

The INTERNET MARKETING NEWSLETTER

Issue 78



Is Your Thank You Page
Hurting Your Business?

Make \$500 a Week
Selling Skype Slots

The Most Powerful
Lead Magnets I've Seen

...and more!



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Triumph Of Evil

"The only thing necessary for the triumph of evil is for good men to do nothing" – Edmund Burke.

Edmund Burke was an Anglo-Irish author, political theorist and philosopher, he was born in Dublin Ireland in the 1700s. He's mainly remembered for his support of the American colonies, that ultimately led to the American Revolution.

But this is not a story about Edmund Burke, this is about lack of action.

In our lives, in our businesses we must always be moving... mainly forwards, but sometimes we must go to the left or the right, sometimes the way forward is even to take a few steps back. But regardless of the direction, we always need to be in motion, that is where our future lies.

Strangely though, with each of those directions comes fear; the fear of change, the fear of failure, fear of the unknown, and a lot of the time that fear keeps us in place, trying not to move or rock the boat and tip us into the unfamiliar.

In our businesses, how often do you stick with that same product or sales methodology long after it has run its course or stopped working? We keep going back to what we know, rather than try something new. We find comfort in the familiar long past the time when it has ceased to be productive for us or even useful.

Staying static is not however the path to the future, as I've already said, the future is always in motion, therefore logically we must move with it, or we'll get left behind. Each movement (while scary) allows us to embrace the new future as it stands that moment. Much like the ocean moves in waves, so does the future, in our lives and businesses we must learn to move with those waves, roll with them, to embrace the new horizon they push us towards.

Inaction keeps us in the past, or left behind, and that is the evil, when we do nothing, we allow it to triumph just as Edmund Burke famously said.

Embrace your choices. Always look forward to the next step, the next decision, because your next step into that future may completely change your reality, and bring you the success or happiness you've been looking for. Maybe what you've been thinking is your bread and butter business, (that safe thing that is always there) is actually holding you back, keeping you from making the decision that leads to the successes you've been working for.

INTRODUCTION





Be Careful What You Share on Facebook

Facebook is now banning Pages that share fake news from buying ads. If you repeatedly post links flagged as fake by third party fact-checkers, you'll be blocked from buying ads until you stop sharing those posts.

<http://marketingland.com/facebook-bans-pages-sharing-fake-news-buying-ads-222740>

MUST READ: How To Write Email Subject Lines Like a Pro

And five lists you really should be on. Subject line examples:

"I'm so good with Asian Moms"

"You'll think I'm crazy"

"Make them do a double take"

"How to stop torturing yourself"

"Here's what I wish someone had told me sooner..."

http://www.huffingtonpost.com/entry/how-to-write-email-subjec_b_9466632.html

50 Product Ideas For The Work-At-Home Market

Small Business Trends just posted a list of 50 small business ideas for the homebody.

But being the online marketers we are, we can look at these as **50 great ideas for info products** you can create and market to people who want to work from home.

Remember, product ideas are *everywhere*.

<https://smallbiztrends.com/2017/09/stay-at-home-business-ideas.html>



How To Find Affordable Influencers To Rocket Your Sales

Social media is chock full of countless bargain-rate influencers, ready to send you traffic.

<https://www.entrepreneur.com/article/294116>

Should You Be Advertising On Yelp?

Maybe... Yelp is introducing custom (local) audiences for national advertisers.

<http://marketingland.com/yelp-introduces-custom-local-audiences-national-advertisers-223072>



IS YOUR THANK YOU PAGE HURTING YOUR BUSINESS?

HERE'S 6.5 WAYS TO FIX IT

Someone joins your list and what do they see?

"You are subscribed. You can unsubscribe at any time by clicking this link. Thank you."

Wow! That really built some rapport, now didn't it! I tell you, I am so fired up about being on another list that I could just... well... actually I'm not, and I think I *will* unsubscribe. Thank you.

If the above example is anything like your thank you page, then you're blowing it.

Your thank you page is an excellent place to build rapport and get your new subscriber to become even more invested in your budding relationship.

With that in mind, here are 6.5 ideas of what you can do with your thank you page that won't have new subscribers turning away in boredom, annoyance or revulsion:

1. Learn more about your new subscriber

They just gave you their email address and maybe their name – now ask something that will help you with your marketing and show that you are interested in them.

Examples are:

- What do they most want to learn about ___?
- What is their number one goal?
- What is the biggest challenge they face right now?

2. Get more shares and more subscribers

Ask them to invite their friends through social media to get your incentive or lead magnet.

In return, you'll reward them with something even better than the initial offer that made them sign up in the first place.

THANK
YOU






3. Build authority and credibility

Demonstrate that they made a wise decision in joining your list by showing the previous reviews and testimonials from your biggest fans.

4. Sell the lead magnet - again

Done correctly, your lead magnet is an excellent representation of your expertise. But it won't do your new subscribers any good if they don't consume it. So remind them of what they're about to discover by using short, snappy bullets like this:

"Congrats on getting your copy of "Hidden Traffic Strategies."

You can download it from the link below.

When you do, you'll discover:

- The toilet paper method to getting traffic on demand - page 6
- The annoying email that doubles referrals - page 12
- The surprising way to triple your traffic every week, like clockwork - page 15

5. Send them to your blog

Or send them to your most popular video. Or...

The key here is to get them invested in you, so they can begin using what you teach to get real results in their life. When they do, they'll be back for more.

6. Promote something

Make them an offer they can't refuse. This is an especially great time to offer that year old \$197 course of yours for, "Just \$11, One Time Only, Grab it Now."

Build the value as though you are selling it for \$197, and they will buy it.

When they do, you have something much more important than \$11 – you have gotten them to become your customer, your buyer, and potentially a raving fan who promotes you on social media and buys everything you offer.

Or at least purchases a product now and then.

6.5 Add the secret sauce

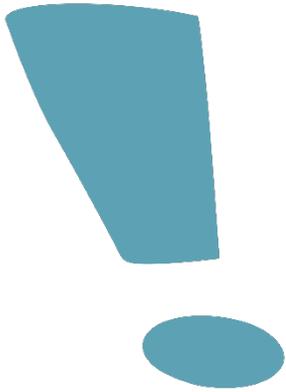
Regardless of which of the above six possibilities you use on your thank you page, I would encourage you to also show your personality.

If it fits you and your business, inject some humor. Use a funny photo or cartoon to express just how appreciative you are that they subscribed.

Use your own photo to build rapport. Make it look amazing and memorable with the help of a graphic artist.

Remember, your thank you page is prime real estate for building rapport, so don't blow it.

IDEAS



One Of The Best Ways To Get Rich?

Building and selling a business.

When you start a new business or website, build your exit strategies right into your businesses.

Make them totally self-contained with their own lists, domain names, payment processors and so forth.

Then when some person or company wants to buy it, you can hand everything over with ease for a big payout.

This is, in my opinion, one of the best and most certain ways of getting rich.



Tested Advertising Strategies From The Man Himself – Robert Collier

If you're serious, do me a favor and discover how you can move your readers to action. (Hint: I used 3,5 of the strategies is that previous sentence.)

<https://www.entrepreneur.com/article/298864>

3 Popular Social Media 'Hacks'

The pros, the cons and the risks. Hack #1 – should you be buying 'Likes?'

<http://www.socialmediatoday.com/social-business/3-popular-social-media-hacks-pros-cons-and-risks>

Make \$500 A Week Selling Skype Slots



Okay, your results will vary on this one.

Frankly, I don't see any reason why a person can't make \$500 per DAY, but as always, it depends on what you do with the info I'm about to share with you.

First, there is a stipulation – you must be really good at something that others want to know about. For example, if you're really good at solving a particular problem or reaching a particular goal, then this might be right for you.

Let's say you know how to list build like crazy while spending very little money. Or you know how to write copy that converts, or how to get far more done in less time, or how to get podcasters to interview you, or...

The possibilities are endless. As long as you have a skill or knowledge that other people need and want, you can do this.

If you don't, then first get a skill and then do this.

And by the way, you'll find this work rewarding and interesting. Plus you'll make new friends, associates and business partners, too.

You can do this if you have a list, (best option) if you're willing to advertise, if you're willing to do guest posting, etc. Really, any method of getting qualified traffic can be used.

You're going to advertise 30 minute brainstorming, troubleshooting or mentoring slots. Choose the term that works for you.

And you can do this in any niche, by the way, not just online marketing.

Charge a low fee when you start out – maybe \$99 for 30 minutes. Once you gain testimonials and experience - which shouldn't take more than a couple of weeks - significantly increase your price.

Ask your clients to send you any info you need for the call ahead of time. For example, if you're doing website consultations, then of course you'll need their URL. If you're doing personal coaching, you might ask them what their biggest obstacles are, and so forth.

This allows you to prepare for the call. Later as you gain more experience, preparation won't be as necessary.





But in the beginning, you want to build your own confidence so you instill confidence in your clients. Plus, you want to be able to give them the best advice possible. And sometimes that might mean doing some research prior to the call, especially if you're somewhat new to the topic.

Personally, I've paid people as much as \$1,000 for 30 minutes of their time. In return, I once saved 3 months of work and \$5,000 in capitol (I had a business idea that I learned from my expert wasn't viable.)

And I've easily made 5 figures from just one consultation, resulting in a huge return on my money.

So yes, people DO pay for information, guidance and one-on-one help. And yes, you are providing a valuable service, assuming you know your topic.

You don't need to be famous in your niche. You don't need to be a guru. You just need to have a skill or knowledge that people want.

Do other people turn to you for advice? On what topic?

There's your niche.

Have faith in yourself and your knowledge and you'll do fine.

Be sure to ask the right questions. In fact, you might keep a list of questions handy. Once you know where your client is in whatever process you're teaching, and where they want to go, then you can help them.

That last sentence, by the way, is a goldmine. Here it is again:

1: Find out where your client is in the process you're teaching. How far along are they? What have they done so far? What are they about to do? What results have they gotten so far?

2: Find out where your client wants to go. What is their end goal? How do they plan to get there? Why do they want to get there?

3: Use your knowledge to help them get to where they want to be. What are they missing? What don't they know or realize? What obstacles can you help them overcome? What shortcuts can you show them? What should their plan be? What is their very next step?

Things to know:

- Done right, you can get clients to book *regular weekly time slots*. For example, let's say someone wants you to teach them different ways to get traffic. On the first call, you might only have time to teach them one method. Let them know you have a dozen more proven methods you'd be happy to teach them - given the time - and offer a weekly slot. If they actually take your advice from the first call and start to see results, they will be back. Or perhaps someone just needs you to keep them on track and making progress. You are now their coach, so naturally they're going to be booking a weekly time slot with you.
- Let your clients *record* the calls. They will forget 90% of what you tell them if you don't let them record, so yes, just let them.





- Provide tons of value, but *forgo the firehose*. Let's go back to the traffic example: It's better to teach one method of traffic generation really well so they can immediately put that knowledge to work, than it is to try to teach a dozen methods in 30 minutes. If you try to teach too much too quickly, they won't have enough details or confidence to implement what you teach. Plus you're robbing yourself of potential repeat business.
- All you need to get started is a *sales page* offering your services and a Skype account. And use a scheduling service to schedule your appointments.
- Once you raise your prices enough to justify it, you might record the calls yourself and have them *transcribed* and sent to the clients. This makes a nice added touch that provides real value, since they don't have to go back to the recording each time to find out what you said.
- Ask for *testimonials*. Don't be shy about this. Follow up via email and ask for their opinion of the call. Ask specific follow up questions. If the answers you get back are positive, then ask for a testimonial.
- If the answers you get back are negative, *fix it*.

Maybe they didn't understand something you said and were afraid to ask for clarification. Maybe they didn't feel you understood their needs.

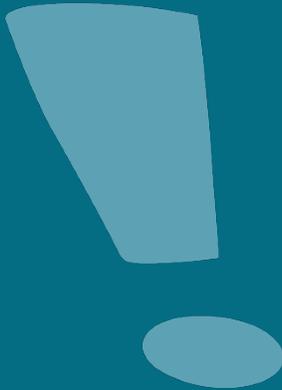
Whatever it is, fix it and fix it fast. When you do, you'll often have a client for life.

Perhaps the most valuable point of all is to relax and have fun. The more relaxed and confident you are, the better your ideas will flow and the better advice you'll be able to give.

Plus it's important that the client enjoy the call in addition to receiving great information.

Make it fun for both you and the client – as well as highly educational – and you'll get plenty of referral business, too.

90% Discount = Tons Of Profit



I love this idea: Send out emails or postcards offering a huge discount on one of your products.

In fact, make the discount as big as 90%.

For example, a \$200 product would go for \$20 with the discount. How can your prospect resist that??

Make the discount extremely time limited, so they must grab it NOW.

And of course, make one or more offers on the backend, because this is where your real profit will be made.

Folks are super excited to get such a huge discount. They've just made a purchase, they're in the buying mood, so...

BAM!

You hit them with a juicy upsell or two and you're in the money.



How To Use Emotion To Create Your Own Advocates

Can you give your brand a competitive advantage simply by using emotion the right way? Yes – in fact, you might generate 6 times your current revenue.

<http://marketingland.com/emotion-crucial-create-brand-advocates-can-222290>

Google Sending Violation Notices To Site Owners

Here's what to do if you get a "Violating Ad Experiences" notice...

<http://www.thesempost.com/google-sends-violating-ad-experiences-notices-site-owners/>

The Most Powerful Lead Magnets I've Seen

I'm going to use the online marketing niche as our example to explain this technique, but keep in mind this could work equally well in other niches, too.

Consider this: When people have a specific problem that's driving them crazy, they'll do almost anything to fix that problem NOW.

For example, a bride-to-be has an acne outbreak the day before her wedding - what *wouldn't* she do to fix her problem?

A woman is in immediate danger of losing her job - what *wouldn't* she do to convince her boss not to fire her?

Parents are losing their child to alcohol - what *wouldn't* they do to save their child?

Their need is great and immediate. Do you think they might pay to find the solution? Of course. Do you think they would enter their email address into an opt-in form to get the solution? You bet they would!

So how do we use this knowledge in a niche such as online marketing? Simple: If you pay attention to forums and blogs, you'll notice there's always some sort of online marketing crisis.

For example, Google just changed how they rank websites, and now thousands of online marketers are losing tons of money. Think they might like the solution?

Paypal is suddenly seizing accounts without warning and freezing the funds. Would the account owners like an answer on how to unfreeze their accounts? Would everyone else like to know how NOT to get their accounts frozen? You bet.

Facebook just changed (fill in the blank) and now marketers are unable to (fill in the blank) or maybe they're banned, or...

Aweber just did the unthinkable, and marketers everywhere are freaking out.

XYZ hosting site just got hacked, big time. Websites are down and backups are missing - what to do?

The list goes on and on. Keep tabs on the forums and you'll find a new crisis every month and often every week.

As you've probably already guessed, your lead magnet is going to offer the solution to the latest marketing crisis. Just imagine how fast marketers will give you their email address when you have the answer they desperately want NOW.

Right about now you're asking, "But how am I going to find the solution when they can't?"

Good old-fashioned research, that's how.



Go to the help sections of the websites involved in the latest crisis and find out everything you can. If possible, call the website and ask all the questions you need to ask. Hit the chatrooms and forums and glean all the helpful info that is available. If you find an expert who knows what s/he's talking about, do a quick phone interview.

Timing is everything on this, and you have got to act fast. If the crisis hits on Monday, ideally you want your lead magnet up no later than Tuesday to take full advantage of the tsunami of new leads you're going to get.

And by the way, when you've got the solution everyone is desperately looking for, what does that make you? The trusted expert and authority, that's who. Do you think people will open and read your future emails? You bet your life they will.

Now here's the trick to getting your squeeze page in front of as many of these marketers as possible:

Outsource people to search out forums and threads where marketers are talking about this problem. If someone is looking for help, that's where you want a link to your solution. Have your outsourcers post a link to your squeeze page offering them the answer they seek.

Yes, it's that easy.

Oftentimes that thread and even your post offering your lead magnet will end up on page one of Google for that particular search.

Not bad, right?

Oftentimes that thread and even your post offering your lead magnet will end up on page one of Google for that particular search.

Not bad, right?

And here's the best part – your opt-in rate will be sky high. It will almost certainly top any squeeze page you currently have.

One more thing – if you want to take this just one step further, it can blow wide open.

Get podcasters to interview you, and do guest posts on as many blogs as possible.

Think about it – this problem is all over the online marketing community. What podcaster or blog owner doesn't want to have someone with the solution to offer their listeners and readers?

Just one post on a major blog or podcast can result in a thousand subscribers in 48 hours.

Remember to position your solution not just as the answer to the problem, but also as the way to AVOID the problem for all those who aren't already experiencing it. This way you'll be able to grab not only the marketers looking for a solution, but also everyone else who wants to avoid this headache.

Wealth loves speed. Now go find the latest crisis, research the solution and start building that list.



Is Your Sales Funnel Earning \$24,000 Per Month Automatically?



If not, then read on...

And by the way, this is an advanced variation of the Skype slots technique taught in this month's newsletter. You might start with that one, and then graduate to this one when you're ready 😊

If you think about what's living in the ocean, you'll realize there's everything from so-small-you-can't-see-it plankton, to whales the size of apartment buildings.

The same holds true for people on your lists and in your funnels.

There's the freebie seekers and tire kickers who will never become customers. Yes, I suppose you could say they're the plankton. And they get directly or indirectly eaten by most everything else in the sea.

Working your way up, you've got tiny fish, bigger fish, crazy big fish, dolphins, small whales and HUGE whales.

Which is to say, you've got buyers who will buy the \$7 ebook, ones who purchase the \$47 product, some who buy the \$297 course, and even a few who will spend thousands of dollars *if you let them*.

But if you're not providing these big spenders with the opportunity to spend big money, then YOU are missing out. Big time.

So let's talk about trust. Someone joins your list and doesn't know you from the hairball your cat threw up last week.

But they read your stuff, like it, and buy that \$7 ebook.

Wow, they're impressed and they want more. They purchase that \$47 product of yours, devour it, and want more.

So they buy the \$297 product and they're still happy. In their minds and hearts, you have progressed all the way from

stranger-danger to THE ALL-KNOWING EXPERT, and they are looking to you for the answers.

So what do they want? Depends on your niche, of course, but let's say it's online marketing and they want to build a five figure a month funnel.

Think about that – five figures a MONTH. Very doable, but they need help.

They've purchased your comprehensive, A-Z course that tells them exactly what to do every step of the way. For this privilege, they've paid \$297, or \$497, or whatever you charge for your very best course – the one that is worth FAR MORE than what you charge.

Now then, you have identified them as being either a very big fish, or perhaps a whale. So what do you do?

99 out of 100 marketers at this point will try to sell them an affiliate product. Bad mistake.

Remember, in their eyes YOU are the expert. So why are you trying to sell them somebody else's course? It doesn't make a whole lot of sense to them at this point. Maybe in a couple of months if they haven't purchased anything else, THEN you sell them on someone else's product. But right now YOU are what they want.

So here's what you do – immediately after the sale of your big course, you offer them your personal one-on-one help in building their 5 figure a month sales funnel.

Once a week they can jump on Skype with you for an hour and ask you ANYTHING. You will hold their hand, keep them accountable and help them to build that funnel FAST.

And for this one-on-one help, you will charge \$2,000 a month. Or more or less, depending on how comfortable you are. I know major marketers who charge \$3,000 to \$5,000 for this exact type of coaching.

Of course, this is only going to appeal to people who are truly serious and also have the money to invest in their future. These are the same folks who can afford to outsource most everything on their funnel, as well as pay for advertising to immediately begin making real money.

If they don't take your offer right away, you make the offer again in a day, and again and again over the next couple of weeks.

But you only take 10 or so clients at one time, because hey, you are investing your time into this and you only have so much time in your day.



Things to know:

This is an offer you make in-house only. No big launches, no affiliates. It's only for the big whales on your list who know you, trust you, and are serious about getting real results fast.

Yes, \$2,000 or more sounds like a lot. But for the right kind of client, it's an outstanding investment. For example, \$2,000 a month to build a five figure a month income? It's a no-brainer if they have the money.

Clients who take your offer will naturally get better results and FASTER results because of your coaching, compared with those who go at their own pace with your course.

You are keeping them on track, keeping them accountable, and helping them overcome any obstacles they might face. Plus when people invest that kind of money, they get serious about what they're doing.

Because you already have a step-by-step course, everything is already laid out for them. Thus you won't have to worry about teaching a lot of detail on the calls. Instead, you're focused on helping them make serious progress fast.

If you're not comfortable starting at \$2,000, then pick your own number. Get testimonials from your clients, and increase your fees accordingly.

If you took a poll of online marketers who make more than \$100,000 per year, I bet you'd find that at least 4 out of 5 paid for 4-figure a month coaching when they were learning. That's why they make six figures now.

One last thing: If you have 10 clients each month paying you \$2,000 a month, that means you are starting each month with \$24,000 of income. And that's in addition to the rest of your marketing efforts.

Nice!

Life Lessons From An 80-Year-Old Catwalk Model

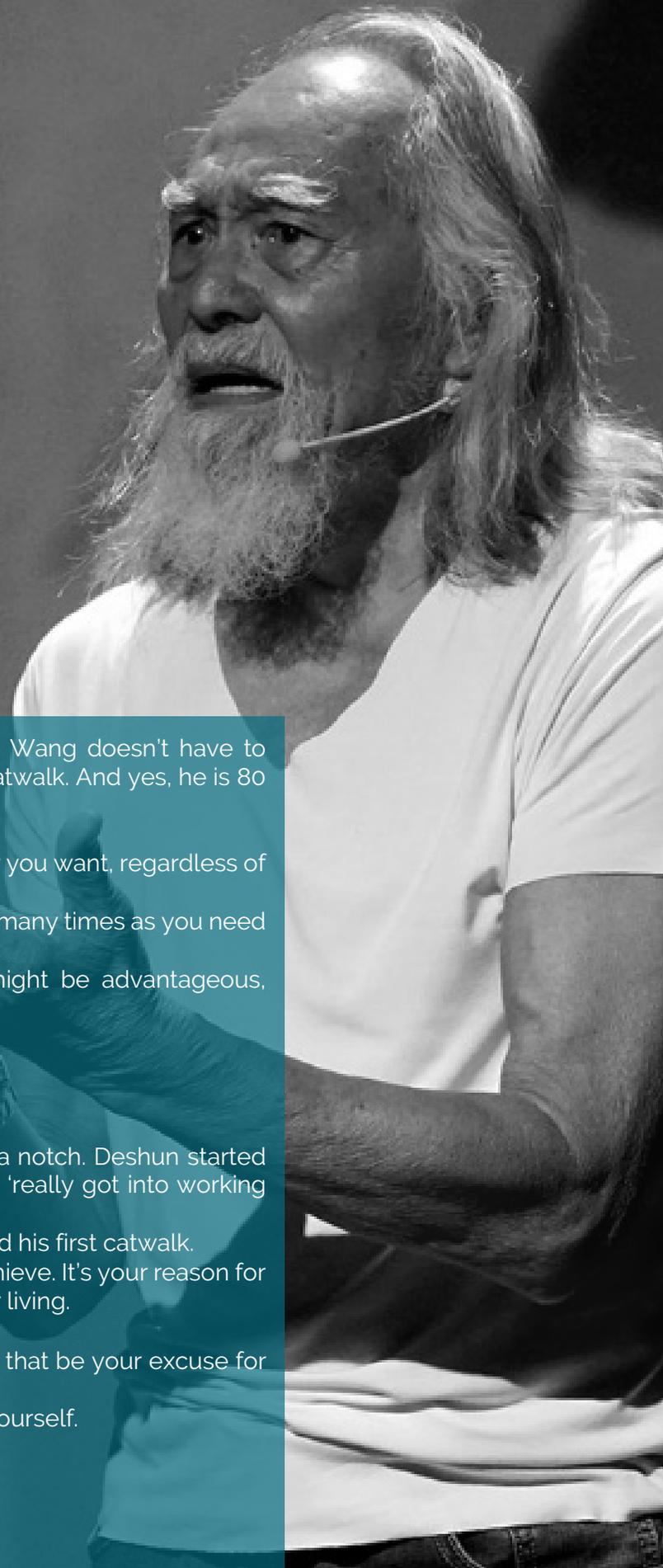
Imagine you're 80 years old and a model. Deshun Wang doesn't have to imagine it – some say he is the hottest guy on the catwalk. And yes, he is 80 years old.

Lessons learned:

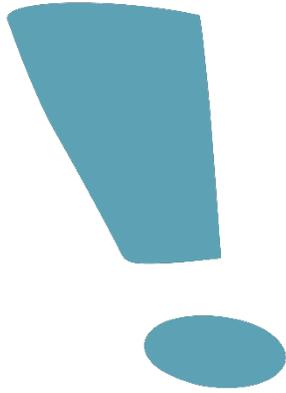
- You can start your life from scratch whenever you want, regardless of age.
- Start over as many times as you want, and as many times as you need to.
- It's okay to start from nothing. In fact, it might be advantageous, because it gives you supreme motivation.
- Age is not a factor.
- Age is not a factor.
- Age is not a factor.
- Work, effort and perseverance ARE factors.
- Whatever you are doing, you can step it up a notch. Deshun started going to the gym when he was 50. At 70, he 'really got into working out.'
- It's never too late. At the age of 79, Deshun did his first catwalk.
- Always have more things that you want to achieve. It's your reason for getting up in the morning and your reason for living.
- Potential is great, but action is even better.
- When you think it's too late... it's not. Don't let that be your excuse for giving up.
- No one can keep you from success, except yourself.
- When it's time to shine, be the brightest.

Watch his 2-minute video here:

https://www.youtube.com/watch?v=Ge_rcmgvDyA



IDEAS



How To Increase ‘Subscribes’ And Open Rates With *One* Word

Instead of using the phrase, “mailing list,” use “alert” instead.

Do people want to join your mailing list?

Not really.

But do they want to be alerted to the latest news, products and so forth?

You bet!

So instead of asking people to subscribe to your list... (yawn)

...ask them if they want to be alerted to breaking news and products (wow!)

Then send them a daily email with the latest news and yes, the latest PRODUCTS.

Your subscribe rate will be higher...

...your open rate will be higher...

...and your unsubscribe rate will be lower, too.

Nice!



“3 Reasons I Deleted Your Cold Outreach Email”

If you're trying to reach out but not getting a response, this might be why...

<http://marketingland.com/3-reasons-deleted-cold-outreach-email-222090>

Homepage Not Converting?

Maybe it's because of one of these often ignored 6 elements:

<https://blog.kissmetrics.com/homepages-rarely-convert/>

Case Study: How To Get An Army Of Affiliates PAYING You To BUILD Your List Of Buyers



Yes, you read that headline right. In fact, you might even want to read it again.

You can totally get affiliates to PAY YOU for the right to send you buyers.

I ran across this a couple of years ago, and I have to say I was impressed. In fact, I just about joined this myself, and I'm a seasoned pro. This was done by a group of seasoned marketers, but there's no reason why a new marketer or marketers couldn't do it, too.

Last time I checked, this funnel I'm about to describe is still up and running and going strong. I don't want anyone to actually steal their exact system, sales copy and funnel, so I'm going to just give you the highlights and you can fill in the rest:

First you start with a sales funnel. You've got a squeeze page offering a terrific little "how to do marketing" type of lead magnet. Once visitors grab the lead magnet, or even if they try to click away without picking up the lead magnet, they are then directed to a sales page for an online marketing membership site.

The membership site has several levels, with the lowest level being free to join. Of course they highlight the free level in the headline to keep people on the page, and then they extoll the virtues of the other levels. Each level has more and better content, better support and so forth.

The free level is fairly basic, but does give enough info for a newbie to make a start in making money online.

And of course each level is more expensive than the previous level, with the prices skewed a bit to encourage visitors to choose the highest level.

I'll give you an example of that pricing to give you an idea of what I'm talking about:

Level 1: Free

Level 2: \$29 per month

Level 3: \$44 per month

Level 4: \$49 per month

These aren't the exact price points they used, but you get the idea. You see there is very little difference between level 3 and 4 in terms of price, but in terms of content there is a big difference.

This is a great psychological ploy, because it gets the prospect to study the differences between levels 3 and 4 while forgetting all about level 2.

And of course if they're going to get a paid membership, they're most likely to choose level 4.

The content is drip fed each week...

...and if you've been paying close attention, you've realized I haven't really shown you anything new yet.

Here it comes, so hang on to your seat, because THIS is how you get affiliates to PAY you to send you a list of BUYERS:

(I love this bit!)

All of the levels offer a built-in affiliate program that sets the affiliates up to sell their own memberships for all of the levels they qualify for.

This means if they are a level 2 member, they can give away level 1 and sell level 2. If they happen to sell level 3 or 4, they still get paid, but not as much.

But if they are a level 4 member, they get to sell all four levels and KEEP ALL the money.

That's right – they get to keep 100% of what they sell if they are level 4.

I hope this is making sense. It sounds complicated at first, but it's actually fairly simple once you understand the concept.



This means they can email prospects and customers any time they like, making any offer they like. PLUS the site owners can also place offers in the membership area as well.

Now think about what I just said... affiliates are paying you \$49 a month (or whatever price point you choose) to be able to build you a list of prospects and customers.

And the affiliates are getting a terrific deal, too, getting 100% monthly commissions and the ability to email their customers and prospects from within your website.

It's a true win / win for everyone involved, and done correctly it can yield a tremendous amount of prospects and buyers for you, as well as excellent monthly income to pay for a very nice membership site and have money left over.

When I heard about this, they were making five figures a month from the membership site fees alone. This doesn't include what they were earning from mailing to their ever-growing email lists, or from the special promotions they continually placed in the members' area.

Imagine if you were earning 5 figures from your membership site AND having a team of affiliates working hard to build your list of prospects and buyers. Sweet.

I wish I had started my first site this way – I'd probably be retired today.

Thus you've got affiliates paying (in our example above) \$49 a month for the privilege of selling memberships and keeping all the money.

That's a great deal for the affiliates, right? Absolutely. You can see why I almost jumped on it.

The affiliates don't have to worry about hosting, fulfillment or any of that stuff, because the membership takes care of all of that.

The affiliate gets a unique salespage URL, squeeze page URL and membership area.

The content is automatically drip fed into that member's area. The subscriptions are managed for them, the levels are managed for them... all they have to do is make sales by promoting their squeeze page URL.

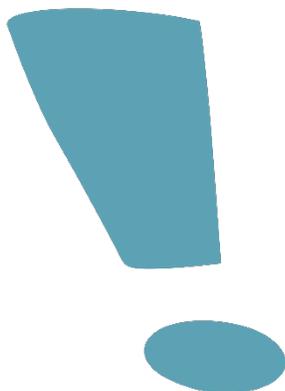
The affiliate gets to build a list of prospects and buyers simply by promoting the URL, and of course they are earning residual monthly income, too.

The list of prospects and customers stays in the system and cannot be exported. Affiliates can only email their lists from inside the system. So if they drop out and stop paying their monthly fee, they lose their lists.

This can make for some very sticky affiliates who never leave.

Now for the icing... in the terms and conditions, it is made explicitly clear that the membership site operator(s) have access to all of the prospects and customers who sign up.

IDEAS



Making Daily Money From Freebie Seekers

Here's a clever idea for making money with your list: You have a list of buyers and list of prospects, right? Rent out your list of prospects to product owners, advertising their "Product of the Day."

This is different, because nearly all solo ad sellers won't let ad buyers send traffic directly to a sales page – they have to send it to a squeeze page.

But some product sellers want to focus only on getting sales, which is where your "Product of the Day" series comes in.

Each day, you rent your list of prospects to product owners. You're not sacrificing your own buyers, and you're giving marketers a chance to make sales directly from your list, using your good name for added credibility.

It's a nice way to monetize all those freebie seekers who for one reason or another aren't attracted to your products.

Remember, just because they haven't bought your stuff doesn't mean they won't be enticed by someone else's product.



Ex Saturday Night Live Writer Improves Your Storytelling

Here's how to spend 5 minutes a day learning to improve your storytelling, straight from a Saturday Night Live writer who clearly knows his comedy.

<http://contentmarketinginstitute.com/2017/08/writer-improve-storytelling/>

Are You Doing SEO for Local Biz?

Then maybe it's time to drop the location modifiers such as "near me."

Here's why:

<http://marketingland.com/google-says-dont-need-no-stinking-location-modifiers-222924>



33 Tactics To Grow Your Business... Without Spending A Penny On Marketing!

Imagine growing your e-commerce site from nothing to \$50,000 in monthly revenue just three months after launching. Impossible?

Actually, I've seen case studies that prove it can and does happen.

"But it takes a big marketing budget, right?"

Nope. If you know what you're doing and you're willing to put in the work, every single sale can come from free online marketing tactics.

In fact, when you learn these methods, not only can you grow your revenue quickly – you might also be able to raise significant VC funding and gain some primo customers or clients very quickly.

Here are 33 free marketing tactics to consider. Will you use them all? Not likely, unless you have some good virtual assistants to help you out (hint hint!)

1. Submit a free press release for distribution using a service such as PRlog <https://www.prlog.org/>
2. Create a lead magnet and use it to capture and market to leads. Promote your free lead magnet on forums and guest posts.
3. Create a white paper or "how to" guide showing how to achieve a certain goal (using your product, of course)
4. Haunt Quora and respond to questions in your niche. Look for questions that are getting a lot of play, or have a lot of people waiting for an answer.
5. Share your startup on Betalist, the daily list of newest startups <https://betalist.com/>
6. Sign up for a social monitoring service like Mention.com. <https://mention.com/en/> Respond to anyone that mentions your brand or one of your competitors. Answer relevant questions about your niche.
7. Cross promote with other companies or movers in your niche. Offer to trade mentions and tweets with social media accounts that have a similar number of followers.
8. Join Meetup, find appropriate groups and message the coordinators, asking for speaking gigs at their meetings or events.
9. Film yourself when you speak before a group, and post those videos on YouTube and your blog.

10. Create a Crunchbase page <https://www.crunchbase.com/>
11. Share your website on Erlibird.com <https://erlibird.com/>
12. Write a post for each one of your competitors, comparing it to your product. This should attract search engine traffic looking for reviews of your competition (Sneaky, right?)
13. Launch your own topic at Scoop.it <http://www.scoop.it/> Place your website into your topic page
14. Search for blogs using your most relevant keywords. Leave posts on those blogs linking back to your site
15. Have infographics created that are highly relevant to your business, and then share them on free distribution sites such as Pinterest and Visual.ly
16. Ask your existing users to help you by promoting your company or giving referrals
17. Get your business featured on blogs and websites by showing specifically how it can help their readers. Offer the site owner an affiliate commission for each person who joins your list from the post and / or for each person who buys your product. Works especially well outside of the IM niche.
18. Guest post. A lot. Read up on how to guest post and become an expert at it. Entire businesses have been built from scratch to six or seven figures through guest posting alone.
19. Find newsletters that focus on startups - such as StartUp Digest - and get featured there.
20. Use a tool such as Majestic <https://majestic.com/> to discover who links to your competitors. Then reach out to those websites and ask for links.
21. Submit presentations to Slideshare
22. Run a free giveaway or deal on social media to get your target audience to follow you
23. Submit your site to Product Hunt <https://www.producthunt.com/>
24. Teach a class on Skill Share about your niche
25. Find out what questions people in your niche are asking, then answer those questions in blogposts (great for SEO)
26. Create a deal on AppSumo <https://appsumo.com>
27. Reach out to Twitter followers of your competition
28. If you're a B2B, reach out directly to possible customers on LinkedIn
29. Grow your site traffic by making it super easy for your readers to share your content with a tool such as Twilighter <https://appsumo.com/twilighter/>
30. Reach out to influencers in your niche on social media
31. Give away your product free to influencers in exchange for reviews
32. Become a source on your niche for 'Help a Reporter Out' <https://www.helpareporter.com/>
33. Write roundup posts - pick the 30 or so experts you would most like to mention you, your product or company. Ask each one to answer a super relevant question, then post all those answers in an article with a link back to each expert's site. Let them know the article is live, and some of them will link to it from their sites or from social media.

Just a few of these, done properly, should see your new business growing fast and strong.

Do them all and you will be an unstoppable powerhouse.



Turning Refunds into Customers for Life, Or...What to Do When Your Customer Wants a Refund

When you get that dreaded email that says, "I don't like this, please refund my money..." what do you do?

Most marketers make the refund and forget about it.

But what you might not realize is that a refund request can be the perfect opportunity to create a customer for life, if you handle it correctly

Remember, your objective is to save the customer, not necessarily to save the sale. If you can do both, then that's terrific.

And your goal is to fix the problem, not the blame. That is, don't blame your customer or yourself. These things happen for a myriad of reasons. And you want people to speak positively about your products, not 'win' arguments.

Here's what you need to be able to say, regardless of who is 'at fault:'

- You're sorry it wasn't a good fit
- You want to do what you can to help, because that's what you're there for - to help the customer

There are two variations of communications to send out to customers seeking a refund, based on whether or not they are eligible for a refund according to your refund policy.

Throughout the process, keep in mind that your customer is likely in 'fight or flight' mode.

Think back to when you wanted a refund and you'll understand the feeling: You're ready to fight to get that refund if you have to.

But nothing defuses that fight or flight response faster than...

"I'm sorry. How can I help?"

Now then, let's say you've received a refund request, and you've determined your customer is eligible for a refund based on your policy and the timeframe of when they ordered.

Here are the key points to keep in mind to keep your customer:





You're going to acknowledge that they are eligible for a refund. Until you say this, your customer isn't going to hear anything else you say. So lead with this, and they'll relax enough to read the rest of your email or listen to you if you're on the phone.

You're going to reinforce their desired result. Your customer bought your product for a reason – likely a problem they need solved. They still have the problem, and they still need a solution.

You're going to offer an alternative solution. You're now teaming up with the customer to find an effective solution to their problem. You've gone from being adversaries to working side by side as partners to fix their problem.

Lastly, you're going to set a timer for an automatic refund. This emphasizes that you are sincere about that refund, and that you are more interested in helping them find a solution than holding on to their money.

Here's an email template you can use. Be sure to thoroughly modify it to fit your situation:

Hi [First Name], I'm really sorry to hear that [product name] wasn't a fit for you.

Don't worry, you are well within our refund period [or you have x days left in our refund period] and I'll be happy to process that for you.

But first, I want you to know that I care about my customers and I want to be certain you're not only happy, but that I help you reach your [business / personal] goals.

So no matter what, I'm going to take care of you.

[First name], I'm guessing you purchased [product name] because you wanted to [solve 'x' problem or get 'y' result].

And since you are requesting a refund, you probably still need a solution to that problem, right?

So with your permission I'd like to suggest something a little different.

As I said, it's my job to help you reach YOUR goals, and I think we can both agree that a refund isn't going to do that (no worries, if you don't like what I'm about to suggest, I'll still refund your money ASAP, just please hear me out first.)

Instead of a refund, I'd like to offer you one of our other courses that I think will help you [insert goal here].

Here is a list of products that might be a better fit for you.

List products with descriptions – if prices are larger than what the customer paid, list the prices, too.

Remember [first name], I promised to take care of you and I mean it. So please reply with any questions you might have, or take a day to think it over. Either way, I am here for you.

If I don't hear back from you by [date, time] I will issue you a full refund instead.

And if you want to talk, please call me and I can activate one of the above courses for you right now, or issue you a refund, your choice.

You can reach me at [phone number].

Talk to you soon,

Kindest,

[Your name]

A background image showing two men in business suits shaking hands. The man on the left is wearing a grey suit and a blue tie, while the man on the right is wearing a dark suit and a blue striped tie. They are both smiling and looking at each other. The image is overlaid with a semi-transparent teal rectangle containing text.

Now let's say you've received a refund request, but you've determined your customer is not eligible for a refund based on your policy and the timeframe of when they ordered.

Here's the email you might send:

Hi [First Name], I'm truly sorry to hear that [product name] wasn't a fit for you.

Unfortunately, you are beyond our [XX day] refund period which means I can't issue you a refund today.

BUT I still want to help you and I think I may have a solution.

I'm guessing that you purchased [product name] because you needed to [achieve 'x' goal or solve 'y' problem].

Is that a fair assumption? ... and you likely still need a solution to that problem, correct?

Since I am unable to issue you a refund, I'd like to "exchange" [product name] for one of our other courses that might be a better solution for you.

Here are a list of options for you to choose from: [Enter product names, descriptions and prices]

Please let me know which of these trainings you'd like to have and I'll get you access as quickly as possible.

If you're not sure which one you would like, please feel free to reply with any questions or take a day or so to think it over.

Either way, I'm here if you need me.

And if you would like to talk, you can give me a call and

I can activate your new course right now

You can reach me at [phone number].

Talk soon,

Kindest,

[Your name]

Again, be sure to modify these completely to suit your needs.

You'll find that by taking this extra step, disgruntled customers become happy customers – and sometimes even become your strongest advocates.

I Get These Weird Emails...



And I've been getting them for years now.

They come from a well-known marketer.

You know him.

I know him.

Pretty much everyone who's been in IM for a decade or more has heard of him.

He's a nice guy.

And he made millions in internet marketing (I guess.)

But then he moved away from internet marketing and into more woo-woo stuff.

[No, not that marketer, the other one.]

I've got no problem with woo-woo.

Woo-woo works (sometimes).

But geez...

In the subject line of these emails he puts this one word.

I guess it's a word.

It has a lot of "h's" and "o's" and "p's" but it's not hippopotamus.

I would open it if it said hippopotamus, because I know what that is and I'd want to know what's it got to do with me and internet marketing and I'd OPEN it.

But this is a weirdly long and nonsensical word that means nothing to me, so I don't open it.

When you name your products, or write a title, or create a subject line; make it MEAN something.

"Change Your Life Now!"

"The 10,000 Visitors a Day Generator"

"How to Make 5 Figures a Month, Starting This Month"

Hey, I understand those.

They MEAN something to me.

And you've given me a REASON to open those emails or read those letters.

Just sayin' 😊



“Pssst... Hey Buddy... Got Any *Successive* *Approximations*?”

Huh??

Ever notice how the various professions create new terms to try to make us feel stupid?

I hope you don't do that to your readers. And if you catch me doing it, just slap me. Please.

Now then... a “successive approximation” is a rather silly term for a psychological trigger that you, as a marketer, really should know...

Because it can put money in your pocket.

Here's what it is in a nutshell:

Once someone has performed an action - no matter how small - they're more likely to continue performing additional actions that are in line with the first action.

In fact, they might even feel *obligated* to go along with larger requests.

So when someone has just given you their email address on your squeeze page, they are more likely to buy your \$7 ebook than someone who hasn't given their email address.

And when that person buys your \$7 ebook, they are more likely to buy your \$47 product, as so forth.

That first act of giving their email address creates a bond between them and you, and they feel obligated to continue taking action.

As marketers, we call this the ‘foot in the door approach.’

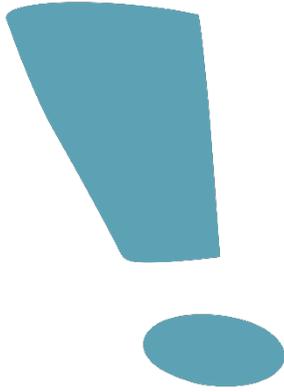
And it's why we don't start out selling \$1,997 courses to strangers.

The takeaway: Keep this rule in mind *for all of your marketing*, not just your sales funnels.

Getting people to take a small action such as sharing your post, liking your picture, replying to your tweet, filling out your survey and so forth is your foot in the door.

Now your job is to keep asking and let your readers, prospects and customers keep saying yes.

IDEAS



Online Marketing in a Nutshell

Imagine all the prospects you attract to your business as being a large mound of gravel.

But hidden in that gravel are diamonds.

Your job is to sift through the gravel to find the diamonds, and to do this as cheaply and effectively as possible.

You want to spend the majority of your marketing time and money on the diamonds – not the gravel.



PayPal Announces New Cash Back Mastercard

Could this encourage your customers to buy more from you? Or maybe you would like 2% cashback on your purchases as well.

<https://smallbiztrends.com/2017/09/paypal-mastercard-cash-back.html>

Google Adds Autoplay Video Preview Clips To Search Results

These are 6 second clips taken from videos, played without sound. This is yet another reason to be using video in your marketing...

<http://www.theseampost.com/google-adds-autoplay-video-search-results/>

5 Minutes Before You Fall Asleep

I found this gem in a Dr. Wayne Dyer recording, and I'm going to give you the paraphrased, greatly shortened version here...

In your sleep state, your subconscious mind is busy at work.

So let's say you've just gone to bed.

You're laying there, getting drowsy... and what are you thinking about?

Probably all the bad things that happened that day – all the things you didn't like, all the people who were rude, all the negativity you experienced that day.

But here's the thing... while you sleep for those 8 hours, your subconscious mind is marinating whatever you've fed it.

So if your last thoughts before drifting off to sleep are of bills and no sales and a lack of money, guess what your subconscious is going to give you?

More bills, no sales and a general lack of money. Yup. You know what to do.

Don't think about the negative stuff as you fall asleep.

Instead, count your blessings. Think about everything you're grateful for, and that includes everything you want to come your way.

Be grateful that your business is growing.

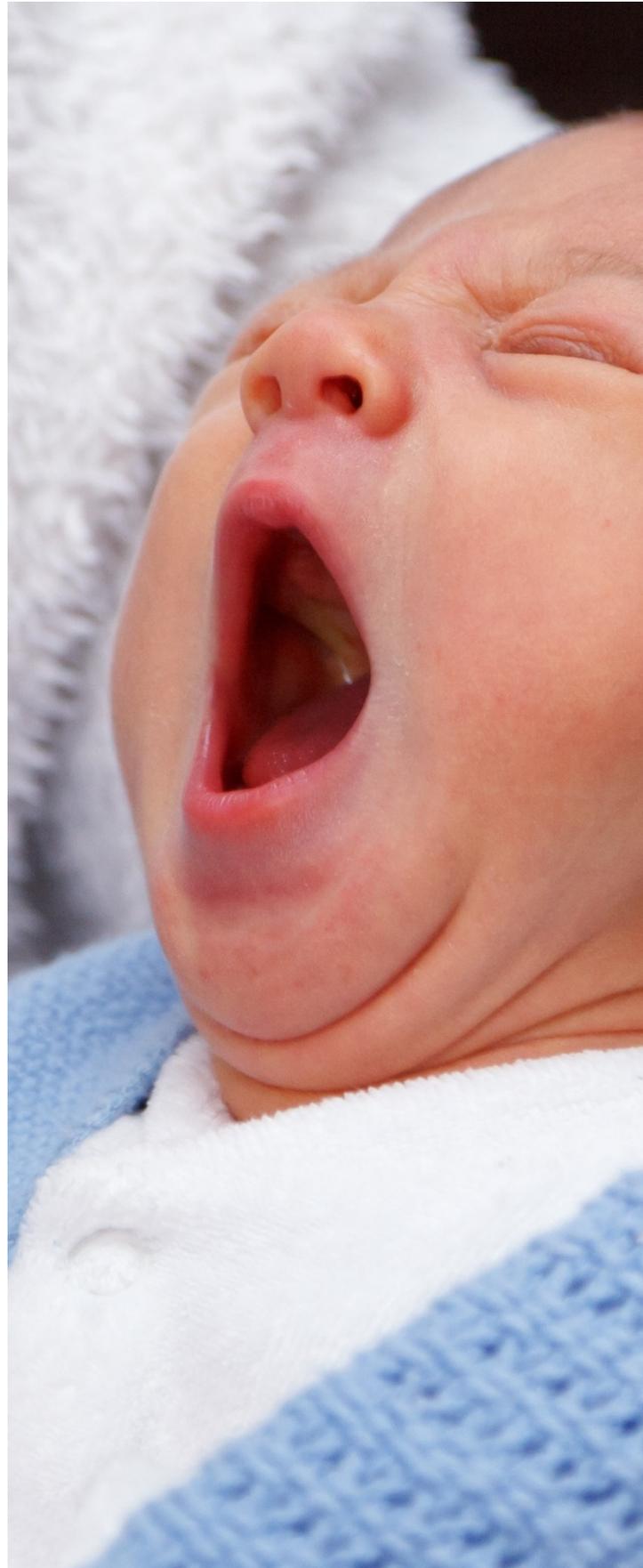
Be grateful that you are making more and more sales.

Be grateful that... whatever it is that you want, be grateful for it.

Now your subconscious will go to work to bring you those things that you *want*.

In fact, your subconscious will work through the night to achieve your goals.

All you have to do is feed it properly before you fall asleep each night.



EPILOGUE

The Violinist

There once was a little girl that came across her mother's violin, she picked it up and began to play with it and attempt the notes. At first it was painful to hear, but very quickly she learned to read music and within just a few months, it was as though she had been born playing it.

Her parents were so thrilled, they bought her many music books, and got her lessons to help her perfect her technique. Eventually, they got her an interview at a great music school, and during her interview, a great violin teacher came in and listened to her playing. When it was finished, he went and spoke to the parents.

He told them that her playing was remarkable for one so young, and he would be pleased to recommend her for a scholarship at the school. He had, however, one concern; her playing seemed very precise, almost mechanical, he couldn't understand it, it was like her playing was 'soul-less'.

The little girl's parents were saddened to hear this, but smiled and suggested that the professor go and talk to her, and maybe he would understand why she played in this manner.

"That is one of the reasons we would like her to come here, she loves to play the violin, but she needs your help to fully achieve her potential... She has... limits you see..." added her father.



The professor went to the little girl, confused by this, and spoke with her for several minutes before returning to her parents. He was holding a piece of paper the girl had given him. "I had no idea" he told them, "her playing is beautiful, please send her here, I will arrange the scholarship, her technique is flawless, she has as much to teach me as I have to teach her. While she teaches me to understand her, I will teach her to understand what the vibrations in the strings are saying to her. I cannot wait to begin..."

The parents asked what was in the note, he handed it over to them, on opening it, the parents read:

"I cannot hear your words, just like I cannot hear the music from my violin. I feel the vibrations in the strings but I don't know what those vibrations mean. Please teach me to understand them and I will teach you to understand me..."

The little girl was not just the prodigy that she seemed, she was also deaf.

Never judge a book by its cover, or a person by what you see at first.

Judge them by their actions, by their hearts and their dreams. In your business and in your lives, take the people you meet and work with as they are not as you wish them to be, or through the eyes of limitation, wait and see the evidence first, and then make your decisions.

See you next month!



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Issue 78



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