

YOU ARE WEALTH NEWSLETTER

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Internet Marketing

Know Your Starfish

One morning an old man was walking on a nearly beach. He saw, in the distance, a boy surrounded by thousands and thousands of starfish that had been washed up on the beach. As eagerly as he could, the young man was picking them up and throwing them back into the ocean.

Puzzled, the older man approached the young boy and asked, "Little boy, what are you doing?"

He responded without looking up, "I'm trying to save these starfish."

The old man laughed and said to him, "Son, there are thousands of starfish and only one of you. This will take you all year! And anyway, you're not going to make a difference to the beach like that."

Holding a starfish in his hand, the boy turned to the man and threw the starfish into the water in front of him saying, "Well, it made a difference to that one!"

Sometimes online we forget that everyone who uses our services and products are *individuals* that we are helping with our knowledge and expertise. We focus sometimes too heavily on numbers and getting our customer base up so that we can make more money, forgetting that it is much more about the quality we can provide than the quantity of people that use us.

Yes, it is great to get more people, it means we are doing well, but in order to get to that stage we must treat every client as an individual. When we do this, the results are much more powerful, even if it makes the process a little slower. In the long run, we will retain more long term loyalty and word of mouth will be that you are a decent and caring person to come to. Often, this is the motivating factor to enable people to choose you over a competitor in your field. People want to be valued and treated as if you are speaking directly to them – Internet Marketing is not just business, it's personal. Remember that.

So, here are 3 ways you can individualize your services and make people feel valued even if at first, it doesn't seem like you should put so much attention into one little starfish –

1. Do something unexpected

When I make a significant purchase or go to an important event, a follow-up call, email, or handwritten note lets me know that I wasn't just a job or a big money sign for you and your company - that you're thinking about me in that moment- and that makes me like you and want to use you again.

Even something as simple as replying to my questions on Twitter, engaging with me by using my name or adding a lovely personal/complimentary (even funny) thank you message that has my name in it.

2. Return phone calls and emails as quick as you can

I know we are all busy with home stuff and work stuff but nothing shows customer importance than how quickly or slowly you get back to me as a client. The return call or email response that comes within minutes after I leave it, tells me that you respect me enough to show that sense of urgency. You know that famous statement that a satisfied customer makes when they say – "Wow! Thanks for getting back to me so quickly!" That is an impressive skill to have, use it if you can.

3. Respect my ignorance

There will be a lot of things your customers know and don't know and the level that they are on will be dependent of their experience. The problem is when you are at the end game of a subject that you know most things about and a customer keeps asking you the most basic questions about it, you can get frustrated with their 'stupidity'. But you'll never win by making them feel stupid or losing your cool and giving a short, sharp or sarcastic reply. Indulge a customer's question, even encourage it, giving as full and as gentle a reply as possible. This will help them to like you and believe in your brand and also will place you as an expert. People who ask questions and are met with dignity and encouragement will come back to you to buy more of your stuff because they will trust that you are the person that knows and that is able and willing to help them.



IN THE NEWS

YouTube channels must now hit 10K views to start earning ad revenue

After several tumultuous weeks for YouTube over unwanted media attention and advertiser protest over ads showing up on unsavory video content, YouTube announced that ads will not show on videos from new creators until a channel reaches 10,000 views.

The change is aimed at keeping bad actors from proliferating to earn ad revenue from the video platform.

<http://marketingland.com/youtube-channel-10k-views-monetization-change-211364>

Do we still need to disavow in the era of penguin 4.0?

Previous versions of Penguin would cause entire sites to be suppressed if the algorithm thought that you'd engaged in manipulative link building. Now, instead of causing a site wide demotion when Penguin detects spam, they'll simply devalue that spam so that it can't help improve a site's rankings.

The change brings up this question: If Penguin is able to devalue spam, is there any reason to disavow links anymore?

<https://moz.com/blog/do-we-still-need-to-disavow-penguin>

IDEAS

Successful People Do This ONE Thing

If you decide you're going to do something, do it.

They've done dozens of studies over the years and they've found there is one major difference between successful people and unsuccessful people:

Successful people launch.

They get started.

They get on with it.

They just do it.

Unsuccessful people get the same ideas and the same information, but they've always got an excuse for not starting.



IN THE NEWS

Is your affiliate marketing program meeting federal guidelines?

What you need to know about compliance in the affiliate marketing industry.

<http://marketingland.com/compliance-affiliate-marketing-industry-211439>

Instagram introduces New Direct

Instagram launched the new Direct to turn any conversation into a visual conversation with photos and videos.

<http://blog.instagram.com/post/159452790942/170411-newdirect>

"OLD SCHOOL MARKETING YIELDS 7 FIGURES"

Marketing methods might change, but people don't. Not really.

I know a guy who consistently makes seven figures in his business without studying the newest, latest and greatest online marketing techniques.

Instead, he studies traditional "offline" methods that have worked for decades, not just weeks or years.

His customers love him and his products sell like crazy.

For example, he knows that people need to see an advertisement in a newspaper or magazine as many as 7 times before they buy.

So, he uses retargeting – those ads that seems to follow you from website to website – to make sure he gets seen enough times to make the sale.

He knows from old school marketing that people do business with those they know, like and trust.

And when they want to make another purchase, they again go back to the person they know, like and trust.

So, he does everything he can to treat his customers like family and earn their trust.

Of course, he uses technology to automate everything, but that doesn't change the fact that he loves his customers and lets that love show in every communication.

He also keeps a list of VIP clients and treats them accordingly. He'll create a personal video for a single client, or send them a gift or snail mail letter.



In fact, he does one of these every single day for his VIP's, which might account for how well he sells BIG ticket items in the \$2000 to \$5000 range.

He looks out for customers much like a best friend might. When he sees something that he believes is a scam, he warns them away from it. When he thinks of something that will help his customers, he shares it the same day.

He visits client's websites and leaves comments. He answers emails, and I mean he actually answers them himself if it's a VIP client.

Online really is the same as offline, in that we are dealing with PEOPLE. Funny how we tend to forget that sometimes.

If you had a store with people walking in the door, you would hopefully see them as people. But online they can turn into faceless email addresses, which I think is why so many online marketers struggle.

They forget that online marketing is actually a PEOPLE business.

So, grab an old marketing book and start reading. Ask yourself how it applies to the internet.

You might be surprised at your results.

HOW TO DOUBLE CONVERSIONS ON HIGH TICKET ITEMS WITH ONE SENTENCE

Believe it or not, a single sentence can literally double the conversions you get on your higher ticket items.

Yes, this sounds too good to be true, but once I reveal what the sentence is, you'll understand.

Now mind you, do not try this with low ticket items. You'll hate yourself in the morning if you do.

Then again, if you have a lot of time on your hands, it's your decision as to whether you try this on a \$50 item or not.

In my experience, not many marketers are doing this – probably because they're either too lazy or they simply have no clue how powerful this can be.

Okay, are you ready for the sentence?

Here it is...

"Please get in touch with us personally if you have any questions."

That's it.

Simple, right?

Then you give them options. It could be a dedicated email address, a phone number or a chat box.

The key is to make it a soft invitation, no strings attached. You want to be clear you're not going to strong arm them once you get them on the phone.

Here's why it works so well:

You're asking for a lot of money for your high-ticket item. Maybe that's \$300 or \$3,000, I don't know. But whatever it is, it represents a sizeable investment for your customer. It's not like they're buying a \$10 eBook.

So naturally they're hesitant. They need just a bit more of a push to take the plunge.

And for some of them, simply knowing they can get in touch with you is enough. This tells them you are indeed a real person with a real business and this is a real product.

They relax. They have more confidence in you. And they order.

For others, they have a legitimate question that you either forgot to answer in your sales material, or you did answer it but they didn't see it.

In either case, they really want that answer before they buy. With these folks, you will often be off of chat or email or the phone in less than 5 minutes. Sometimes in less than 2 minutes.

Then there's the third type of person. Their only real question is, "Are you for real?" because they want to know what happens if they have trouble with your product. Are they going to be able to get in touch with you? How quickly will you answer? And so forth.

They need reassurance that you'll still be there in a month if they decide to use your guarantee. They might even get in touch with you more than once just to make sure.

There is a fourth type of person in this scenario I need to warn you about. This is a tire-kicker, and they will likely waste your time. The problem is, you don't know at first if they simply need reassurance, have real questions or they're just bored and looking to chat.

If you suspect they're just wasting your time, you can politely tell them you have another caller and you have to go. But generally, this isn't a problem, especially when you check your numbers and realize your sales have about doubled since you offered customers the opportunity to get in touch with you.

One last thing – which communication method should you offer them to get in touch with you? That's totally up to you. Ideally you want to offer all three – phone, chat and email. And if you have a virtual assistant helping you out, you can do that.

We've found that offering all 3 choices has the biggest impact on sales.

But if it's just you, then you might want to limit the choices to just the one or two you're most comfortable with for now. You can always add another method later.

Quick Content Marketing Ideas:

Marketer: Know thy reader!

Killer content addresses your customers' pain points and gets them psyched. It talks about your audience's needs and concerns, and addresses what keeps them up at night. The better you know your audience, the better you can tailor your content to what they need and want.

Every content piece needs a visual

People get bored with text, so to keep them reading, add visuals. Images break up text, keep the eye moving and keep the brain excited.

Where's your infographic?

Produce an infographic a month and you might be surprised at the traffic they bring in. Infographics get read and shared. And they're not that difficult to create, either. Use a template or hire a pro – it's worth the investment.



20 YouTube Video Ideas to Put on Your Small Business's Channel

Product spotlights, announcements, in-action, comparisons, mini-movies and 15 more...

<https://smallbiztrends.com/2017/04/video-ideas-for-youtube.html>

Facebook Cracking Down on Fake Likes and Comments

Facebook announced the disruption of a major spam operation that had been filling the social network with fake likes and comments.

<http://www.adweek.com/digital/facebook-disrupts-spam-operation/>

How to Make \$5000 a Month Without Your Own List

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Okay, I love working with my own list, nurturing it, emailing it every day... but I know it's not everyone's cup of tea.

So, when I run across a business that makes good money without having to nurture a list, and it only take a few hours per week or month, I figure it might be worth sharing.

Mind you, the \$5,000 a month figure is somewhat arbitrary.

You could make less or more, depending on how good you are at this and how many deals you do a month.

And perhaps the best part of all is you're providing a very valuable service to new marketers looking to start their own online business without having to worry about the details.

Here's how it works as told to me by someone who has been doing this for months now...

You're going to be creating unique, ready-to-go sales funnels that are proven to convert.

No worries, you're not doing this from scratch. Far from it. Instead, you're using PLR – the kind that provides everything ready made to build a sales funnel.

The key is to make everything in the funnel unique, even though you're using PLR.

So, you find some good PLR that fills a real desire in the marketplace.

Rename everything and create new graphics, too.

You can even go in and change the coding on the plugin, if that's what you're using. Just hire someone to tweak it, maybe adding a new feature.

If you're using written PLR, hire someone to flesh it out a bit more and change it up a little.

Then you create a squeeze page to offer something for free in return for the visitor's email address. It could be a report, book, plugin, etc. Remember to use PLR that includes giveaway rights.





Focus your effort on making this offer as irresistible as possible. You might need to rewrite the sales page to do this, or hire someone to write it for you.

Next you create an upsell offer. This can be a high-quality PLR course. Again, rename it, and create a new sales page that converts. Charge a fairly low price for the upsell – between \$19 and \$39.

Yes, you might need to invest some money in copywriting and even setting this up if you don't want to do it yourself. But if you shop around, you can probably get it done for \$200 to \$500, depending on how much you do yourself.

Now that you have your funnel set up, buy 1000 clicks from solo ads or Facebook. Send them to your squeeze page and through the funnel.

You're doing this to prove the funnel works, as well as to start building the list.

After 1,000 clicks, if you get a 40% opt-in rate, you'll have 400 subscribers.

If 5% of the subscribers buy the upsell, and the upsell is \$30, then you've brought in \$600.

This can cover your costs or come close to it, depending on how much you spent.

You can then buy more traffic if you like, building the list and testing and tweaking the funnel.

But you don't have to. If you want to stop at this point, you can.

Or continue on and build the list bigger, either one.

In either case, when you get to the point that you've had enough testing, tweaking and list building, it's time to flip the funnel and make the real money.

You're selling a funnel that comes complete with a list of several hundred subscribers that's already generating profits on the upsell, which means it's proven.

And just as important, your funnel is unique, too. It has its own proven squeeze page, its own proven sales page, its own lead magnet and product...

...it's a complete one-of-a-kind proven sales funnel.

You can sell this for \$3,000 or more – sometimes a lot more – on Flippa.

The fellow who told me about this averages about \$5,000 a sale. Some sites have sold for more, some less.

And he does two of these a month by outsourcing the work.

Frankly, I don't think he personally invests more than 5 hours into each website.

So, it's a very lucrative side income, so say the least.

The key here is to pick niches with ready-made markets – niches where people are already spending lots of money.

You'll want to find the best PLR you can get your hands on.

Make everything unique.

And practice.

The first time my friend tried this, he only cleared a few hundred dollars.

The second time, he cleared over \$2,000.

Now he averages about \$5,000. So, practice and experience do count.

Perhaps best of all, there is no customer support. Once he sells a site, it's totally out of his hands and he's on to the next one.

So, it's great for somebody who doesn't like to email a list day after day, build a relationship with readers and so forth.

If this is something that interests you, spend some time researching which sites are selling well, and also where to find the best quality PLR.

Once you know those two things, everything else will fall into place.



Do You Meme?

What's super fast to create, gets shared in social media like gangbusters, and can bring you lots of new traffic?

Memes, of course.

Are you creating any? If not, maybe it's time you started.

Use a meme generator, find something clever to say, and link an appropriate page of your website to your meme.

Then start sharing!

<https://memegenerator.net/>



How to Amplify Your Pinterest Marketing

Do you want more Pinterest exposure?

Are you looking for ideas to create engaging Pinterest boards?

Here's how 3 brands are using unique Pinterest boards to amplify their visual marketing:

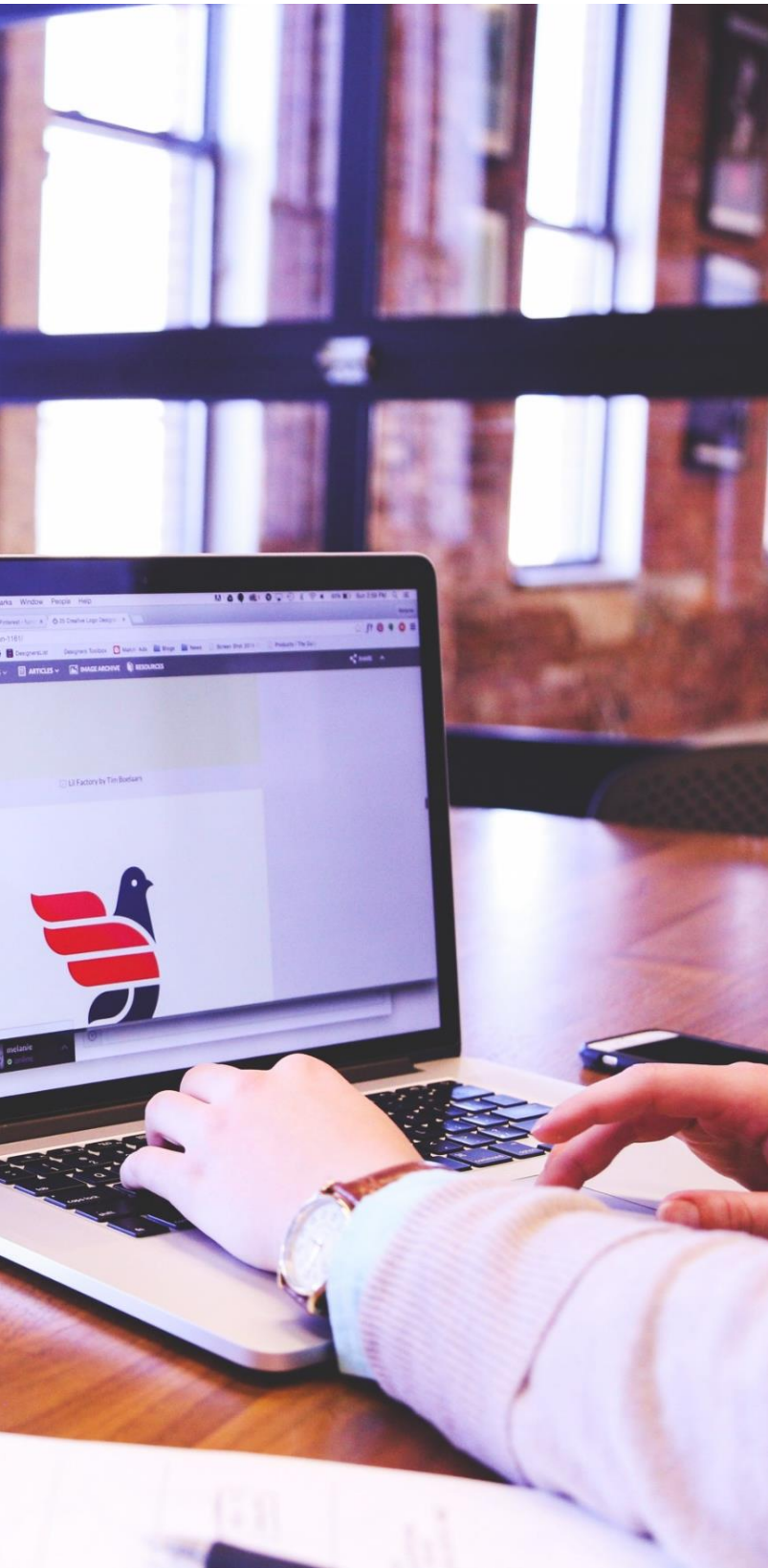
<http://www.socialmediaexaminer.com/how-to-amplify-pinterest-marketing/>

LinkedIn Just Added Several Ways To Make Messaging Easier

Users can now send messages from anywhere on the desktop site

<http://www.adweek.com/digital/linkedin-messaging-updates-april-2017/>

THE TWO THINGS YOU MUST HAVE TO START AN ONLINE BUSINESS



Did you know you can outsource pretty much everything you need to start an online business?

Everything except for your idea – that's got to be yours.

And overcoming fear. Only you can do that.

So, let's say you come to me, wanting to start an online business.

You're a blank slate, in that you don't have a clue where to start or what to do.

No worries, because someone who is a blank slate actually holds a tremendous advantage over someone who already thinks they know it all, when in fact they don't really have a clue.

So, you come to me and ask what you should do.

And I stuff a pad of paper and a pen in your hand, and I tell you to go somewhere quiet and think.

Because you're going to brainstorm like you've never brainstormed before.

You're going to write down every idea you get. Good ones, bad ones, stupid ones – even the ones you KNOW for a FACT you cannot possibly pull off.

You're going to write them all down.

"I want to teach a cooking course to people who currently can't boil water."

"I want to build an app that tells people where the vacant parking spots are in New York City."

"I want to build a community gardening site for people who live in southern Florida."

And so forth.

Be vague.

Or get specific.

Just brainstorm your heart out.

Speaking of which, watch for those items that feel especially near and dear to you, and put a little star by those.

And then keep writing.

You're going to start your business on YOUR idea – not on what's necessarily gone before or what other people are doing.

Lose all preconception of what will and what won't work for now. That comes later.

By generating your own business model without worrying about what anyone else is doing, you're freeing yourself up from comparisons, crappy advice and self-doubts.

Your business model can be anything you can imagine.

Naturally once you've narrowed your choices down to a handful, you're going to do some research to make sure there is indeed a market for what you're proposing.

But I'm going to discourage you from spending a lot of time looking at any potential competitors. Ignore what they're marketing, how they're marketing it, how they're advertising and so forth.

Because that is where people learn to fear their own idea.

"This is already being done, so I'm too late!"

"This company is already doing a good job of covering this market, there's no room for me."

"Their idea is different from mine, so theirs must be the right one and mine must be wrong."

And so forth.

Thus, you're eliminating one type of fear that plagues all new marketers.

But there is a second fear you'll need to overcome – the one that creeps up on you when your friends say, "What, YOU'RE going to start a business? HAHAAH!"

Or maybe your friends are supportive, but you lack confidence. "What if people hate my product?"

Yup. There's a real heart stopper. And you cannot outsource overcoming those fears.

So how do you deal with them?

For me, I just acknowledge them rather than fight them. Yes, I'm afraid. No, I'm not going to let it stop me. So, Mr. Fear, you go sit in that chair over there while I work. And if you get bored, feel free to fly out the window.

Believe it or not, this attitude works. When you stop letting fear take hold of you, when you stop feeling like you're trapped in its icy grip, when you just acknowledge it and do the work anyway, then fear tends to get really quiet. It takes a seat and watches for an opening. And if you don't give it one, eventually it just leaves the way it came.

Ignore what's going on around you. Put blinders on, manage your fear and above all else, stick to your idea.



The Best Online Marketing “Secret” Ever in the History of IM

I don't know what day you're reading this.

But I do know that today someone, somewhere, just launched a brand-new Internet Marketing product or course that will finally teach you the secrets to building a successful Internet Marketing business in just months.

How do I know this?

Because every single day of every single year, someone does exactly this.

And here's the best part – many and even most of these products work.

They truly do. That is, they work as long as you do the work.

Which bears repeating - Building an online business takes actual WORK.

There is no magic button to making a million overnight.

If there were, no one would be waiting tables or working at dead end jobs because everyone, and I mean EVERYONE would be rich.

So just get thoughts of overnight wealth out of your pretty brain the next time someone tries to tell you they found the magic button and they'll share it with you for just \$97.

However, if you are willing to work, and you're willing to invest in your business, then I will tell you the secret to having an honest to goodness real business within 3-4 months that does indeed earn you a minimum of \$5,000 per month.

The sad thing is, most people who read this aren't going to actually DO it.

And that's because it's not sexy and it takes WORK.

Darn, there's that 4 letter word again.

And one more thing – if you want to accomplish this in 3-4 months, it's probably going to take an investment as well.

Now, before you get unraveled because I suggested you have to WORK and INVEST, think about this...



...what job can you get - with no formal training - that will pay you \$5,000 a month to start, with monthly raises? And that calls for you to work from any darn place you choose, when you want, where you want and how you want?

Name me one job like that and I'm in.

But there's no such thing.

Imagine for a minute that you apply for a job.

The interviewer says to you, "The only training you need will be on the job. You'll be making \$5,000 a month by your third or fourth month. Each month that you want a raise, you can have one. There is no limit to what you can earn, it's up to you. You can work from home or anyplace you like. You can work whenever you like, as little or as much as you like. And if there is any part of the job you don't like doing, you can outsource it to someone else."

That, my friend, is a job applicant's wet dream.

And it's exactly what you can have, if you want it bad enough.

So, what's THE big internet marketing secret I mentioned in the title?

If you haven't already guessed it, keep reading.

If you have guessed it, are you doing it yet? If not, why not?????

Okay, here we go, and I warn you - you have heard this before.

You may have heard this 100 times before.

But what counts is the ONE time you hear it and actually starting DOING it.

That, my friend, is LIFE-CHANGING.

And it's why I'm taking so long to lead up to this - because I'm trying to help you make THIS the time you actually DO it and make it yours.

Here we go...

What you need to succeed is a LIST.

Yes, I told you that you heard this before.

But if you really want total financial freedom, you need a list.

You need a list.

You need a list.

YOU NEED A @#\$% LIST.

Whew. Sorry about that. I get a little keyed up when I see people buying every latest greatest newest product out there when all they need to do is get busy and build a list.

Having a list gives you a ready market for any products you want to develop and create.

It allows you to sell affiliate products whenever you want.

It allows you to make money on demand.

Whoa - did a big bill just land in your lap? Send an email and get the money to pay it.

Did you just find something in the store you MUST HAVE RIGHT NOW?

Send out an email and in a few hours, you can have it.

Think about this... properly built and handled, a list of 10,000 people can give you an income of \$5,000 a month if you promote the right affiliate offers.

This doesn't even include promoting your own products.

Plus, when you have a list of 10,000, you also have leverage.

You can ask other marketers to promote your products to their lists in return for promoting their products to your list.

And you can build your list from zero to 10,000 in a couple of months, especially if you're willing to invest in your list building efforts.





First, choose your niche. Health, finance and business, relationships, self-improvement... choose something you enjoy yourself that's filled with people who spend money.

The hungrier your market, the better.

Either create a lead magnet or have one created for you. It should be an offer so enticing that visitors can't help but opt-in to get it.

Put an upsell after that squeeze page to earn some up-front money.

Run solo ads or Facebook ads to send traffic to your squeeze page. Just spend a little bit here and there at first until you get your squeeze page and upsell page tweaked and optimized for best results.

Then buy more traffic. Use the profits from the upsell to buy MORE traffic.

Yes, you will be spending money.

But done right, you will also be making money.

Worst case scenario, you spend \$5,000 to build your list of 10,000 people.

Best case scenario, you make that \$5,000 or more on your upsell to pay for your list building.

It's a leap of faith to do this. Which is why most will never do it. But because most never will, that leaves plenty of room for YOU to do it.

Don't have money to invest in traffic? Then you'll have to use 'free' methods, which aren't free. They involve spending time and effort, but again, it's totally worth it.

Now here's another 'secret' to getting this done – anything, and I mean ANY PART of this endeavor that you don't want to do yourself, you outsource. Get someone else to do it for you.

Yes, outsourcing costs money.

You're building a business, aren't you? You are looking at earning a \$5,000 a month income within 3-4 months, so just make the investment and do it.

Mail your list consistently as it grows. That means once you have your first subscriber, you start mailing 4-7 times per week.

This is where you're going to put your real effort – into writing emails that make people WANT to open them and read them.

You can't force people, but you sure can entice them.

Whatever it is that your particular list wants, give it to them.

If you don't know what that is, hang out where they hang out, talk to them and ask them what they want, what they need, what one thing would make a big difference for them.

"But all of that sounds like so much work!"

Guess what? If you want to build a business it's going to take work. It's going to take going through some bad stuff, some stuff that doesn't work, some stuff that costs you money to build your business.

But once it's built, you have a perpetual fountain of money on your hands.

You keep building the list, you keep emailing the list and you keep promoting to the list.

Build, email and promote.

Imagine the lifestyle where you can be anyplace in the WORLD, send out an email and literally get money into your account that same day.

5 sales, 50 sales, 500 sales, all from one email.

But to get to that point you've got to do the work first.

And I don't care how many programs you buy. The fact is sooner or later you will finally come to the realization that regardless of what else you might be doing; you should also have a list.

Because a list is security.

It's money in the bank.

Now think about this:

A year from now something happens and you need to make serious money FAST.

Maybe you found the house of your dreams but you're short \$20,000 for the down payment.

Maybe your son needs an operation and your insurance won't cover \$20,000 of it, and they won't do the operation until you get the money.

Maybe the IRS says you owe \$20,000 in back taxes and they're about to take your home.

Whatever it is, you need a substantial amount of cash in your hands NOW.

But thankfully, a year ago you began building a list.

Within 4 months your list was up to 10,000.

Now it's over 30,000.

You send out one email.

And the next day you have \$5,000 in cash.

So, you send another email the next day, and two more after that.

And you have your \$20,000.

You get the house. Or your son gets the operation.

Or the IRS leaves you the heck alone.

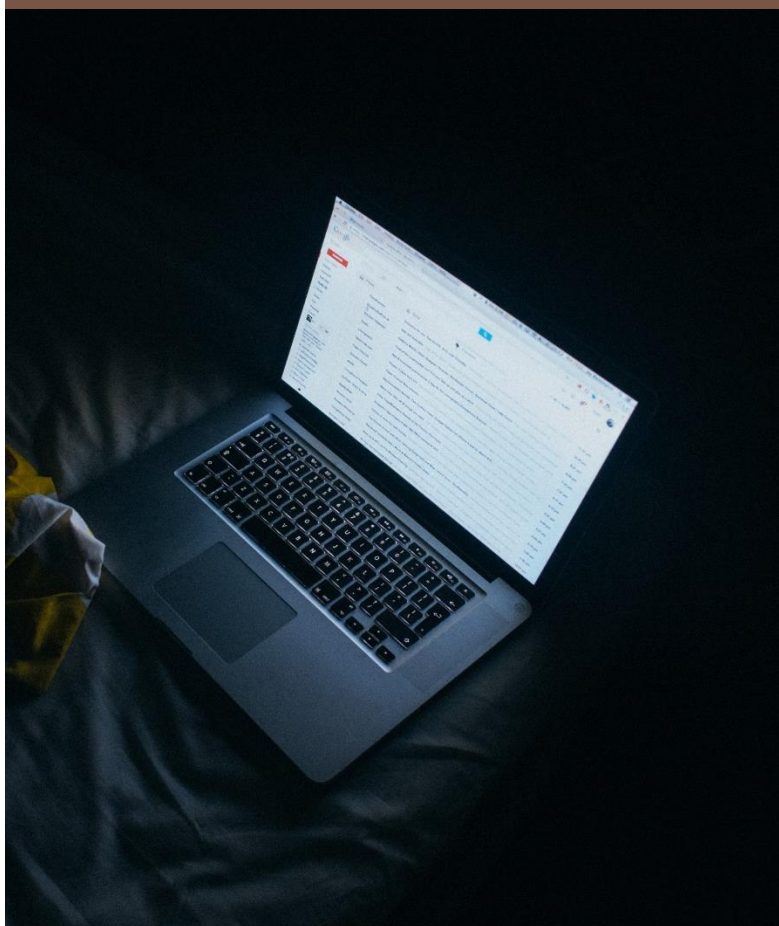
Now that is security. That is power. That is freedom.

And it all starts with you, right here, right now, creating your funnel and building your list.

If this is the only piece of internet marketing advice you ever take, you will succeed and succeed big.

Build. A. List.

Starting now.



8 Marketing Lessons from United Airlines*

(*The Reigning Champions of Public Relations Disasters)

United Airlines has been getting all kinds of free publicity in the news and on social media lately.

Unfortunately, that old saying of, "There's no such thing as bad publicity" has proven to be a farce for United.

This month United overbooked a flight, and then demanded that several passengers relinquish their seats so that United employees could fly instead of paying customers.

Now, we probably would have never heard about this incident if United wasn't trying to save a penny.

They did offer a small sum if people would volunteer their seats. No one took the offer. So, did they then offer more money? Nope. Instead, they sent in thugs to physically drag a 69 year old doctor off of the plane, knocking his head against the armrest before dragging his limp and bleeding body down the aisle by his arms and legs.

The video of this went viral, as did a second video of the passenger returning to the plane, dazed and disoriented, his face covered in blood, mumbling "just kill me."

Wow. Just... wow.

The internet went crazy, and rightly so.

People the world over are vowing to never, NEVER fly on United again.

The people of China are especially upset, saying this was racial profiling, discrimination and so forth. In fact, it was the number one trending topic on Chinese social media. And China is a big market for United.

So how did United's CEO Oscar Munoz, winner of an actual P.R. award for "Communicator of the Year," handle the situation?

By offering what might be the lamest excuse for an apology in history. He said, "I apologize for having to re-accommodate these customers." He made NO mention that a human being was dragged off one of their planes by the arms and legs.

But Munoz had more to say, writing a letter to employees extensively blaming the victim for what United did.

Victim blaming? Really Mr. CEO?

"The first rule of holes: When you're in one, stop digging." – Molly Ivins

Gee, if only an incident like this could be prevented. Oh wait, it can be!

All United had to do was:

1. Remember their customers are HUMAN BEINGS who deserve respect. Really, why does anyone need to remind them of this??
2. Continue to increase the financial incentive to book a later flight. Raise the offer enough and people will say yes.
3. Or, United could have simply booked their employees on another flight.
4. Best solution of all – DON'T OVER BOOK YOUR FLIGHTS, UNITED.



Now would any one of those been so hard?

But instead, United decided on a whim to anger the world by assaulting a passenger.

And this isn't a first for United, either.

Singer/songwriter Dave Carroll was waiting to deplane a United flight when he and other band members saw their guitars being hurled through the air by airline workers.

He later discovered his \$3,500 Taylor guitar's neck was broken clear through.

So, did United apologize and pay for a new guitar?

No, because that would have cost money. Instead, they gave Dave Carroll excuses for months, insisting they weren't liable for breaking a guitar they broke.

In frustration, Carroll wrote a song, "United Breaks Guitars," which went viral, gaining over 17 million views as of this writing. https://www.youtube.com/watch?v=5YGc4zOq_ozo

Then he wrote two more songs to go with the first, both of which also went viral. And he even wrote a book, "United Breaks Guitars: The Power of One Voice in the Age of Social Media."

United's response? After the first 150,000 views of the first video, United offered to pay Dave Carroll to remove the video. By then Carroll had enough of United's attitude and flatly refused their offer.

As the video went viral, news media picked up the story. Soon newspapers and broadcast media across North America were doing stories about the song. Carroll did over 200 interviews in just a few months.

Then the copy cats came in and did parodies, adding even further views. Really, is there anyone who hasn't heard that United breaks guitars?

United also recently incurred negative publicity and a severe backlash when they refused boarding to two young passengers because they were wearing leggings.

In 2015 United made an emergency landing in Salt Lake City to eject an entire Oregon family from the plane because the daughter was autistic. Which begs the question – wasn't the daughter autistic when they allowed her to board? And why do they discriminate against the autistic anyway?

There's even a consumer rights advocacy website called Untied.com that was started 20 years ago by a Montreal engineering professor. The site has collected 30,000 complaints and one lawsuit from United, presumably trying to silence dissatisfied customers by shutting the website down.

So... what marketing lessons can United teach us?

1. Treat your customers like human beings. This should be easy for United, since they see their customers face to face. For us, we generally only know our customers by email addresses and names. Yet I think most internet marketers are already better at treating their customers like people than United.
2. Value your customers. When you treat your customer right, they will be back time and time again. Treat them poorly and not only will they not return – they'll also tell the world via social media what you did.



3. No matter what, be nice. The doctor explained he would not leave the plane because he had patients to see the next morning. He was being nice and explaining his position. United could have been nice, too, and offered to book him on another flight in first class to get him home on time. Instead, they knocked him unconscious and dragged him from the plane. No paying customer – even if they aren't nice – deserves to be treated like that for their patronage.
4. If you screw up, or your employees screw up, ADMIT IT IMMEDIATELY. Half the backlash against United right now and all of it during the guitar throwing incident happened because United didn't take responsibility. Never forget, in your business the buck stops with YOU.
5. Follow rules and regulations. Airlines can legally take your money and then deny you a seat if they have overbooked a flight. What they cannot do is remove you once you have boarded, because there is nothing in the rules that allows United to remove a passenger already on the plane. The lawsuit that is sure to be filed will be slam dunk, as United has no defense for what they did, regardless of what their PR spin might be. Your life and your business will be so much simpler and you'll save a fortune in fines and attorney fees when you follow the rules and obey the laws.
6. Know who your business partners are. The United flight in question was operated by a regional partner called Republic Airlines. You are responsible for the actions of your partners. If they give your customers a poor experience, then YOU are giving your customers a poor experience. Be choosy and careful when partnering or joint venturing with anybody.
7. Video and social media are game changers. If this incident happened 20 years ago, it would have been a blip on the radar and a small news story for one day at most. Instead, it's a viral video with millions of views and a non-stop story in the news. Not to mention the huge and relentless social media firestorm created with a single one minute video. Video and social media can make or break you and your business in a heartbeat. Be wicked smart when using either one.
8. Past mistakes will haunt you. With this new story comes a dredging up of the United Breaks Guitars story. And guaranteed, the next big mistake United makes will bring both of these stories back into the public eye, and so forth. If only United had paid for a new guitar. If only United treated people like... people. Once done, mistakes cannot be undone. So always err on the side of caution and do the right thing. Always.

Bonus Lesson: You can capitalize on the mistakes of your competitors. Shortly after the United debacle, Delta Airlines announced its employees are now authorized to offer up to \$10,000 in incentives to give up seats on overbooked flights, resulting in front page news stories and plenty of free, positive publicity.

If there is one big lesson in all of this, it's this: Treat your customers the way you would want to be treated.

Think of them as your brothers, sisters, aunts, uncles, children... whatever it takes to see them as real people, with real problems, hopes, desires and dreams.

At the risk of sounding corny, I can sum it up in three simple words:

Love Your Customers

Do this and everything else - including the money - will fall into place.

"It takes 20 years to build a reputation and 10 minutes to ruin it." –Warren Buffet

When Advertising, Don't Use Trademarked Terms

(Unless You Own Them) – This is a major no-no. You can bid on trademarked terms if they are relevant to your ad, but using terms you don't own can cause you serious legal problems.



Want to Go Viral? Try Being Nice

In these divisive times, nice, inclusive messages that don't alienate either side of the political aisle are finding favor.

<http://www.adweek.com/digital/peter-dakich-glassview-guest-post-want-to-go-viral-try-being-nice/>

Teachers Find New Small Business Niche – Monetizing Lesson Plans

And there's plenty of room here for some enterprising entrepreneurs to capitalize on this idea and run with it, too.

<https://smallbiztrends.com/2017/04/teachers-selling-lesson-plans.html>

Simple Money Making Method Never Fails

Marketers have used this technique for years to make a nice little side income.

And you can do this as often as you like, too.

All you do is register promising sounding domain names.

Or snap up existing domains when they're dropped, using one of the expired domain tools.

The trick is to offer them to your own list. Don't try to sell them on Sedo or GoDaddy because you probably won't do all that well.

But if you offer them to your list, or even run a WSO for them, you should do fine.

Let your readers know these are domains you'd planned to develop yourself, but now you've decided to sell them instead.

And YOU set the prices.

You can use a domain valuation tool, or just decide on values yourself.

Set them at different prices, based on how valuable you think they might be. Your readers will seldom try to negotiate, but if they do, that's fine.

A domain is worth exactly what someone is willing to pay for it. And the beauty is, scarcity is built right in. After all, there is only one of each, period. So, selling them is pretty easy.

You can buy aged domains for \$10 when they're dropped, and sell them for hundreds of dollars.

The trick is to sell them to your list or in a place like the Warrior forum.

Choose domain in all kinds of niches, not just Internet marketing.

Just about everyone will read a list of domain names to see if there's something in there they want. Buying domains is often an impulse purchase, and marketers just can't help themselves.

Here are three domain valuation tools that are free:

<http://domainindex.com/>

<https://www.estibot.com/>

<https://www.domaining.com/valuate/>

Just keep in mind that these tools are only guessing. Frankly, your guess might be better than theirs, since you know your list and what they might pay.

When you email your list, let them know the email is going out to thousands of readers so they know they better be quick. First come, first served.

You might also make suggestions for the types of websites that could be built on each domain. Not everyone has the imagination or business acumen to figure out how to use them.

You can either send out one big list of domains a few times a year, or send out smaller lists more often.

If you're only offering, say, 5 domains at one time, you can write a good paragraph or two on how each might be used, what similar domains have sold for and whatever you think will help sell them.





10 Secrets Of Highly Lucrative Video Marketing

I started to compile a bunch of stats to show you how popular video marketing is becoming.

And then I realized – the last thing you need are more stats about how video is taking over the internet.

The fact is, if you're not using video yet, you're losing customers, clients and revenue.

Consumers love video. They watch video. They ENJOY video.

They even enjoy video when the video is selling something, as long as the video still entertains and informs.

So how can you use more video in your business?

And how can you make those videos perform as well as possible in getting your viewers to take action?

Here are ten tips to get you started in the right direction:

1: Make your video is about the story, not about the sale.

Anyone can slap up a sales video and put it on YouTube. "Buy my product!" But will it get views? Not likely.

Instead, tell stories and deliver value. Let's say you're selling a course on how to do marketing for chiropractic offices.

It's tempting to tell the viewer why your course rocks, why it's exactly what they need, and how it's only available for a limited time.

But what if you make a series of short videos, with each video providing one powerful marketing tip just for chiropractors?

I guarantee those videos will be watched and shared among the chiropractic community.

You'll establish massive credibility. And of course, you can politely refer them to your website at the end of each video.

These videos won't sell your course for you.

But what they will do is make it far easier to get the sale.

Think of it as romancing the client...

First you take them out on a date or two or three...

And THEN you close the sale.

Your success rate will be much higher than if you try to close the sale while the two of you are still strangers.

2: Make the first 10 seconds the BEST 10 seconds ever

One stat says that 20% of viewers will click away from a video within the first 10 seconds.

Now you've got to ask yourself – why would they do that?

They came to watch something, yet they leave almost immediately.

There could be a few reasons:

- Your video doesn't appear to be what they expected. If they are coming from a link that says, "Free iPad!" and your video is about growing organic veggies, you're going to lose them. Continuity is key here.
- You have a long, boring, "Look at me!" intro. You've seen those intros where it's 30 seconds of how great the company, video creator, brand or whatever is. The problem is, no one cares but the person who made the video. Lose the long intro.
- You dilly dally around. Taking the first minute of the video to finish setting up your recording equipment is a major no-no.
- You don't start out with a bang. You want to get right to the meat of the subject by quickly introducing what's happening and then making it happen.

Think about movies back in the 50's, 60's and even 70's – they all had long boring intros filled with lots of credits and no action.

Now think about today's movies – from the first moment there is action; something that captures your attention and makes you want to stay tuned to find out what's happening, why it's happening and what's going to happen next.

When it comes to writing fiction, teachers often tell their students to lop off the first page or two, because they're usually full of long, boring intro stuff to set up the first scene. But when you lop that off and start with the action, BOOM – the reader is captivated.

Videos are the same way. Start with the good stuff and let it just get better from there.



3: Don't be so serious.

Your video might be to inform and instruct, but that doesn't mean you have to sound like a boring, stuffy college professor.

Find ways to inject fun and humor into your presentations. This doesn't mean to inject knock-knock jokes that have nothing to do with the topic at hand. Instead, find the humor in what you're teaching or talking about. It's always there, you just have to look for it.

Now I know that when you get in front of a camera, if you're like most people you get nervous. And when you get nervous, you might not be able to find the humor in anything, except perhaps your own nervousness.

Three things I can tell you – if you practice beforehand in front of a friend, you'll be surprised at the funny things that come to mind. Go ahead and try your humor on your friend and listen to their feedback. They'll tell you which ones parts and which to leave out.

Second, when you're filming, continue to think of the camera as your friend. You're just having a friendly conversation, regardless of whether it's you on camera or you're using slides.

Third, have fun. If you're having fun then the viewer will likely have fun as well.

4: It's good to be human

No one really likes someone who is perfect, or even someone who comes across as perfect. That's why it's okay to make mistakes on camera.

If you are nervous or if you do something wrong, just acknowledge it and move on. For example, you drop something you were showing the viewer. Laugh, pick it up, make a joke about your nerves or your butterfingers or whatever, and move on.

It's a funny thing when we admit to the audience that we're human and we can laugh at our own foibles – the audience begins to like us more, and they root for us, too.

I even know people who purposely make a mistake or do something clumsy, just so they can get the audience on their side.

It's a truly effective technique when done right.

5: Tell embarrassing stories about yourself

As an extension of the last point, use yourself as an example of what not to do. Let's say you're teaching dating tips. You want to tell the viewers what not to do. Instead of saying, "You should never, ever do this or that because it just annoys the other person," say this:

"I was once on a date and I made the dumbest mistake possible. What happened was..."

And then go on to tell a story about yourself doing something stupid or wrong or whatever.

Notice that now instead of lecturing the viewer, you are sharing a valuable story about how you goofed up.

This does a couple of things...

It teaches the viewer in a way they will remember, because people remember stories much better than lessons.

And it's yet another opportunity to show just how human you are, and make the audience like you even more.

But what if you never made that mistake yourself?

It's up to you, but I see no harm in telling the story from your point of view anyway. Again, it's a highly effective teaching method, and everyone loves somebody who can laugh at themselves.

Just look at comedians – they are continually telling audiences about the stuff they've done that wasn't too bright. And audiences love them for it.





6: Optimize your videos for search

Here are a few tips for doing just that:

If you can, host your video to your own domain first, before uploading it to sharing sites. This has the potential to get people to link back to your own domain, which will also help your overall SEO efforts.

Enable embedding on your video to increase the likelihood of receiving inbound links.

Add your videos to your sitemap to give Google information about your video. This gives Google useful metadata that can improve Google's ability to include your video in search results. Here's a handy page to tell you how <https://developers.google.com/webmasters/videosearch/sitemaps>

Use tags for the relevant keywords. Write full descriptions and add a unique title.

And remember this: If it has a box, Google needs you to fill it out in order to help you rank.

7: Educate your audience

Some of the best videos you'll ever make, that your prospects and clients will love, are videos that teach your viewers something useful.

Whether it's to get a result they want, show them how to best use your product, or provide useful tips, people enjoy short 'how to' videos that teach them what they want to know, when they want to know it.

Which of course means you need to be found when they are looking. To do that, go back to #6 and make sure your video shows up in the appropriate SEO searches.

8: Let your customers speak for you

Social proof is best done by your customers on your behalf. For example, you can ask customers to film themselves talking about how they use and love your product.

Case studies are an excellent way to showcase your product while teaching your audience how to achieve the result they desire.

Your customer might talk about their buying decision, what might have stopped them from buying, and why they went ahead and got the product.

Next, they might talk about their results of using the product, what specific features they like, and the biggest benefits of using the product.

A good customer testimonial or case study can be worth an entire sales letter when it comes to converting new prospects into customers.

9: Add a call to action

Whatever kind of video you're making, don't forget to add a call to action at the end. It might be to visit your website, go to a landing page to grab a free report, check out a sales page or whatever.

Just remember that your videos should be 90-95% great content and just 5-10% sales.

10: Add a video to your landing pages to increase conversions

Naturally you'll want to test this out, but odds are you'll see a nice bump in your conversions on your landing page if you add a short video.

The video should quickly introduce yourself and let them know what they're getting when they subscribe. Make it friendly and fun for the viewer, and try to inject a little humor.

Most of all, give one very clear and immediate benefit of subscribing to your list and grabbing your free offer.

I know a marketer who never sells a thing on his videos. All he does is provide helpful tips, tell silly stories about his industry and act as a helpful friend to his viewers.

And his sales are through the roof. Why? Because people love him and trust him.

Video isn't hard. What's difficult sometimes is relaxing enough to simply be ourselves and lend a helping hand or tip to the viewer.





Residual Income Riches #1: Explain a Process

So you want to start a membership site.

The first thing you need to think about is your niche and your topic.

Now think about this for a moment.

Your goal is to get members to happily pay you month after month for content. Obviously, that means you need to:

- **Over-deliver with quality content.** You want your members to feel like they're getting a steal for the price.
- **Give your members what they want.** If you're just starting your site, then look to the top-selling products in your niche to see what your target market is already paying for.

But here's something else...

In order to get your members paying month after month, you need to be able to make them look forward to each upcoming lesson. And the best way to do that is by creating a membership site around a step-by-step process.

That is, your lessons teach your members how to achieve a specific result.

You see, if you just provide tips and tricks for your members, there's no sense of continuity. Your members don't develop as strong of a psychological commitment to staying a member, because they won't have a need to see the course through until the end.

Now imagine having numbered steps and lessons instead. When someone is receiving lesson 10 of a step-by-step process, they've made an investment of time and money into learning the process – so they are less likely to “bail” before they've received all the steps.

Let me give you a few examples of sites that teach a specific achievement or result using a step-by-step process:

- How to start an online business.
- How to write a sales letter.
- How to choose, train and raise a puppy.
- How to adopt a child.
- How to homeschool your child.

Now let me give you an example of what a 12-week online marketing course might look like:

Step 1: Choose a niche.

Step 2: Market research.

Step 3: Plan your sales funnel.

Step 4: Get a domain and hosting.

Step 5: Get an autoresponder.

Step 6: Write your autoresponder messages.

Step 7: Create a squeeze page.

Step 8: DIY product creation – research and outline.

Step 9: DIY product creation – creating and polishing the product.

Step 10: Create a sales letter.

Step 11: Drive traffic – free methods

Step 12: Drive traffic – paid methods.

Notice how each step builds on the previous step.

It starts with a member not even having an idea for a niche... and ends with the member driving traffic to a sales letter and making money.

In other words, if the member completes the steps as the course progresses, he or she should be able to enjoy a specific achievement or result by the end of the course.

Note: The above example is a 12-week course. Naturally, you could easily stretch this out to a year or more by creating more steps and more in-depth steps. You could go on indefinitely as long as you kept providing more advanced info as the course progressed.

One final tip...

To keep your customers happy, make sure that they are progressing and enjoying results right from the beginning.

Example: If you create a yearlong course, don't stretch out the process for a year.

Instead, give the step-by-step instructions your customers need to experience some type of results immediately (within a few weeks or month after joining) and then provide more in-depth instructions as the course progresses.

In short: Satisfy your customers' needs for instant gratification while still providing the continuity that will keep them as a member.



Are clueless people hassling you?

For some odd reason there are always negative people who want to tell you how to run your business - even when they have no business of their own.

Don't worry about it. Instead, take some advice from Mark Twain: "Never argue with stupid people. They will drag you down to their level and beat you with experience."



LinkedIn's Dirty Dozen: 12 LinkedIn Mistakes to Avoid

There's a list of spoken and unspoken rules of etiquette and best practices which, when you're aware of them, you'll be more comfortable and confident in using social media for business.

<http://www.socialmediatoday.com/social-networks/linkedin-dirty-dozen-12-linkedin-mistakes-avoid>

5 Ways You Can Target Mother's Day Shoppers (Infographic)

Marketing Mother's Day to a digital audience can mean a surge in sales if you do it right.

<https://smallbiztrends.com/2017/04/target-mothers-day-shoppers.html>

EPILOGUE

Moving With The Times As An Entrepreneur

That awkward moment when you arrive second year in a row in that outfit that you haven't bothered to update. It's alright if no one remembers it but not quite as fun when your best friend – who has no issue expressing themselves out loud to everyone – reminds you that he/she remembers it well.

That equally awkward moment when you have a favorite item of clothing that you think look great in but no one has worn hipsters since the early nineties.

You see, fashion is fleeting and if you don't keep up with the times, you think you look *quirky* – while the audience unfortunately thinks that you are simply out of touch. Out dated. Not listening.

And there's no difference between this concept and your presence online. One of the major problems I have come across is Internet Marketing entrepreneurs that have set up a website a few years ago and it might have cost a fortune or they think it still looks awesome and they don't need to fix it, unaware that it reduces faith in your ability to know what is currently going on. Because attention to detail is very important and if your website is old and not displaying some of the features that a more updated website of the same ilk is – they will conclude that it is safer to go with them and their products.

Keeping up-to-date is translated as you listening, being current and being interested in what is going on.

For example, long sales scripts – while they still convert well in some cases – are being replaced by shorter more visual means. Videos, infographics and modern squeeze pages that are well produced for example.

On this note there's two things to consider with modern and current Internet Marketing.



1. **Update Your Website** – It's mid 2000's, so your business website shouldn't look like it's still stuck in the early 2000s or worse (even if at the time it converted highly.) And it's about more than just aesthetics. Best practices and web standards are constantly changing so a regular refresh can help you make sure your website is at the top of its game and not being over shadowed by more contemporary sources.
2. **Make Your Website Mobile-Friendly** – Recent studies have revealed that 80% of local searches on a mobile phone have ended in a purchase. In fact, most people due to better technology and convenience, browse and use their mobile to do *everything* now. If your website isn't mobile-friendly and is difficult for the user to open or look through, they will click off and go to someone who can serve their needs for speed and ease. You are missing out on these local consumers when you refuse to move with the times.

Finally, just like fashion, nothing ever stays the same. You will look back at the hairdo you are wearing now proudly one day and think how crazy you were. Don't let your customers' feel that way about you right now because simple modern tweaks can raise your profile immeasurably and it's not overly costly to do so. Just put the time in because that will translate as effort and expertise.

See you next month!



**BE
HAPPY**

**THE INTERNET MARKETING
NEWSLETTER**

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