

December 2016

INSERT

THE INTERNET MARKETING NEWSLETTER



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HOW TO NEVER RUN OUT OF EMAIL/BLOG IDEAS IN 2017 Regardless of Your Niche, *Guaranteed!*

One of the biggest complaints I hear from fellow marketers goes something like this:

"I'm building a list. And now that I've started, I realize the list building part is easy.

What's hard is finding something to say to my readers in emails.

In fact, days and sometimes weeks go by and I haven't sent an email.

When I finally do sit down to write, I'm stressed because I'm afraid readers will have forgotten me.

And I'm just sure that when they see me in their inbox they'll unsubscribe, either because they don't remember me, or because I'm just too dull and boring.

If only I could get in the habit of emailing my list several times a week. But I can't think of anything interesting to write, except "buy this product," so I just keep putting it off.

And then there's blog posting – don't look at my blog, because I haven't posted anything in a month. A month! It's too embarrassing.

I don't know what to write about and if I don't get help soon, I might as well give up.

Any ideas?"

Yes!

In fact, we'll give you 4 awesome methods you can use to have something to write about nearly every single day of the year, and sometimes twice in one day.

The first method


Reporting On News in Your Niche

This one is so simple and easy, yet few list owners and bloggers do it.

Simply stay abreast of breaking news in your niche.

And yes, regardless of what niche you're in, there is news. For example, the dating niche is filled with new studies on human relations, as well as stories about famous relationships – Brad and Angelina, for example.





Thus you can write about the latest study or bit of relationship gossip, and then relate it to your reader and /or to the product you might be promoting that day.

Nutrition? There are non-stop studies and new findings about nutrition. In fact, you'll have to pick and choose because there is simply too much to write about.

Is your niche online marketing itself? Subscribe to all the hottest IM blogs, and keep a few Google alerts going as well. Again, you'll have so much information to convey, you'll be amazed.

The second method:

Using History as Writing Prompts

People are curious to hear what happened "x" number of years ago today – especially if you can relate it to your niche.

Remember, you can use a great deal of creativity in linking one thing to another.

The trick is to start with an engaging story of what happened on such and such a date, and then segue into the present.

"100 years ago today, women got the right to vote." Tell them the story of the intense struggle women went through just to win this basic right.

Then show your readers (male and female) how lucky they are today – simply press a button and they get __ advantage or benefit (supplied by your product.)

See? It's easy. And the possibilities are limitless.

To find out what happened on any day in history, go to

<http://www.history.com/this-day-in-history>

And click on the calendar link. Then choose your date.

Watch for historical events you can tie into your own marketing.

For example, a major crash could be tied to what will happen to your reader's finances if they don't get them in order.

A new life-changing discovery could be tied to your new, life changing product.

And so forth.

The third method...

Use Trivia as Writing Prompts

For example, I just Googled, "Fascinating Trivia."

Clicking on the very first link that came up, I reached a page with 119 trivia facts. Here are the first 5 and how you might use these in an email...

1. *Oscar the Grouch used to be orange. Jim Henson decided to make him green before the second season of Sesame Street. How did Oscar explain the color change? He said he went on vacation to the very damp Swamp Mushy Muddy and turned green overnight.*





After telling this bit of trivia, you might write...

Frankly, I think there's another story behind Oscar's color change, and it's this – Oscar wasn't feeling so good from eating all that trash.

So during the summer break, they put him on a diet of green smoothies.

Oscar felt amazing, but being a Muppet and not a human, he did turn green. And of course they could never tell the audience that Oscar no longer ate trash, hence the cover story.

And by the way, we guarantee that our green smoothies will never, ever turn you green. ;-)

- 2.** *On Good Friday in 1930, the BBC reported, "There is no news." Instead, they played piano music.*

Holy cow – no news? Can you imagine a day with NO NEWS??? Me neither. I think those guys didn't feel like working that day so they played hooky.

What about you – would you like to play hooky from your job? What if you never had to go to work again? (Segue into your money making product.)

- 3.** *The 3 Musketeers bar was originally split into three pieces with three different flavors: vanilla, chocolate and strawberry. When the other flavors became harder to come by during World War II, Mars decided to go all chocolate.*

Sometimes simple is better. I've seen weight loss programs that had you preparing and eating different foods 6 times a day. Plus doing different exercises 4 times a day. And generally making things so complicated, nobody could possibly stick with the program for longer than a week.

That's why I like to keep things simple. (Show them how your weight loss program is easy, simple and fits into any schedule. Plus they can eat a 3 Musketeers Bar once a week if they like.)


- 4.** *Fredric Baur invented the Pringles can. When he passed away in 2008, his ashes were buried in one.*

This one is tough... let me see... thinking... okay, got it:

Could it be that he was buried in a Pringles can because, despite making money from his invention, he never invested it properly?

It's tough being broke when you retire. You have to cut corners every chance you get, even when it comes to your final resting place.

Don't let this happen to you, get our investing course and retire rich.

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5. *In the 1980s, Pablo Escobar's Medellin Cartel was spending \$2,500 a month on rubber bands just to hold all their cash.*

This one is drop dead easy – paint a picture of how much cash that must have been, then ask what your readers would do with just 1/1000th that much money. Then of course talk about your make money program.

Trivia is a great tool for thinking of crazy, interesting things to write to your readers. And you know what else works really well?

Our fourth method, which involves all those crazy holiday they keep inventing...

Using Holidays to Make Timely Emails and Blogposts

Nothing is more timely than an email talking about what is happening today.

Fortunately for us marketers, people have been very busy inventing weird, wacky, off-the-wall holidays that we can use to our own advantage.

But first, let's talk about...

How to Create your Own Day

In the U.S., it literally takes an act of Congress to create a new holiday.

But who says you have to make it official with the U.S. federal government, or any government, for that matter?

If you want to create your own holidays, simply declare it to be so on your blog or website.

"Today I am hereby declaring the 27th of June to be Frog Licking Day!" Or whatever suits your fancy and your marketing needs.

Now then...

You might not want to make every day a holiday of your own when you've already got so many strange holidays to work with.

We've researched the entire year, and we've found holidays with marketing potential for most calendar days.

Below you'll find the complete list. Some days don't have a marketable holiday that we could find, so you might take those days off or write about something else.

Other days had two good choices, so we included both.

And you'll also notice that for the first 3 months, we also gave you an idea for each holiday on how it might be used to write an email to your list.

Never again will you be at a loss for writing prompts...



January

1 New Year's Day – Resolutions, goals and how your product can help them achieve their dreams

2 Run up the Flagpole and See if Anyone Salutes Day – write an email that is silly, sarcastic and fun

3 Fruitcake Toss Day – give them 10 uses for that fruitcake they still haven't touched

4 Trivia Day – come up with a few bits of fascinating trivia and tie it in with your niche or product

5 National Bird Day – 'if you were a bird, what kind of a bird would you be' quiz, with 5 imaginary birds based on your niche

6 Cuddle Up Day – suggest they cuddle up with your e-book

7 Old Rock Day – if you sell jewelry this could be useful – or if you consider yourself to be an old fossil (btw, what's a 'new' rock?)

8 Male Watcher's Day – gear this email to anyone who appreciates watching guys ;-)

9 Play God Day – play God and declare a 1 day massive sale

10 Peculiar People Day – tell a story about a unique individual attaining a prized goal

11 Step in a Puddle and Splash Your Friends Day – challenge your readers to do this before the end of the month. Tell them to run (very) fast when they do

12 Feast of Fabulous Wild Men Day – really, the name says it all. Make up your own story to go with the holiday, with your readers as the fabulous wild men and women

13 Friday the 13th – give your readers some good luck with a special deal, today only

13 Make Your Dream Come True Day – coinciding with Friday the 13th – that special deal can do this for your readers – perfect!

14 Dress Up Your Pet Day – find pictures of dressed up pets. Suggest that your readers NOT do this, but instead do something more constructive

15 National Hat Day – as a (marketer, mother, etc.) your readers wear many hats...

16 National Nothing Day – give your readers a day to do... absolutely nothing

17 Ditch New Year's Resolutions Day – have they made it this far? No? Here's what to do instead.

18 Thesaurus Day – find 10 different ways to say your message. Then only use the best 5 (trust me)

19 National Popcorn Day – talk about a movie that relates to your niche or product

20 Penguin Awareness Day – donate 20% of all profits today to The Penguin Foundation

21 National Hugging Day – send your readers hugs (man hugs are okay, too, Bro.)



22 National Blonde Brownie Day – talk about how copycat products in your niche are never as good

23 National Handwriting Day – just for the fun of it, send your readers to this infographic <http://www.pens.com/handwriting-infographic/>

24 Beer Can Appreciation Day and Compliment Day – compliment your readers and raise a beer toast to them

25 Opposite Day – write a VERY short email about opposite day – and do it backwards. (yad etisoppo si yadot) Link to something fun on your blog

26 Spouse's Day – suggest they thank their spouse for being incredibly terrific in every way

27 Punch the Clock Day – an email directed to those who want to quit their job forever

28 Chinese New Year – they get a second chance to start the year over

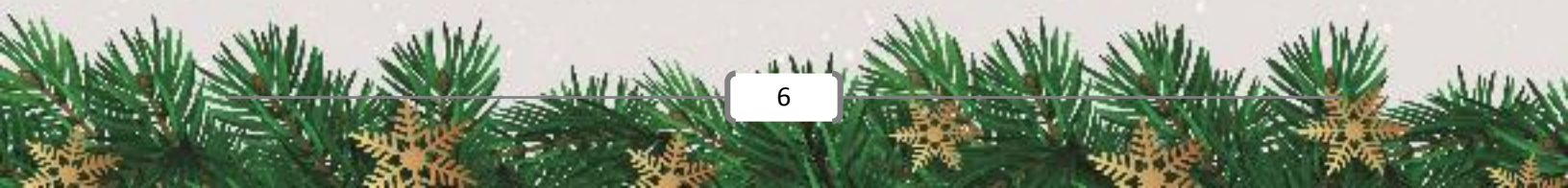
28 Data Privacy Day – perfect day to sell a product that promotes privacy or security

29 National Puzzle Day – give them a mind bender / brain teaser to work out. All right answers enter a drawing for a free ___

30 Bubble Wrap Appreciation Day – seriously?? Okay, send readers to this, just for the fun of it... <https://www.youtube.com/watch?v=LoaEy7CCC1E>

30 National Inane Answering Message Day – find 5 of the stupidest answering machine messages of all time – good for a laugh

31 Backward Day – show them how doing or thinking backwards makes sense





February

1 National Freedom Day – freedom from (problem your product solves)

2 Ground Hog Day – let people know if he saw his shadow, and what it means – more winter? Do this. Early spring? Do that.

3 The Day the Music Died – Buddy Holly, Richie Valens and the Big Bopper died in a plane crash in 1959. But they left a legacy – what legacy do your readers want to leave when they go?

4 Eat Ice Cream for Breakfast Day – do something fun, like ...

5 Superbowl Sunday – you will be a winner if you...

6 Lame Duck Day – lame duck politicians switch their focus to personal gain. Here's how YOU can make your own personal gain...

7 Wave All your Fingers at Your Neighbor Day – strange and bizarre... okay, what if you write an email about freaking out your neighbors because suddenly you're HOME all the time instead of going to a job. Plus you have a new car, you're remodeling the house, you're going on vacations... you get the idea.

8 Boy Scout Day – celebrates the birthday of scouting – qualities of a scout and how to use them for success in your niche

10 Umbrella Day – shield yourself from whatever comes your way by taking this __ action

11 Don't Cry over Spilled Milk Day – so you still haven't accomplished your goal – stop beating yourself up and do this instead

12 Abraham Lincoln's Birthday – tell the inspiring story of how he failed over and over again, yet become one of the most famous people in history

13 Clean out Your Computer Day – great day to sell a CCleaner upgrade or some other computer cleaner

13 Get a Different Name Day – sell your unused URL's

14 Valentine's Day – love on your readers – give them a valuable valentine

15 Singles Awareness Day – how to make a fistful of singles using ___ method (okay, we switched the meaning there)

16 Do a Grouch a Favor Day – you can be the grouch in this case. Ask your readers to answer a survey or do something else for you

17 Random Acts of Kindness Day – perform random acts of kindness for your readers – maybe hold a live Q and A or invite questions

18 National Drink Wine Day – tell them how they can celebrate once they invest in your program, because they're finally going to reach that goal of theirs

20 Love Your Pet Day – tell your readers about your pet(s) and invite them to tell you about theirs

21 Card Reading Day – just imagine if you could magically read cards – you'd be the best poker player in the world. Here's how to make that kind of money, even if



you can't read cards

22 International World Thinking Day – we could all use more of this – here's the thinking person's method to achieve ___

23 International Dog Biscuit Appreciation Day – did you know that __% of retirees can't afford enough food to eat? Some resort to eating dog food. Don't be one of those people – do this instead

24 National Tortilla Chip Day – dip into savings as we celebrate with a 1 day sale that will make you crunch with delight (stop groaning, I'm doing my best here)

25 Pistol Patent Day – here's how to get your own patent on weight loss, making money, etc.

26 Tell a Fairy Tale Day – tell them a story in which they are the hero, then show them how to do it for real

27 No Brainer Day – such a great deal, it's obviously a no-brainer

28 Mardi Gras / Fat Tuesday – celebrate! Shirts are optional.





March

- 1 Peanut Butter Lovers' Day** – start a debate on social media – chunky or smooth?
- 2 Old Stuff Day** – discuss an old technique, show them a new, better technique
- 3 I Want You to be Happy Day** – offer a 365 day guarantee on all your products today
- 3 If Pets Had Thumbs Day** – this is what my dog (cat) would write in this email to you
- 4 Hug a GI Day** – tell a story about your service or the service of another vet
- 5 Multiple Personality Day** – on social media, we tend to have different personalities than we do in person
- 8 International (Working) Women's Day** – a salute to all of your female readers
- 9 Panic Day** – don't panic, do this instead
- 10 Middle Name Pride Day** – if you have a horrible or great middle name, go ahead and tell your readers what it is. Or make one up
- 11 Worship of Tools Day** - guys, you can relate – perfect for selling an online tool
- 12 Girl Scouts Day** – honor girl scouts, their cookies, their principles, tie it into your niche
- 14 National Pi Day**- Why today? Because today is 3.14, the value of Pi. Make an offer for \$3.14, or \$31.40, or \$314.00.
- 15 Dumbstruck Day** – when you discovered ___ you were dumbstruck, here's why
- 15 Everything You Think is Wrong Day** – talk about myths in your niche
- 16 Everything You Do is Right Day** – tell the how everything they've done has led them here, to this moment
- 16 Freedom of Information Day** – give them resources to get the info they need to succeed
- 17 Saint Patrick's Day** – tell a great story about Ireland (use Google if you don't have one)
- 18 Goddess of Fertility Day** – the goddess will look upon you with favor and multiply your (money, dates, investments, followers, etc.)
- 19 Poultry Day** - Don't be a chicken, try this ___
- 20 International Earth Day** – donate all proceeds for the day to an environmental organization
- 20 Extraterrestrial Abductions Day** – make up a great story about being abducted
- 20 Proposal Day** – tell the story of how you proposed or were proposed to, or make a proposal to your list
- 21 Credit Card Reduction Day** – great for any make money offer, get those nasty cards paid off!
- 22 National Goof Off Day** – you've earned it, take the day off and ___
- 23 National Puppy Day** – you must have photos of cute puppies for this one. It's the law.



23 Near Miss Day – tell the story of how you almost did something great, or nearly had a catastrophe

25 Waffle Day – can't make up your mind? You don't have to, just get everything in one big bundle today only

26 Make Up Your Own Holiday Day – like it says, make up your own

27 National "Joe" Day – for all the regular folks in the world, we salute you/us

28 Something on a Stick Day – something in your niche, on a stick – have fun with this

29 National Mom and Pop Business Owners Day – a salute to small business with a story of starting from scratch

29 Smoke and Mirrors Day – here's what to watch out for...

30 I am in Control Day – your readers are in control, here's what that means...

31 Bunsen Burner Day – Walter White from Breaking Bad has a message for your readers...

31 World Backup Day – remind readers to back up everything. Here's how, and here's a great tool to do it

Okay, for the first 3 months we've given you ideas as starting points for your blogposts and emails. By now you should be getting really good at coming up with your own ideas for each holiday, so here's a reference list of the remaining holidays for the year...

April

- 1 April Fool's Day
- 2 National Peanut Butter and Jelly Day
- 3 Don't Go to Work Unless it's Fun Day
- 3 World Party Day
- 4 Tell a Lie Day
- 5 Go for Broke Day
- 6 Plan Your Epitaph Day
- 7 National Beer Day
- 8 All is Ours Day
- 9 Name Yourself Day
- 10 National Siblings Day
- 11 Eight Track Tape Day
- 12 Big Wind Day
- 13 Scrabble Day
- 14 Reach as High as You Can Day
- 15 Husband Appreciation Day





16 National Stress Awareness Day
17 Blah, Blah, Blah Day
18 International Juggle's Day
19 National Garlic Day
20 Look Alike Day
21 Kindergarten Day
22 National Jelly Bean Day
23 Take a Chance Day
24 Pig in a Blanket Day
25 East meets West Da
26 National Pretzel Day
26 Richter Scale Day
27 Babe Ruth Day
27 Tell a Story Day
28 Kiss Your Mate Day
29 Greenery Day (money?)
30 National Honesty Day

May

1 Loyalty Day
2 Brothers and Sisters Day
3 World Press Freedom Day
4 Renewal Day
4 Star Wars Day
5 Cinco de Mayo
6 No Diet Day
7 National Tourism Day
8 V-E Day
9 Lost Sock Memorial Day
10 Clean up Your Room Day
11 Twilight Zone Day
12 Limerick Day
13 Blame Someone Else Day
14 Dance Like a Chicken Day
14 Mother's Day second
16 National Sea Monkey Day
16 Wear Purple for Peace Day
17 Pack Rat Day
18 No Dirty Dishes Day
19 National Bike to Work Day
20 Armed Forces Day



20 Be a Millionaire Day
21 National Waiters and Waitresses Day
22 World Goth Day
23 Lucky Penny Day
24 Victoria Day(Canada)
25 National Wine Day
26 Sally Ride Day
27 Sun Screen Day
28 Amnesty International Day
29 Memorial Day
30 Water a Flower Day
31 World No Tobacco Day

June

1 Dare Day
1 Flip a Coin Day
2 National Doughnut Day
3 Repeat Day (I said "Repeat Day")
4 Hug Your Cat Day
5 World Environment Day
6 National Yo-Yo Day
7 National Chocolate Ice Cream Day
8 Name Your Poison Day
9 Donald Duck Day
10 Iced Tea Day
11 National Corn on the Cob Day
12 Red Rose Day
13 Sewing Machine Day
14 Monkey Around Day
15 Smile Power Day
16 Fresh Veggies Day
17 National Hollerin' Contest Day
18 Father's Day - third Sunday
18 National Splurge Day - Oh yeah!!
19 National Kissing Day
20 Ice Cream Soda Day
21 National Selfie Day
21 Summer Solstice Day
23 National Pink Day
24 Swim a Lap Day
25 Log Cabin Day



26 Forgiveness Day
27 Sun Glasses Day
28 Paul Bunyan Day
29 Camera Day
29 Hug Holiday
29 International Mud Day
30 Meteor Day

July

1 Creative Ice Cream Flavors Day
1 International Joke Day
2 I Forgot Day
2 World UFO Day
3 Disobedience Day
4 Sidewalk Egg Frying Day
5 Work-a-holics Day
6 International Kissing Day
7 Chocolate Day
8 Video Games Day
10 Teddy Bear Picnic Day
11 Cheer up the Lonely Day
11 World Population Day
12 Different Colored Eyes Day
13 Embrace Your Geekness Day
13 Fool's Paradise Day
14 Pandemonium Day
14 National Nude Day
16 Fresh Spinach Day – Popeye story
17 Yellow Pig Day
18 National Caviar Day
20 Moon Day
21 National Junk Food Day
22 Ratcatcher's Day
23 National Hot Dog Day
24 Amelia Earhart Day
25 Threading the Needle Day
26 All or Nothing Day
26 Aunt and Uncle Day
27 Take Your Pants for a Walk Day
28 System Administrator Appreciation Day
29 National Lasagna Day



30 International Day of Friendship
31 Mutt's Day

August

1 National Mountain Climbing Day
3 National Watermelon Day
4 U.S. Coast Guard Day
5 Summer Olympics begin in Rio
5 Work Like a Dog Day
6 Friendship Day
6 Wiggle Your Toes Day
7 International Forgiveness Day
8 Sneak Some Zucchini onto Your Neighbor's Porch Day
9 Book Lover's Day
10 Lazy Day
11 Presidential Joke Day
12 Middle Child's Day
13 Left Hander's Day
15 Relaxation Day
16 National Tell a Joke Day
18 Bad Poetry Day
19 National Potato Day
20 National Radio Day
21 Senior Citizen's Day
22 Be an Angel Day
25 Kiss and Make Up Day
26 National Dog Day
26 Women's Equality Day
27 Global Forgiveness Day
27 Just Because Day
28 Race Your Mouse Day
31 National Eat Outside Day

September

2 International Bacon Day
4 Labor Day
5 Be Late for Something Day
6 Fight Procrastination Day
6 Read a Book Day
8 International Literacy Day
8 Pardon Day






10 Grandparent's Day
10 Swap Ideas Day
11 No News is Good News Day
13 Fortune Cookie Day
13 Positive Thinking Day
15 POW/MIA Recognition Day
16 Mexican Independence Day
17 Wife Appreciation Day
18 National Cheeseburger Day
19 International Talk Like A Pirate Day
20 National Punch Day
21 International Peace Day
21 World Gratitude Day
22 Autumn Equinox - Fall begins!
22 Business Women's Day
23 Dog in Politics Day
23 Oktoberfest begins in Germany
26 Johnny Appleseed Day
27 Crush a Can Day
28 Ask a Stupid Question Day
29 Confucius Day

October

1 World Vegetarian Day
2 Name Your Car Day
3 Techies Day
5 Do Something Nice Day
6 Mad Hatter Day
7 International Frugal Fun Day
9 Moldy Cheese Day
11 It's My Party Day
11 Take Your Teddy Bear to Work Day
12 Moment of Frustration Day
13 Friday the 13th
16 Bosses Day
17 Wear Something Gaudy Day
19 Evaluate Your Life Day
21 Babbling Day
21 Sweetest Day
22 Mother-In-Law Day
22 National Nut Day



24 United Nations Day
27 National Tell a Story Day
28 Make a Difference Day
29 Hermit Day
29 National Frankenstein Day
31 Halloween

November

1 All Saint's Day
2 All Soul's Day
2 Plan Your Epitaph Day
3 Sandwich Day
4 Book Lovers Day
5 Guy Fawkes Day
6 Marooned without a Compass Day
8 Dunce Day
9 Chaos Never Dies Day
10 Forget-Me-Not Day
11 Veteran's Day
13 Caregiver Appreciation Day
13 World Kindness Day
15 National Philanthropy Day
16 Have a Party With Your Bear Day
16 International Tolerance Day
17 World Peace Day
19 Have a Bad Day Day
20 Absurdity Day
21 World Hello Day
23 National Tie One On Day
23 Thanksgiving (U.S.)
24 All Our Uncles are Monkeys Day
24 Buy Nothing Day
24 You're Welcome Day
24 Evolution Day
27 Pins and Needles Day
28 Red Planet Day
30 Stay At Home Because You Are Well Day



December

- 1 World Aids Awareness Day
- 3 National Roof over Your Head Day
- 4 Santas' List Day
- 5 Prohibition Repeal Day
- 6 St. Nicholas Day
- 7 Pearl Harbor Day
- 9 Christmas Card Day
- 10 Human Rights Day
- 11 International Children's Day
- 12 National Ding-a-Ling Day
- 14 International Monkey Day
- 16 National Chocolate Covered Anything Day
- 18 Bake Cookies Day
- 19 Look for an Evergreen Day
- 20 Go Caroling Day
- 21 Humbug Day
- 21 Look on the Bright Side Day
- 21 Winter Solstice - the shortest day of the year.
- 23 Festivus - for the rest of us
- 24 Channukah - date varies
- 24 National Egg Nog Day
- 25 Christmas Day
- 26 Boxing Day
- 27 Make Cut Out Snowflakes Day
- 28 Card Playing Day
- 31 Make Up Your Mind Day
- 31 New Year's Eve