys an affiliate product you recommended on product creation.

So what do you do – move her to a new list every time she buys? Keep her on more than one list? Get frustrated and decided to keep everyone on the same list?

List segmentation might seem complicated and messy, so let's talk about why you would even bother with it in the first place.

Then we'll cover how to go about it, what you need to think about, and ways to make it pay off handsomely for you.

Why Segment Your List?

According to DMA, 77% of email marketing return on investment came from targeted, segmented campaigns in 2015.

Segmented email campaigns produce, on average, 30% more opens and 50% more click-thru's compared to untargeted email campaigns.

That alone might convince you to start segmenting your lists.

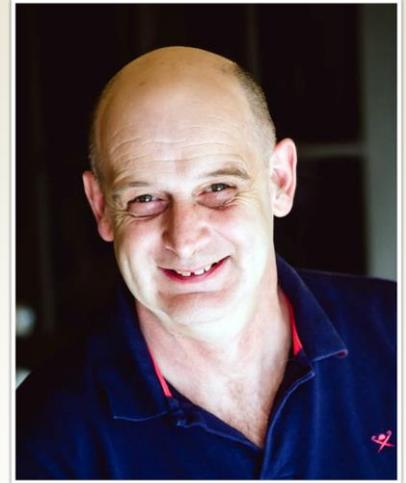
For example, let's say you have 1000 people on your list.

300 of those people purchased an exercise guide on using stretch bands.

The other 700 didn't buy the guide.

If you send an email to the 300 offering them a discount on the exercise stretch bands to go with the book they purchased, you'll likely get a good response.

And if you send an email to the 700 offering a discount on a package deal of the book and the bands, you'll likely get a good response.



"Segmenting your contacts is possibly the most important aspect of email marketing. Sending the right message to the right person at the right time is the smart way to maximise your ROI."

KEVIN POLLY

*Owner of **ARPReach.com**,
best selling self hosted email
autoresponder*

But if you sent an email to both lists with a more generic offer, your response rate would go down.

You can see how segmenting your list can work to your advantage.

Here's how you might think of list segmentation: Pulling out portions of your list who are the most likely to respond to certain offers, and then giving them those offers.

For example, you might have a list of 10,000 people who are interested in online marketing. But certain people on that list are especially interested in video marketing, while others aren't. Some are interested in email marketing, while others aren't. And some are interested in affiliate marketing, while others aren't.

If you can segment your list to send the right offers to the right people, your response will go through the roof.

"But can't I just send all the offers to all my subscribers?"

You can, but it's counter-productive for several reasons:

First, readers are less likely to open any of your emails if they aren't tailored to their interests. If you're sending every offer under the sun, they're going to realize that most of your emails don't contain anything relevant to them. They won't open all of your emails just to find the few that do pertain to them.

Second, the math is terrible if you send everyone the same offer. Imagine you have subscribers with 5 different interests. You could send out 5 different emails on the same day, each tailored to their specific interest, and get sales on 5 different products.

But if you sent out the same email to all of them, then 4 out of 5 will have no interest and won't buy anything.

Third, if you don't segment then you'll inevitably send out offers to people who already purchased that product. And that's bad.

Imagine you're the list subscriber. You buy product X, and a few days later you get an email suggesting you go buy the product you just bought.

Now you're thinking this marketer is an idiot.

Or maybe after you buy the product, the price goes down. Now you're steamed. You paid \$99 last week, and now you get an email saying the product is on special for \$79. Grrrrr.

Sure, you write and ask for a \$20 refund and you probably get it. But what happens from here on out? You don't buy anything because you figure a better offer will be coming next week.

One more scenario – you buy a product and forget about it. Then later you get an offer for that product, buy it and... Damn! You realize you've just been snookered into buying the same product twice. Sure, you get a refund on the second one, but how do you feel about the seller? Not too great.

The list of reasons to segment go on, but let's talk about...

How to segment your lists

In a word – autoresponders. Your list management service (autoresponder) holds the keys to segmenting.

You can create tags, so that when a subscriber takes a particular action, they get tagged. For example, when they buy product X, they are tagged so they no longer receive emails promoting product X.

You can create automations, so when someone buys product X, they get moved into the buyer's sequence. This is yet another reason to list segment – you can send a series of emails to product buyers that makes sure they get the most out of that product, thereby reducing refunds.

You can create separate sequences for each product you promote, moving your readers from one sequence to the next based upon their actions and preferences.

Plus you can create separate sequences based on preferences, what lead magnet they signed up to receive and so forth.

With the technology available in programs such as AWeber and ConvertKit, you're only limited by your imagination and the desires of your readers.



Get creative in segmenting

Sometimes you'll need to get creative, such as offering a bonus package that they need to enter their email address to receive. This will give you a list of buyers to a particular affiliate product you've promoted.

Use opt-in forms that offer bonuses, freebies, guarantees, support and anything else you can think of to get readers and product buyers to subscribe onto segmented lists.

Always be thinking – how can I segment my list so I get them the information and offers they want to receive?

What can you segment?

This is where it gets fun, challenging and even exciting.

There are so many ways to segment your lists, and there are no hard and fast rules on this. Really you need to decide what is best for you, your list and your niche.

A few ways to segment your lists...

Purchaser or non-purchaser – have they made a purchase? How long ago? If it's been a long time, you'll want to give them a great offer to get them buying from you again. If they purchased recently, you might want to reward them somehow to keep them active.

How active – have they clicked a link in your emails in the past month? Generally you want to make more generous offers to the least active subscribers, to get them interacting and purchasing again.

Customer value – did they purchase a \$10 product? \$100 product? How much they've spent with you can determine what offers you send them. Be sure to speak to your best customers in a way that shows how important they are to you.

Geographical location – depending on your niche, this can be a terrific way to speak to people using their local lingo, customs and so forth to better relate to them and push more emotional buttons.

A good example would be sending out special emails to the U.S. for things like Thanksgiving and Fourth of July, or Boxing Day in the U.K or Anzac Day in Australia and New Zealand.

Area of interest – even if you build your list with a somewhat generic lead magnet, you can still segment your list based on interests. You can do this by making an offer – free or paid – and then segmenting those who click the link.

For example, your lead magnet is online marketing (very generic) and then you make offers to your main list for a free video on traffic generation, a report on making money with blogging, and a paid offer for a product creation course. Now you've got 3 separate list segments that are niched down.

Content format – some prefer written content such as blogposts and pdf's. Others prefer podcasts, or video, or webinars. If you know how certain segments of your list prefer to consume their content, you can tailor future offerings accordingly.

Stages in the Sales Cycle – giving new subscribers an introductory email series is a great idea. This introduces them to you and your business and gets them excited for more. Then you might even give them a choice of what they would like to receive next.

This barely scratches the surface of different ways to segment your lists, but you get the idea.

Segmenting tips, ideas and monetization...

Making the same offer to your entire list? Segment anyway.

Let's say you're promoting a course on traffic generation strategies to your entire online marketing list, which is segmented into 3 parts as follows:

- People interested in video marketing
- People interested in blogging
- People interested in Amazon affiliate sites

Of course you could send out the same email to everyone, but why would you?

Instead, talk about using videos to generate traffic to your video list. For your blogging list, talk about driving more traffic to blogs. And for your Amazon affiliate list, talk about driving traffic to Amazon affiliate sites.

Remember to tailor the subject lines to each segmented niche as well. You might be shocked at the improvement in your open rates, clicks and sales.

Send new subscribers your old offers.

Let's say you launched a new product 60 days ago. Everyone on your list at that time received several emails about the product. But now you have new subscribers on your list – what to do? Send an email (or 2) just to them, telling them about the product.

The point is to tell new subscribers about offers, products and opportunities they haven't seen yet.

Segment product buyers who didn't purchase the upsell.

Make them another offer to buy the upsell they missed – perhaps with an additional discount or an added bonus.

Segment affiliate product buyers based on product creator.

If you sold a hundred copies of Joe Smith's course to your list, those buyers might want to know about everything else Joe Smith puts out.

And right there in the email, you can remind them that they bought Joe Smith's course back in June.

You can also segment based on interest – that is, people who clicked the link in the email to check out Joe Smith's course, but didn't necessarily buy. Remind them of their interest in Joe's products.

Segment based on clicks.

Readers click a link to check out a product – send them a follow up email reminding them of their interest and that the sale is ending.

Last of all, get creative.

What can you offer certain segments of your list that will have them shouting 'YES!'

The more segmented you make your lists, the more specific and creative you can get with your offers.

Good luck and happy email marketing!





IN THE NEWS

SIRI WILL NOW ALLOW PAYPAL PAYMENTS

PayPal added new functionality to its iOS app. The tool allows you to ask Siri to send and request money from the contacts. The new feature is useful for payments between friends, as well as the online transactions.

Users who want to use this service should send and request money through the Apple Personal Assistant. By saying "send money to ..." or "request money from...", Siri activates the function and the platform performs the transaction.

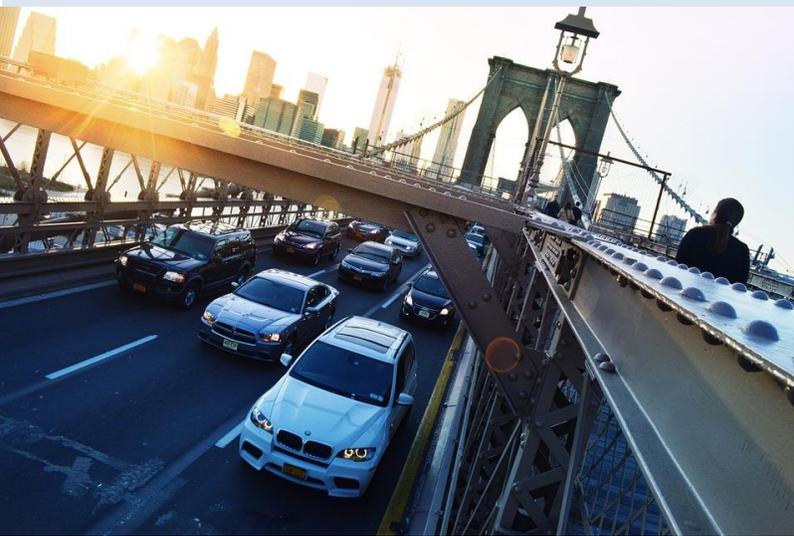
The user must have the payment app installed and be identified with his account, in addition to having activated the Touch ID to authorize the movement. If not, Siri will open the application and ask the user to enter their e-mail, password, and PIN in order to complete the operation.

This new feature will be available in 30 countries and in several languages, among which we can mention Germany, Brazil, Canada, China, France, India, Italy, Japan, Netherlands, United States, United Kingdom, and Mexico.

HOW TO SIGN UP FOR A PERISCOPE ACCOUNT?

1. Go to Google Play or Apple store and download Periscope app. Once installed, a shortcut will be created on your desktop, clicking on it will open the application and give you a small explanation of what you can do with it.
2. You will be given the option to register with either your Twitter account or your phone number. In case you choose the first option, you must authorize Periscope to use your account by clicking "allow" and then creating the account. The second option requires your phone number and proceed to the account creation. However, it is essential to have a Twitter account.
3. Below you will find suggestions from people who should follow that already use this tool and that are users that you follow on Twitter. You can discard the ones you do not want to continue clicking on the check that appears on the right side.
4. Once you've selected the people you want to follow, you'll see recent updates and you'll be able to see the latest uploads. To see a video you just have to click on it and then you will see another window where must press the play symbol on the right side.
5. At the top of the application, you will see 4 icons, the first allows you to see the latest updates. The second, world icon, allows you to press the red dots and see the transmissions of people in near the countries. You also have the button lists where you will see an index with live retransmissions, organized by relevance or by the number of followers..
6. In case you want to make a transmission, you must click the red button at the bottom of the right side. You have the option to title your publication, make it public or private, share your location, activate the chat and more.

MAKE MONEY USING THE INTERNET – AND YOUR CAR



No doubt you've heard of Uber and Lyft, both of which allow you to start your own taxi service. But that's not what we're talking about here.

Instead, we've researched peer-to-peer sites where you can rent out your car to travelers for days and even weeks at a time while you focus on your internet business.

Newer cars earn the most, as do popular travel destinations.

Turo – you can rent out your car, truck, SUV or minivan. Most rentals are at least a week. You might need to pick the person up or drop them off somewhere. Turo carries a \$1 million liability insurance policy on every vehicle which covers damage and theft. <https://turo.com/>

GetAround – similar to Turo, with reports of car owners earning up to \$10,000 a year. <https://www.getaround.com/>



It's possible to add another \$1000 - \$2000 a month or more to your bottom line if you live in the right location and own a car or truck.

In fact, some people actually lease a car or two in order to take advantage of these opportunities. And it makes sense: If you can lease a car for, say, \$400 a month and make \$2,000 a month, why not do it?

Outdoorsy – do you have an RV sitting idle? Rent it out and earn \$150 to \$350 per day. The company handles bookings and payments and again carries \$1 million in insurance. <https://www.outdoorsy.co/>

Car Next Door – this one is strictly for our Australian friends, and guarantees you'll earn \$2,000 in your first 12 months if you meet certain criteria. <https://www.carnextdoor.com.au/>

EasyCar Club – this is the UK-based peer-to-peer car hire service. <https://carclub.easycar.com/>

Do you use your car too much to rent it out?

Then try a vehicle advertising service.

Wrapify – your car gets covered with a giant advertisement and you earn based on how much you drive. A typical commuter might earn \$50 to \$100 a week – which could easily cover your car payment. <http://www.wrapify.com/>

Carvertise – been around since 2012 and works like Wrapify. <http://www.carvertise.com/>

None of these will make you rich, but they can add significant income to your bottom line while you're growing your online business.

50 SOCIAL MEDIA SITES YOU NEED TO KNOW ABOUT

Some of these hardly need mentioning, such as Facebook, Twitter and LinkedIn.

Others you've heard of, but you're not on there yet.

And still others will be new to you.

Now then, our suggestion is NOT that you try to be on all 50 of these networks. A better strategy is to pick as few as one and as many as 5, and have an active presence on those sites.

However, you need to be aware of all of these sites and apps for two reasons: First, every social media site that is huge today (Facebook, Twitter, etc.) began as a fledgling startup no one had heard of before.

The next Facebook (or bigger) could be in this list.

Second, it's important to reserve your name in every single one of these social media sites that you can, just in case they do grow by epic proportions.

Otherwise, you're leaving it on faith that someone won't take your name and use it for less than positive purposes.

And while this list isn't exhaustive, it is a good start.

Badoo – dating-based social networking site in 200 countries with 20 million active users. <https://badoo.com/>

Baidu Tieba – a social forum network that is based on keyword searches in the Baidu search engine – approximately 300 million active users each month. <http://tieba.baidu.com/>

CafeMom – Community for moms and mothers to be. <http://www.cafemom.com/>

Care2 – Helps activists connect around the globe. <http://www.care2.com/>

Delicious – social bookmarking service. <https://del.icio.us/>

Deviantart – social networking for artists and art lovers. <http://www.deviantart.com/>

Facebook – you've probably heard of this one. Nuff said.

Flickr – highly popular photo sharing site. <https://www.flickr.com/>

Flixter – American site for people who love movies and want to connect with other movie buffs. <https://www.flixster.com/>

FourSquare – local search and discovery based social media. 40 million active users. <https://foursquare.com/>

Funny or Die – comedy video social site to find the funniest videos on the web. Celebrities are often found on this platform. <http://www.funnyordie.com/>

Google Plus – messages, photos, videos, video conferencing, etc. with approximately 300 million active users. <https://plus.google.com/>

Instagram – completely based on sharing photos and videos, with approximately 400 million monthly users. <https://www.instagram.com/>

Kiwibox – Community-based social networking site for New Yorkers. <http://www.kiwibox.com/>

Line – share videos, texts, audio messages and files. Make voice and video calls, too. <https://line.me/>

LinkedIn – professional networking site, available in 20 languages. <https://www.linkedin.com/>

Meetup – find groups of like-minded people in a specific area, including business groups. <https://www.meetup.com/>

MySpace – blast from the past music-focused social networking site, 20 million users. <https://myspace.com/>

NextDoor – social platform for neighborhoods in the U.S. Gets people connected with people and businesses in their area. <https://nextdoor.com/>

Periscope – live streaming video platform. <https://www.periscope.tv/>

Pinterest – photo sharing, visual bookmarking. <https://www.pinterest.com/>

QZone – share photos, watch videos, listen to songs, maintain diaries, write blogs and more. <http://qzone.qq.com/>

Ravelry – community based social network targeted at people in fiber arts. <https://www.ravelry.com>

Reddit – submit content, vote to determine if content goes up or down. Primitive interface yet highly popular and somewhat addictive. <https://www.reddit.com/>

Renren – highly popular social site with Chinese youth. <http://www.renren.com/>

Reverbnation – for musicians and anyone working in the music industry. <https://www.reverbnation.com/>

Sina Weibo – popular microblogging platform in China – sort of a mix between Facebook and Twitter. <http://weibo.com>

Skype – not always thought of as a social network, Skype lets you talk to anyone in the world for free, as well as conducting group conference calls. <https://www.skype.com/en/>

Skyrock – French social networking site that offers free web space, in 7 languages. <http://www.skyrock.com/>

Snapchat – image messaging social platform with 200 million users and growing fast. <https://www.snapchat.com/>

SnapFish – web-based photo sharing with unlimited storage. <https://www.snapfish.com>

StumbleUpon – intelligent platform that finds and recommends content to users. 10 million active users. <https://www.stumbleupon.com/>

Tagged – social media site for friendships and dating. 25 million users. <http://www.tagged.com/>

Taringa – one of the largest social networking platforms in Latin America. 75 million active users. <http://www.taringa.net/>

Telegram – instant messaging network similar to WhatsApp. Very security conscious – messages are encrypted and self-destructive. <https://telegram.org/>

Tencent Q.Q. – chat-based media platform, launched in China and now available in more than 80 countries and approaching 1 billion users. <http://www.qq.com/>

The Dots – networking platform to help everyone in the creative process to connect, collaborate and commercialize. <https://the-dots.com/>

Tumblr – social media blogging platform acquired by Yahoo in 2013, with approximately 550 million users. <https://www.tumblr.com/>

Twitter – features 140 character short text messages called tweets with 320 million active users per month. <https://twitter.com/>

Viadeo – online business based social networking site, mainly in Europe right now but growing. <http://us.viadeo.com/en/>

Viber – instant text messaging and voice messaging in more than 30 languages with 250 million active users. <http://www.viber.com/en/>

Vkontakte (VK) – similar to Facebook, one of the largest social networking platforms in Russia. 100 million active users per month. <https://vk.com/>

Wanelo – like Pinterest, except you can purchase all the stuff you see. <https://wanelo.com/>

Wayn – travel and lifestyle based platform to discover where to go and how to meet like-minded people to share experiences. <http://www2.wayn.com/>

WeChat – all in one communications app for messaging and calling, similar to and fast catching up with Whatsapp. <http://www.wechat.com/en/>

WeHeartIt – inspirational and motivational social media site. <http://weheartit.com/>

Whatsapp – acquired by Facebook, but this instant messaging platform is an independent entity with 1 billion users. <https://www.whatsapp.com/>

Xanga – blogging based network for weblogs, photo blogs and social profiles. <http://xanga.com/>

Xing – similar to LinkedIn, with users mainly in Switzerland, Austria and Germany right now. <https://www.xing.com/>

YikYak – find your herd within your local community. <https://www.yikyak.com/>

YouTube – Yup – you know it. <https://www.youtube.com/>

YY – major video-based social networking platform in China, enabling group video chats. 100,000 members can watch you doing something such as conducting a live video webinar. 122 million users per month. <http://www.yy.com/>

HOW TO CHOOSE A GOOD SLOGAN FOR YOUR COMPANY?

Before you start thinking about your slogan, you should know what it is about. In its etymological origin, the word "slogan" comes from two Gaelic words ("sluagh" "ghairm"), meaning "multitude" and "shout." That being said, it is understandable that slogan should be a shout-out to your future clients. It's a phrase of actions and emotions that will provoke a reaction in readers.

1. Create a simple and easily memorable slogan.
2. *Make sure that the slogan begins with an imperative, that is, with an order that gives dynamism and movement to the phrase.*
3. The slogan must revolve around the company, its values, and products. This is no longer important only at the level of identification, but also of positioning and knowledge of the company.
4. *If possible, create a slogan between three and five words. It should be easy to pronounce by the whole consumer group. For this reason, you think that in certain areas of the country they do not pronounce a sound well, you'd better avoid repeating it in the slogan.*
5. Use concrete words and set aside the abstractions. Concrete ideas will find their way into the public, leaving little room for their imaginative ability.
6. *Avoid traditional sayings as well as simple proverbs or metaphors. You must be original. Avoid everything that is already very trite and used, and look within your creative and imaginative capacity, that slogan that defines you in an original way.*
7. Write down everything, no matter how irrelevant it may seem. The best slogan can come from a large paragraph or multiple ideas.
8. *To make it more original, you can resort to double meaning or the play on words. The more shocking, the better. The slogan should highlight the strengths and positives of the product as well as the philosophy of the company in a sincere way and without creating false expectations.*
9. Make your consumer smile with your slogan. The more you enter the consumer's mind and the more positive reactions you get from him, the better the results you will get.
10. *Remember the basic premises:*
 - Persuasion
 - Creativity
 - Simplicity
 - Impact
11. It reaches the heart and the mind of the consumer in a few words. Test it!



IDEAS

10 TIPS FOR BETTER BLOGGING



A blog can help you make affiliate sells, sell more of your own product and even open the door to publicity opportunities.

In other words: No matter what type of business model you're using to make money online, you should have a blog. You can use it to attract new customers to your site as well as use it to communicate with your existing prospects and customers.

The key, of course, is to have a blog your customers and prospects love visiting. Here are ten ways to help you build a popular blog...

1. Encourage Discussion

Unless you're a late-night TV talk show host, you shouldn't be delivering a monologue. And that means you should encourage your visitors to post replies and join the discussion.

You can do this by posting about topics that typically get a strong response in other places (like on niche forums).

Be sure to specifically tell your readers to post their opinion.

2. Optimize for the Search Engines

One way your blog generates traffic is via the search engines. And you can ensure you get search engine traffic by optimizing your content for the search engines.

It's simple: Use a tool like WordTracker.com or your favorite keyword tool to find out which phrases (also known as "keywords") your market is using to find information in your niche. In particular, search for longtail keywords, which are low-traffic yet also low-competition words (meaning you have a good chance of ranking well).

Next, write articles using these keywords.





Tip: For best results, use your keyword in your article title and sprinkle it into the article two or three times for every 100 words of content.

3. Create Content Ahead of Time

A successful blog means you need to blog consistently. However, it's easy to fall behind if you're not used to blogging regularly. You can avoid this by writing five, ten or more articles at one time – then upload them to your blog and set them to publish on a future date.

4. Vary Post Length

To keep people interested, post articles of varying lengths. Sometimes you might post a regular 400 to 600 word article. Sometimes you might post something that's 1000 words or more. And at other times you might just post a 50 word tip.

5. Use Multimedia

Another way to keep people interested is by using a variety of formats, such as text posts, video posts and audio posts. You should also regularly include pictures, screenshots, charts and other illustrations that keep your blog visually interesting.

6. Post Regularly

If you post regularly, people will come back regularly to see what's new on your blog. At a minimum, commit to posting once a week. Depending on your niche and the goal of your blog, you may post daily (or even multiple times per day).

7. Give Your Readers What They Want

When you see your readers responding to a particular topic or style of posting, feed them more of the same. If you're not yet sure what your readers enjoy, then take note of what your niche responds to on other blogs and niche forums.

8. Give People an Incentive to Subscribe

Most people who visit your site will never return. That's why it's a good idea to get these people to subscribe to your newsletter (as well as your RSS feed). Offer valuable free bonuses to "bribe" your prospects to join your list – that way you can follow up with them and remind them to visit your blog again.

9. Create Regular Features

Another way to make your blog sticky and encourage repeat visitors is by creating regular weekly features. These regular features might include things like:

- A weekly product review.
- The "tip of the week."
- An interview with a niche expert.
- The top ten blog posts elsewhere in the niche.
- A feature where you answer readers' questions.

10. Take a Stand

If there's a hot, maybe even controversial debate going on in your niche, don't be afraid to take a stand and post about it. Doing so "humanizes" you and draws your prospects closer to you.

From time to time, you may also posts "rants" or other passionate posts. Many readers will find it a refreshing break from the typical "how to" posts.

Summary

There you have it – ten ways to grow your blog and become a better blogger. But remember this: Your blog won't grow on its own, which is why you should take action on these tips starting right now!



RESOURCES



Paint 3D is Coming

Windows 10's new Paint 3D app drags physical objects into digital worlds, making 3D image manipulation easy-peasy.

<http://www.pcworld.com/article/3135651/software/windows-10s-new-paint-3d-app-drags-physical-objects-into-digital-worlds.html>

7 Lessons from Top Performing Drip Email Campaigns

Personalization techniques that offer you a fresh approach and hopefully inspire you with new ideas.

<https://blog.kissmetrics.com/top-performing-drip-email-campaigns/>

Terrible Goals, Smart Objectives

Let's be honest – do you stink at goal setting and goal getting?

You're not alone.

Here's what to do instead...

<http://www.iwillteachyoutoberich.com/blog/smart-objectives/>

Did Instagram Eat Vine?

Vine – that 6 second Twitter video app – is closing down in the coming months.

What went wrong?

<http://www.nytimes.com/2016/10/28/technology/vine-is-closing-down-and-the-internet-cant-stand-it.html>

Why Split Testing is (Possibly) Killing Your Conversion Rate

You've been told time and time again that split testing can only improve your results.

But what if there's a way it can actually *hurt* conversion rates?

<https://blog.kissmetrics.com/split-testing-killing-conversion-rate/>

Skype Preview 11.9 Introduces New Messaging and Other Features

Now you can text using Skype, combine business with personal and enjoy easier calling options.

<https://smallbiztrends.com/2016/11/skype-preview-11-9.html>

50 Ideas for Starting an Online Business

Got an internet connection? Then you can start a wide variety of online businesses. (HINT: Start one of these businesses on the side with the end goal of selling it in 12 months for a nice payday.)

<https://smallbiztrends.com/2016/11/online-business-ideas.html>

DON'T SAY YES OR NO – SAY MAYBE.

There is a Taoist story of an old farmer who had worked among his crops for many years. One day his prize horse ran away. Upon hearing the news, his neighbors came to visit. "Such bad luck," they said sympathetically. "Maybe," the farmer replied. The next morning when the horse returned, he brought with him three other wild horses. "How wonderful," the neighbors exclaimed. "Maybe," replied the old man.

The following day, his son tried to ride one of these untamed horses and was thrown off it, breaking his leg. The neighbors again came to offer their sympathy for his terrible misfortune. "Maybe," answered the farmer. The day after, military officials came to the village to draft all able young men into the army. Seeing that the son's leg was broken, they passed him by and did not take him to war. The neighbors congratulated the farmer on how well things had turned out for him after all.

"Maybe," said the farmer.

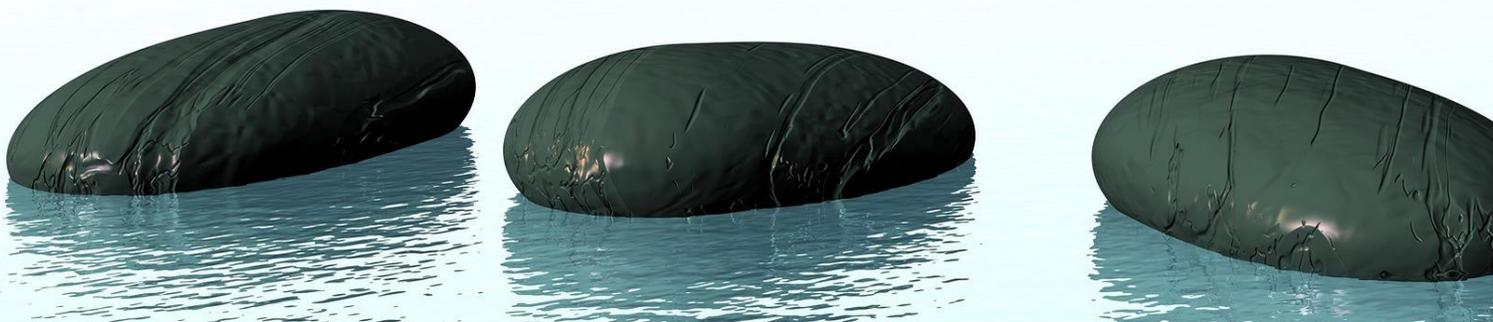
There is a lesson here. We don't always see that the way things turn out for us have a greater reason – a higher purpose. You must see the bigger picture. What you perceive as having not worked out for you in the past may just be the blessing that leads you to where you are now. Or helped you avoid a greater tragedy somewhere else.

That job you didn't get.

That relationship that ended.

That money you lost.

All lessons, all happenings that got you to where you are now and who you are now.



My conclusion is this – do not give up on yourself and your work. Even if it seems like it is going poorly or that people reject it – there is always a bigger picture.

Online, some days we make a lot of money, other times, our products flop and our customers have a go at us. This is life. Do not become discouraged. Tell yourself it is all part of the greater picture of your success. If it's not a lesson, it's a blessing.

The one factor that will stop you from becoming the greatest version of yourself; that wealthy, happy person – will be you giving up upon encountering obstacles that you think are too great. The people that make more money than you are the ones that keep going through the obstacles and refuse to quit no matter what shows up. They see the end goal and not the stones on the path because those stones are the very paving of your road to greatness.

They are in short, necessary to the end goal.

Take a deep breath, believe in yourself and never ever give up just because it initially looks like it is going wrong. That is the easy way to do it.

Trust me on this. You can lose everything and still come back. You can fail and come back twice as hard. I know many people like it and let me tell you, they are the ones whose wealth and success will stand the test of time.

See you next month!



**BE
HAPPY**

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