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YOU ARE WEALTH

NEWSLETTER

Internet Marketing

Using Our Greatest Weakness As An Online Strength

Understanding modern behavior is the reason that all marketing companies make millions – they research people's greatest fears, wants, desires and motivations and based on that, they develop a product (whether useful or not) and sell it to us knowing that we will be compelled to get it.

On that note, all human beings have a weakness that is constantly played on, not all of them will admit it but unfortunately according to science – it's inherent. If over time, you have learned to not care about this particular weakness or have overcame it – just know this – the millions of others that haven't will be your client base.

Besides, it is not a weakness if used properly. Ethically. Smart people know that weaknesses can become strengths.

So, what is this little catch in human behavior that affects most of us?

Here's a clue dating back to ancient Greece. In Greek mythology, there was a God, one you will have heard of – his name was **Narcissus**.

He was a hunter from Thespiae in Boeotia who was known for his physical beauty and the son of the river god Cephissus.

He was a very proud creature who rejected most of those who loved him.

Nemesis noticed this behavior and thought it rather mean and so devised a plan. He attracted Narcissus to a nearby pool, where Narcissus saw his own reflection in the water for the first time and fell in love with it, not realizing it was simply an image.

Unable to leave the beauty of his reflection, Narcissus lost his will to live. He became addicted to his own image. He stared at his reflection until the day that he died. Narcissus, as you know, is the origin of the term *narcissism*, a fixation with oneself and one's physical appearance. I'm sure we know a few people just like him.

However, here's the truth – we *all* have a fixation with our image. With the dawn of the recent 'selfie' craze, you cannot fault the logic. Everyone likes to see themselves experiencing something good or looking their best. Not just our faces and our bodies which we constantly try to improve, but also with how people see us, how we see ourselves and how eager we are to show off the things that we have and do.

INTRODUCTION

This is our weakness. Self-love is wonderful don't get me wrong but pre-occupation with our own image when used incorrectly or obsessively leads us to buy things we don't want to impress people we don't like; with money we don't have. It's a dangerous path. But it can be used to our advantage, especially in business. And very especially online.

Here are a few secrets to selling more products and getting more awareness just by using this knowledge:

1. **Be socially present**. People like to compare – they want to know if you are doing better, what you are doing and mostly if you can help them be a better 'image' version of themselves with your services. So *be* there. Ensure that you are advertising on all of the channels available including Facebook and most of all Instagram. Not many Internet Marketers are Instagramming. They think 'it's just a bunch of pictures'. But pictures can paint a thousand words and are often more effective than a long spiel. Instagram is bigger than you think and is a very simple marketing strategy.
2. **Sell discreetly.** Be careful that you do not *openly* sell on these channels – people hate that. You must come across like a decent, normal person with an ongoing life and an objective other than making money. Use your self-love to get out there and show yourself off as a personal person. This is why Instagram works wonders. Say for example you are selling a business opportunity for people to make more money. Instead of stating a big long list of reasons as to why they should invest in you – show them pictures. Show yourself with lots of free time on a beach, get a high-quality camera and be interesting with your images. If people want that life– they can click the link. It's subtle and it's clever because no one wants to be less or to feel left out. Plus, it plays on the need for them to upgrade their image, to be more pro-active and your pictures are evidence that it is achievable.
3. **Understand human behavior.** Now that you know people want to constantly upgrade themselves and improve their image – give them what they want. Invest in products that create that feel-better feeling. This is your avenue to plenty of clients. Give constant reinforcement that what you have is what they want. They know it – so it's time for you to know it.

IN THE NEWS

10 Fatal Social Media Mistakes You CANNOT Afford To Make

Too many platforms, ignoring your key followers, ignoring the data and copying others… these are just 4 of the social media blunders being committed every minute of the day. And I guarantee you're guilty of at least one of these marketing mistakes right now…

https://www.entrepreneur.com/article/298388

5 Digital Marketing Trends Your Business Needs to Try

Are you keeping up with new trends as well as your competition does? Here's how to outrun them, out-maneuver them and use new tech to make more sales:

https://www.entrepreneur.com/article/297747

IDEAS

Orville Redenbacher's Marketing Debacle

In 1970, Orville Redenbacher paid a marketing firm $13,000 to find a name for his fledgling popcorn company. Their advice? Call it, "Orville Redenbacher's" and put his picture on the label.

His mother could have told him that.

Trying to find the right name for your company?

Send me $13,000 and your name, and I will give you the perfect business or product name...

IN THE NEWS

Facebook Bans Advertisers, Pages That Disguise Links Violating Its Rules

Facebook will use artificial intelligence and new human review processes to detect disguised, or 'cloaked,' links that breach its policies.
http://marketingland.com/facebook-bans-advertisers-pages-disguise-links-violating-rules-221442

How Soft Calls To Action Can Save Your B2B Campaigns

Hard or soft? Here are three examples of soft-sell call-to-actions that can actually work better at getting leads in your funnel.
http://marketingland.com/soft-call-actions-will-save-b2b-campaigns-221105

ARTICLE

TINY NICHES = BIG PROFITS? WHAT ABOUT HUGE NICHES AND MASSIVE PROFITS?

There is a ton of marketing advice online about niching things down until you get to a small, fanatical group of people who will buy anything and everything in that niche.

And this is great advice – I offer it myself and follow it all the time.

But… you know how I like to be contrary. Sort of like, if everyone is selling stock, I'm buying. If they're buying, I'm selling.

And if they're niching things down to the ridiculous, I try going after HUGE niches that have a TON of people in them.

For example, how many people like to eat good food? Or see movies? Or drive cars? LOTS of people.

So, I got to thinking… what if you made an offer that appealed to a ton of people?

For example, how to take vacations for free.

This isn't anything sketchy – it really is possible to take free vacations. In fact, there are several different methods of doing it.

So, I advertise this free offer: "How to take vacations for free."

And then I bill myself to my new subscribers (using a pen name) as the guy that will hook them up with really great free stuff, like the free vacations info.

In fact, if they liked that one, they will LOVE what I have coming up, so watch your email…

…you get the idea.

Then I send them free offers.

For example, a free report or video on how to get all the dates they want.

They opt-in to a new list to get that report or video, and now I have a targeted list of people who want dating info.

Or I offer a freebie on how to save tons of money on groceries, or how to make more money, or how to lose weight, or whatever.

Generally, every offer I make is going to be directly tied into an affiliate product such as a Clickbank product.

They get the free report or video, and at the end of it I make a soft sell for the Clickbank product.

I also offer a free bonus if they buy the product. All they have to do is email me their Clickbank receipt, and I send the bonus. This way I can also separate my buyers from my prospects.

As I get these segmented lists, I continue to send them free offers that lead to paid offers.

And I make bank, all because I start out attracting as many people as possible and then segmented them down by interest.

Now then, you might be wondering how this is better than simply targeting a small niche in the first place.

Frankly, I don't know if it's better, but it is different and it does work. And it allows me to build several lists simultaneously from the same main traffic source.

One person can be on several of my segmented lists, after all. For example, they're interested in vacations, dating and dieting - three different lists, three opportunities to sell them products.

Using this method, it's very easy to build a large list quickly. And if I want to immediately profit, I offer a one-time offer after they get the initial freebie.

The real payoff is when I start segmenting into smaller, more targeted lists. And of course, it's nice to have (for example) 10 lists in 10 different niches, because now I have 10 different profit centers, all coming from the same initial source.

The key is to bill yourself as the go-to person for great free stuff, and then be that person. When you offer a free video or report or whatever, it's got to be chock full of dynamite info they can use immediately.

Tell them what to do, for example, but not *how* to do it. The "how to" is in the paid product.

Or tell them the difficult method to accomplish something, and then offer the easy method as a paid product.

And you don't have to create any products yourself – just use the ones on Clickbank. But you might be creating short free reports or videos, which of course you can always outsource.

One last shortcut: A lot of affiliate offers will start out with a free report or video. Make a deal with the product owner to get that report or video in the hands of your readers yourself. That way you're using their freebie to segment your list, and the affiliate product owner is still making sales.

There might be a life lesson in this – when others are all doing the same thing, think about how you might do the opposite. Sometimes it can really pay off in a big way.

IDEAS

How To Sell Stuff U.S. Style

In every school across the United States, children stand each morning and recite the pledge of allegiance.

But here's what those kids and their teachers don't know – the pledge of allegiance is nothing more than a marketing tool started in 1892 to sell flags to US schools.

Which begs the question: What tradition, fad or ritual can you start that will sell more of your product?

9 Business Ideas Under $1,000 You Can Run From Anywhere

Need extra money while your main online business gets up and running? Try one of these...

https://www.entrepreneur.com/slideshow/278996#0

8 Mistakes Site Owners Make when Creating their 'About Us' Page

Are you making it all about YOU? Surprisingly, it's not about you - it's about your customer – even when you're talking about you. Confused? You won't be...

https://www.entrepreneur.com/article/297974

How To Turn *Internet* Real Estate Into A Financial Fortune

Let's talk about real life real estate for just a moment...

How do you make money in real estate?

You buy a property, rent it out, and use the rent money to pay off the property.

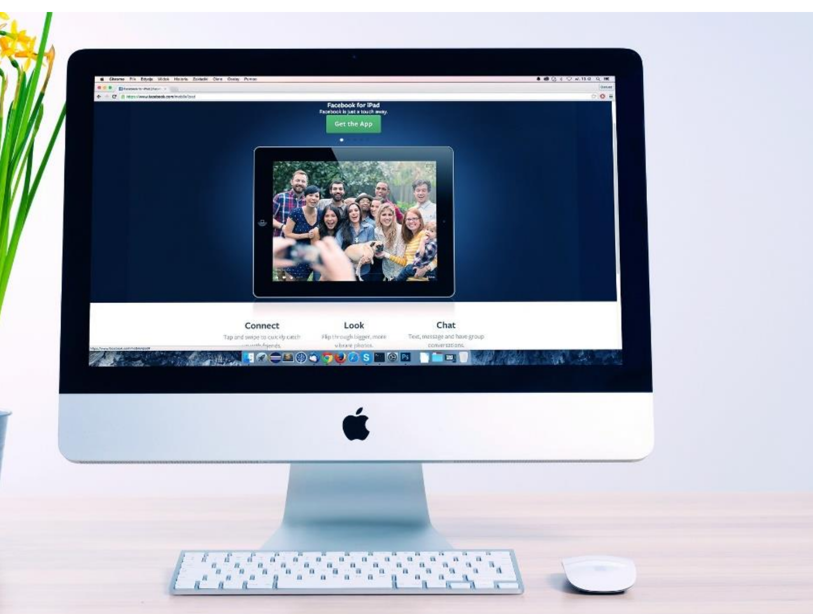
Or, you use the rent money from your first property to buy your next property. You rent out the second property and buy your third, and so forth.

So yes, you're coming out of pocket on that first property, or you're taking out a loan. But in the long run, you wind up with several rental properties that eventually pay themselves off, and you're a millionaire.

But the problem with buying properties are numerous: Real estate loans are a hassle to get. Renters are problematic. You've got to pay property taxes and all upkeep. You get calls in the middle of the night saying a pipe broke, or whatever. There's always more added expense and headaches than you expect.

But what if we do something similar on the internet, so that we get all the benefits without all the hassle? It would look something like this:

(And by the way, countless millionaires made their money using this exact method.)



Let's say you go to Flippa and you find a website that's making $800 a month. The owner is willing to sell that website for a minimum of $3,000. You bid on the site, others bid on the site, and you manage to buy it for $4,000.

Now you might wonder why someone would sell a $800 a month website for just $4,000. Frankly, their reasons don't matter. What does matter is you did your due diligence and confirmed that they are in fact making $800 a month with the site, and you are getting everything need to continue earning that $800 a month. Maybe that includes a list, or a product, or whatever. As long as you can continue to make that kind of money, you are golden.

Let's say you make no improvements to the site other than upkeep and maintenance, and you continue to earn $800 a month. In a year's time you will have more than doubled your money. The following year everything is profit, and so forth.

But you don't stop there, because you take your profits from the first website and buy a second website. You take the profits from the second website and buy a third website, and so forth.

You'll notice that you can pay for a website a whole lot faster than you can pay for a piece of real estate.

In addition, it's much easier to make improvements to your websites than to your properties.

For example, if you want to upgrade the kitchen on a rental home, you've got to get bids, hire a contractor, let the house sit idle without a renter for two months, and pay a hefty fee for the privilege of not collecting rent while the kitchen is being redone.

But with your website, you can hire an outsourcer for a few hundred dollars to make whatever changes you need.

Which brings us to the next point… often times there are small things you can do to a website to create big changes in revenue. And as an experienced marketer, you're in prime position to see those things and act on them.

For example, have they been using the site to build a mailing list? If not, this one step alone can often double and triple revenue within a just a month or two.

If they are building a mailing list, are they mailing to it on a frequent basis and selling products through their emails? You'd be surprised how often they're not.

Is the website getting good SEO? If not, hire an SEO person to help you out, because it will be money well spent.

There's almost always going to be something you can do to increase the revenue you get from the site.

Imagine if, in a year's time, you buy 6 websites that each earn $500 a month when you buy them. Imagine you tweak them just a little and get them up to $1000 a month. That means you'll have a $6,000 a month income without much work.

I know a fellow who bought a site for $5,000 that was earning $600 a month. He saw a lot of potential in the site, as well as things that could easily be improved.

He made a few tweaks (took him a week) and now the website earns $3,000 a month.

I don't know where else you can invest $5,000 for an asset, spend about $900 upgrading that asset, and earn $36,000 a year. In my opinion it beats the stock market and real estate combined.

And if you ever decide you're tired of a particular site or you just need some fast cash, you can always sell the site on Flippa again.

Now you might be wondering what sorts of changes you might make to a website to increase the revenue.

Broadly speaking, your changes will fall into one of these categories:

1: Increase the amount of traffic that's coming to the website. If your website is already earning good money from advertising or product sales, you might just need to send more of the same traffic it's already getting.

2: Increase the quality of traffic that's coming to the website. If the original site owner wasn't targeting just the right people, then changing your ads or methods of driving traffic may greatly increase sales without increasing traffic.

3: Get more of your visitors to become customers. Tweak the site to convert more prospects into customers. Also work on turning those prospects into list members so you can continue to sell to them, even if they don't return to your website.

4: Sell more to your customers, meaning either sell them higher priced products, or sell to them more often, or both. For example, add an upsell to the sales funnel, as well as an autoresponder sequence that sells them on more products.

It will take some nerve to make that first website purchase. Learn how to appraise sites and verify traffic and sales before you do, and you'll be alright. And remember, you can always sell the site later if you want to.

How Adding One Word Triples Price

If a bakery sells a small, fancy cake, it might cost $30.
But if that same cake is for a WEDDING, then the price is more likely to be $100.
The only difference? The word "wedding."
Do you sell business marketing courses?
Relabel them, "Dental Marketing," "Chiropractic Marketing," "Accountant Marketing," etc. You might need to change a few things inside your courses, but 95% of the content will stay the same.
And you can charge three times as much.

How To Find Your Competitor's Backlinks

Create and export a list of your competitor's backlinks that you can use for targeting activities.
https://moz.com/blog/find-competitor-backlinks-next-level

11 Lessons Learned From Failed Link Building Campaigns

Sometimes you can learn even more from what failed than from what succeeded. And with over 800 content campaigns under their belt, these folks know what they're talking about.
https://moz.com/blog/lessons-from-failed-link-building

Just Starting in Online Marketing? Sorry, But You're Too Late

It's a fact that the vast majority of the great online marketing ideas have already been thought of and executed.

Do you really think you're going to invent the next greatest thing?

Maybe the social media platform that puts Facebook in its grave?

Or the marketing course that makes everyone else throw up their hands and go home?

Or maybe the dating app that makes all the other ones shut down?

Nope.

Sorry, but the odds of that are about as good as getting hit by lightning *twice.*

Mind you, I'm not saying it couldn't happen. I'm just saying it's not likely.

But here's the good news – you don't have to invent something radically new that changes the world as we know it.

You don't even have to have an idea no one else has thought of before.

The smart marketer knows that you can take the best ideas out there and re-use them to make them new again.

Now before you get in a tizzy, let me say this: It's not unethical to repackage information or use someone else's marketing techniques, as long as you change it.

Obviously, you're not going to just rip something off and do exactly what's been done, or use exactly the same copy, the same product, etc.

No sir. You're not going to rip anybody off.

But the fact is, the best ideas have already been used. But there is no reason why you can't make them your own.

Walk into a book store, go to the non-fiction section and you will find hundreds of books that have basically the same information as thousands of books that came before them.

Yet these books are selling.

Why? Because the authors put their own unique spin on the information.

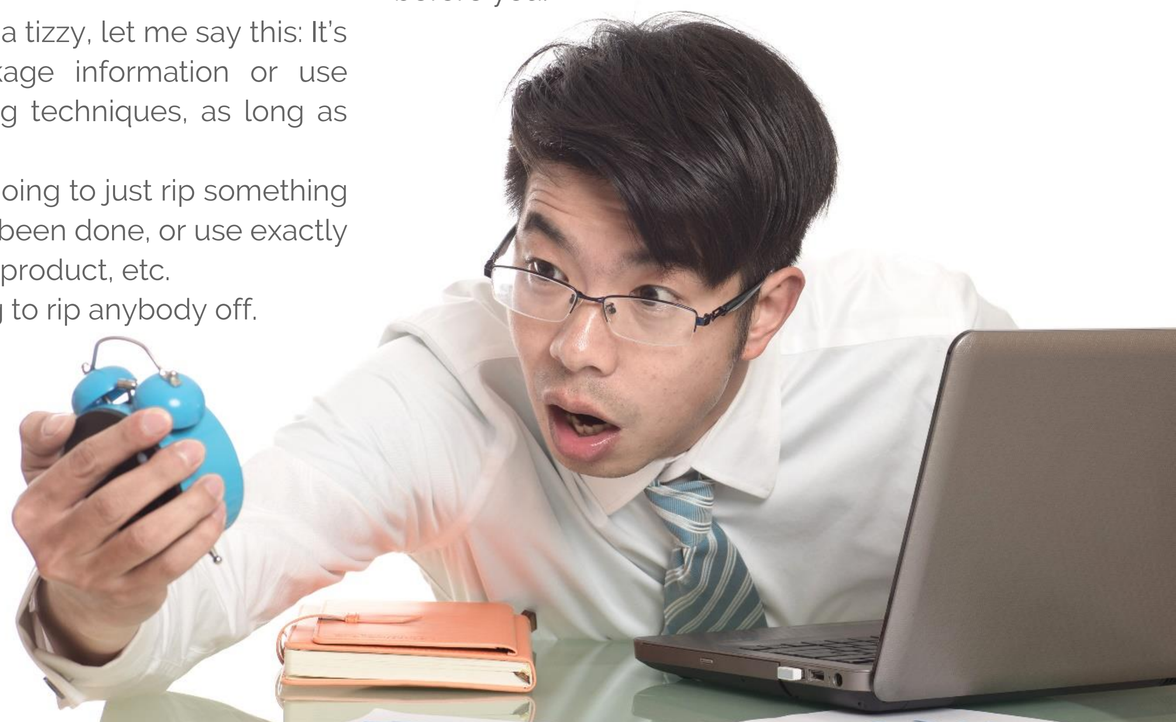
Let me use a cake recipe to illustrate: Let's say you want to sell your own cake recipe. Are you going to start with a whole new list of ingredients that no one has ever put in a cake before?

For example, "To bake this cake, you'll need 2 cups of chopped chicken, a package of onion soup, 6 fresh catnip leaves, one half cup of coffee, 12 dill pickles, 2 boiled eggs, a pound of potato peels…"

You get the idea.

Of course, you're going to start with flour, sugar, butter, baking soda or baking powder, etc.

You're going to use the exact same basic ingredients that a million chefs and cooks have used before you.



But you're going to put your own twist on your recipe.

Maybe you add maraschino cherries and cinnamon. Or peppermint extract and dark chocolate. Or blueberries and lemon juice.

It's still a cake recipe, and it's not all that different from other cake recipes, except that you put your own twist on it.

Stop trying to come up with a world-shattering idea and simply look around at what's working and what resonates with you.

Take that information and make it your own.

And then teach what you learned.

It's so simple, and you don't need an amazing idea.

Now here's where a lot of people get bogged down – they think it's unethical to take information they got elsewhere and make it their own.

So, let's put some context on this…

You go to college for 4 years. For this privilege, you pay a great deal of money. Professors and textbooks teach you a whole lot of knowledge that THEY DID NOT THINK OF FIRST.

That's right – it's what you might call regurgitated info, in that other people discovered it, came up with it and so forth.

But they are getting paid to teach it to you anyway.

Then what happens?

You go out and get a job, where you use this same information. And you get PAID for it, too.

So now then, here's your question: How is this any different from taking information that's already available, putting your own unique spin on it, and selling that same information?

You are doing the same thing the professors and the college are doing. And you're doing the same thing anyone who gets a job and uses this info in their job is doing.

You're just doing it online.

Now then – feel better?

Good.

Because for many of you, I have just removed your very last excuse for not making your own product.

Assuming you already have your niche picked out, go find your very favorite products in that niche. Study them. Learn all you can. Put the information to work in your business or your life.

And then make your own product with your own unique personality and skill set.

I can almost guarantee it'll be a smash success, and you don't even have to invent the wheel to do it.

How To Build An Email List For FREE Using StumbleUpon

And even put quick money in your pocket, too.

Using what I'm about to show you, you can build as many email lists as you want, make money while you're building those lists, and do it without paying for traffic.

This system is simple, easy to implement, and requires no major writing of content - unless you want to.

Here's how it works:

First, you're going to need your own domain name for your own website. And you'll need a way to make web pages.

But if you've never put up a site or made pages, don't panic and don't let it deter you - Remember, you can outsource anything you like these days.

You'll need an autoresponder to build your lists.

And just like any good business model, you'll need some tenacity and perseverance. You might hit a home run straight out of the gate, or it could take you a little time to get the hang of this and ramp it up.

But the only way you can fail is to either not do it at all, or give it a moment's try and then give up.

Okay, let's get to the meat of it…

To build a list you need traffic. Lots of it. And of course, there are two kinds of traffic available on the internet – free and paid.

With paid traffic you can turn on the traffic waterspout anytime you're willing to pay. It's a great system once your funnel is profitable. Spend $1, make $1.50 and you're doing great.

But in the beginning, it can be downright scary to pay for traffic, especially when you don't know if your funnel is going to work or not.

So, I suggest you pay for traffic later, and in the mean time you use a free traffic method like the one I'm about to show you.

Of course, there is no such thing as 'free.' If you're not paying money, then you're putting in effort. You're 'paying' with your time. Fortunately, this system is not time intensive at all.

Monetizing – this is optional, but I'm going to recommend you monetize from the very start. Why not put a little money in your pocket as you build your lists?

This also gets your new list members used to and expecting offers from you, which will increase your conversions later as well.

We'll use CPA marketing to monetize this system. I like CPA, or cost per action, because you don't have to create your own products. You don't have to compete with other affiliates. And sometimes you even get paid just for leads without the prospect having to buy anything. Now that's an easy sale.

If you've never joined a CPA network, check out the companion article in this month's newsletter, "How to Get Accepted into Your First CPA Network."

Okay, we're going to be using StumbleUpon to get our free traffic. Thanks to recent changes, StumbleUpon can be quite effective at driving traffic if you know what to do.

And by the way, with 25 million monthly users, I can just about guarantee that your customers are already on the platform, waiting for you to find them.

What you need to know:

Long winded content does NOT work on StumbleUpon. No articles and no blogposts, please.

StumbleUpon likes images, which means you don't need to spend tons of time creating content.

Think in terms of simple and quick when it comes to content creation, and you'll do fine.

How is this possible if we're promoting CPA offers?

One word: Infographics.

No worries, I'll show you how to get them created for cheap in just a moment.

First, let's look at the big picture of what we're doing...

1. Find a CPA offer to promote and make sure it's a good fit for one of StumbleUpon's categories (or pick a category and then find an appropriate offer)
2. Create an infographic
3. Create a lead magnet
4. Set everything up and make it go live
5. Rinse and repeat

Easy, right?

Seriously, it really is one of the simplest systems I've come across.

Let's get started...

1: Find a good CPA offer

You can either start by finding offers, or start by finding StumbleUpon categories. Your goal is to do a good job of matching one to the other, so that people looking in that category will want to see your related infographic.

This is perhaps the trickiest part of the sequence.

Do your research, spend some time on this, and realize you might not get it exactly right the first time or two. That's okay, because you're learning.

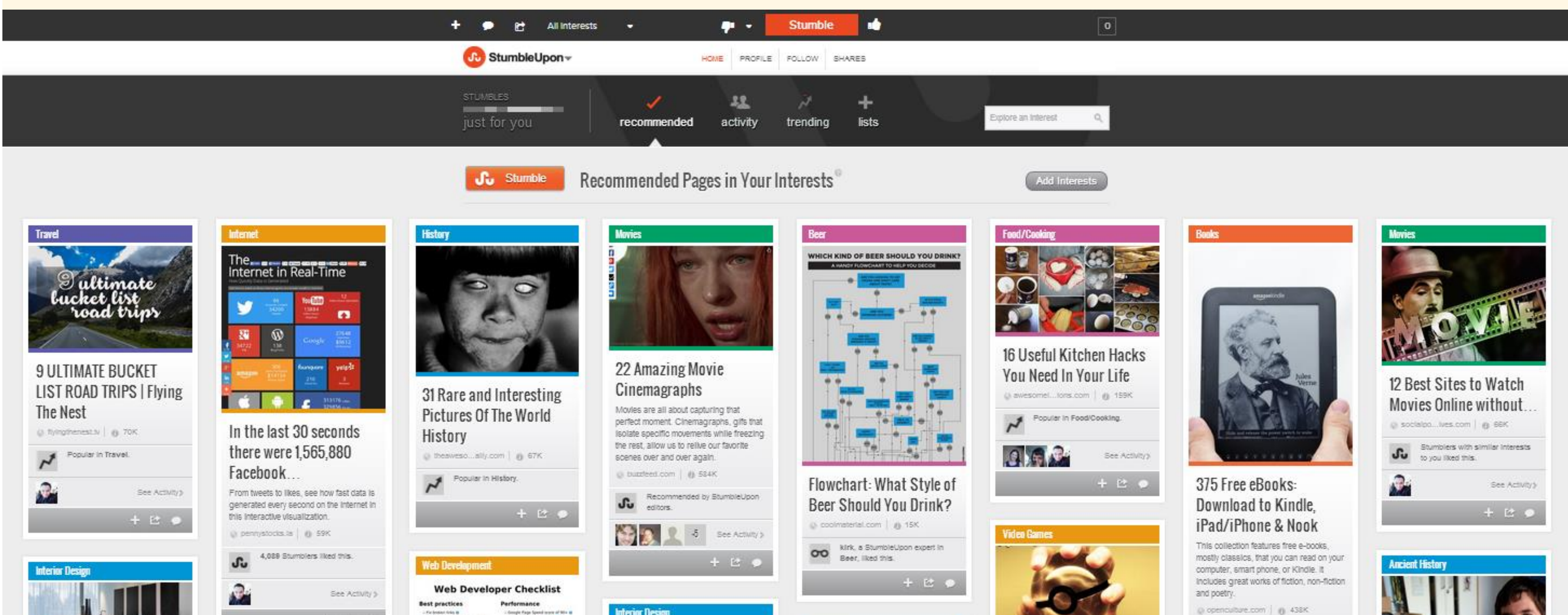
Here's a little trick – pick a StumbleUpon category and just starting clicking to see what pages come up. This will give you an excellent idea of what kinds of content people are looking for in that category. Then find an offer that matches.

For example, a muscle building product for fitness, and so forth.

2: Create a related infographic

Let's stick with the muscle building product trial. What do people who are into body building want to know? Maybe the top 5 body building exercises, or 5 things NOT to do when lifting weights.

Do some research on Google to get ideas and take notes. Keep in mind that you want content for an infographic, not a 3,000-page article



Once you've got your content, either make your infographic yourself (if you like doing that) or go to Fiverr and hire someone.

You will likely have to pay more than 5 bucks, but it's worth it to get a great looking infographic that captures eyeballs.

3: Create a lead magnet

While you were doing your research, you no doubt came up with plenty of ideas.

Use one of these to create a quick and easy lead magnet.

It should be something people WANT enough to give up their email address to get it.

Create the lead magnet, or hire someone to create it for you. Don't overcomplicate this.

For our example, I did a quick Google search and found these ideas in about 30 seconds:

The Most Hated Man in Bodybuilding – Is He You?

Body Building for Beginners – 5 Little Mistakes That Cause Massive Injury

From Skinny Geek to Massive Muscle Machine In 7 Simple Steps

Is Cross Fit Killing People? What You Need to Know

You don't need to be a skilled writer to create your lead magnet. In fact, you can create a video, hire a writer, create an audio… it's up to you.

What's important is that your lead magnet be enticing enough to make people say, "YES, I want to read/watch/listen to that."

4: Setting Up Your Funnel

You've got a CPA offer, an infographic and a lead magnet. Here's what your funnel will look like:

A: Prospect sees infographic on StumbleUpon (hosted on your website)

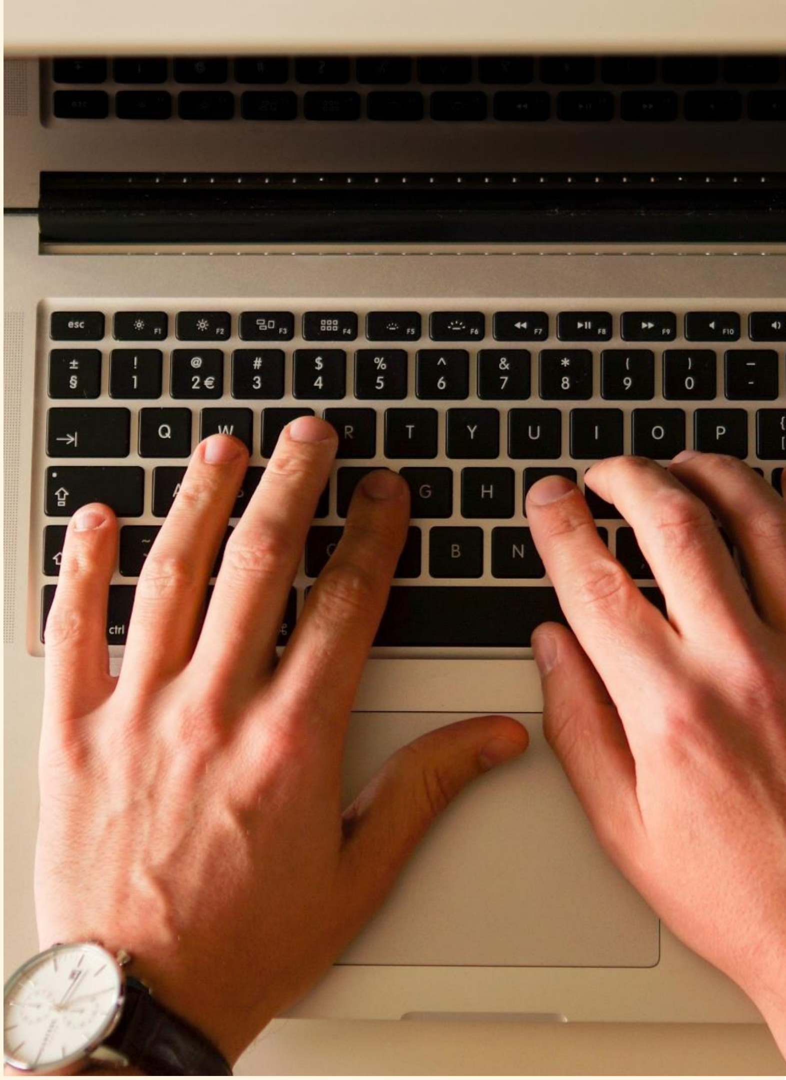
B: Prospect clicks on pop-up and joins your list

C: Prospect is taken to the thank you page *which is actually your CPA offer*

Seriously, that's it – just 3 simple steps.

Now you might be wondering why we don't send prospects straight from the infographic to the CPA offer.

You could, but if you do, then you're losing money.



By building a list, you can market to those people time and time again. You can even send them the same CPA offer if they didn't sign up for it the first time.

Seriously, if you think of this first as list building and second as CPA marketing, you'll get the idea.

The initial CPA profits are icing on the cake. The real money is going to be in the list you build.

And by the way, there is no reason in the world why you can't do this as many times as you like in as many niches as you like.

Hmmm, gets you thinking, doesn't it?

Okay, here are the basics of how to set up your funnel:

Pssst… if there is something in your list here that you haven't done before, go to YouTube and find a video that shows you how to do it. Or outsource it.

First, create a new post on your website and title it with something similar to your infographic title. Add your infographic to that page.

Second, go to your autoresponder and create a new campaign (or new list, same thing.)

Third, if you don't already have pop-up software, go to WordPress and pick one out. Add it to your site.

Create a pop-up for your new page that offers them your lead magnet. Make it sexy and enticing – it should be too good to pass up.

Delay the pop-up so the visitor has time to look at the infographic BEFORE they get hit with the pop-up.

How long you delay it will depend on how detailed and interesting your infographic is.

You're going to have to experiment to find just the right time. Have it pop too soon, and people get annoyed. Pop too late, and people are already gone.

Fourth, use your CPA affiliate link as your thank you page URL.

Tip: Also add an autoresponder sign up box next to your infographic. This way if they click your pop-up away and then decide they want your lead magnet; they can still join your list.

Once you have everything set up, go to your StumbleUpon account and add your page.

You're now live!

More Tips:

Since StumbleUpon is a social networking site, you'll want to build your authority by making posts, leaving comments and sharing things.

You can begin by going to 'trending topics,' clicking on the speech bubble above trending items in your category and joining in on the discussions.

Experimentation is key. Sometimes your pages will get tons of traffic, other times they won't. But the only way you can fail using this method is to give up and do nothing.

Of all the free traffic methods I've seen out there, this is one of my favorites. It's fun, it's easy, and you can make some serious CPA cash for the cost of creating an infographic or two (or 10 or 100, if you're ambitious.)

And these pages can work for quite some time, too, driving traffic onto your lists and to your CPA offers.

Be sure to work your lists as you would any other lists. Mail often, deliver lots of value and offer something in every email.

Eventually the money you initially earn from new traffic should be dwarfed by the income you get from your lists.

HINT: Pick niches that are also good for affiliate products, such as weight loss, dating, body building, making money, etc. This way you can promote Clickbank, JVZoo products, etc., to your lists as well.

One last thing – this method should be fun. If it's not, you're doing something wrong.

Think about it – content creation is breeze and it looks really cool, too. You get to promote just about any CPA offer you like. You're list building for essentially free, while making money on the backend. And you get to spend time on StumbleUpon being social and getting ideas for your next infographic.

So, go have some fun – and build your lists and make money in the process, too.

How To *Quickly* Author a Book That Makes Money Like Crazy

Have you thought about writing a book?

Good. Let's talk about what can happen when you write it…

- You can get interviewed on top podcasts
- You can get featured on major blogs
- You might be offered a lucrative publishing deal
- You can build an email list of people who totally trust you
- You can start a business on the backend
- You can get tons of leads for your existing business
- You can get the confidence to take on bigger and better projects
- Fellow experts and joint venture partners seek YOU out to do deals
- Perhaps best of all… you make money month after month for something you did one time – write and publish your book

A book is the best passive income source…

- Very low start-up cost
- High margin
- You get to tap into an existing customer base thanks to Amazon
- It's easier than ever for your customers to buy your book – they can buy it and read it anywhere
- It's easier than ever to publish a book, as well as more lucrative than ever, too, because you no longer need a publisher
- A book gives you status, connections, credibility, confidence, clients, a mailing list and passive recurring income

How to earn 5 figures from every book you write

It's not just about sales of the book itself, although those can be great. It's also about the leads you get.

Let's say you provide a service of some sort, such as coaching. You write a book on your type of coaching and invite readers to join your list. Everyone who joins is now a potential coaching client.

And selling them your coaching services is going to be a lot easier – after all, you wrote the book they love, so you obviously know what you're talking about.

But what if you don't provide services? Whatever your niche, you can make 5 figures from your book.

Let's say your book is on dating – you can sell a course to your readers on dating. It might be an affiliate product or your own product.

Or maybe your book is on investing, and so you offer your readers investing software, or investing newsletters, or an investing service…

…you get the idea.

Keep in mind that the leads you get from a book you write are much stronger leads than people who simply joined your list to get a freebie such as a video.

As an author you have tremendous credibility with your readers.

And if you treat them with respect, they will open your emails and act on your suggestions at a much higher rate than prospects who don't feel like they know you at all.

Because that's key – when they read your book, they feel like they know you. They like you; they trust you, and they want to hear from you.

So, they look for your emails, they open and read them, and yes, they buy your products and services.

And don't forget the joint venture deals you can get when you're a published author, too.

Plus, you can get featured on podcasts and in blogs, which will sell even more books, which will grow your email list even bigger…

Writing your own book is the money snowball you start rolling downhill. By the time it reaches the bottom, it can be quite large.

And you can roll as many of these snowballs – and write as many books – as you like.

3 Steps for a Successful Book Launch

1: Get a great cover that grabs attention. Everyone judges a book by its cover, so don't skimp on this.

Have a title that's easy to read, looks professional, and stands apart from competing books.

2: Get help with your launch. Have a group of people who support you in your launch.

This could be people on your mailing list, blog readers, peers in your niche and even your friends and family.

You'll offer them a free copy of your book, and perhaps even place their names in your book. In return, they leave reviews, promote you on social media and help to get the word out about your book.

3: Get ongoing reviews to keep Amazon happy. You want reviews up front when you launch, as well as getting reviews over the coming weeks and months.

This can be as simple as asking your readers to leave reviews. Ask them inside the book both at the beginning (very soft sell here) and again at the end (harder sell – don't be afraid to beg ☺.) Ask them again via email after they join your list.

Ethically, you can't bribe people for reviews - other than sending a free copy of the book they're reviewing. But you can add them to your posse, your inner circle, etc. Make them feel special. Put their names on your website, along with their reviews.

It takes time to write a well-thought out review, and it only makes sense that we show our appreciation for their time and effort, as well as demonstrating to others that we WANT their review.

How to Find Your 4 Figure-a-Month Book Idea

What do you know, that most people don't know, that some people really want to know?

Can you write 5 pages on a topic? Then with a little brainstorming and research, you can probably write a book on that topic as well.

What are you most passionate about? What do you love? What do you do for fun?

What's your expertise? What do you get paid for?

On what topic do people come to you for advice?

What can't you stop talking about? If you're driving your friends crazy with a particular subject, maybe it's time you wrote a book about it.

There's no 'new' ideas, just new slants and positioning on existing ideas. In other words, don't think you must come up with a topic never before written. Instead, come up with a new position on an existing idea.

For example, if you teach persuasion, there are tons of books out there already on that topic, but no one has written the book YOU could write on persuasion, because only you can do that.

You don't have to be an expert on your topic. Take a reporter's position, do research, and report on what you find.

How to write your book in a weekend

Yes, you really can write a book in a weekend. And you can do it without typing a word, if you like.

Here's what you do…

Create a mind map or an outline of your book.

You'll find it's much easier to write your book when you've done an outline or a mind map, or both.

My favorite method is to do a mind map for each chapter, followed by an outline.

Then one by one, I write each chapter by speaking into a recording program such as Audacity. If you're like me, you can speak a lot faster than you can type. Next, I have a service such as Rev Transcription transcribe it for me.

Yes, it can be that easy.

You'll want to fix any errors in the transcript, and either do the editing yourself or hire an editor.

And now you've got your book. See how easy that was?

If you're writing exclusively for Kindle, then you don't need a 200-page book. 50-75 pages (15,000 to 25,000 words) will do fine.

It's better to have 50 pages of great content than 200 pages of you droning on and on, trying to fill those pages.

Writing your first book can be life transforming. You get a big boost of confidence. You automatically have more credibility with peers and customers. And your friends and family look at you in a whole new light.

The only catch is, you've got to actually write the book.

But now you don't even have that excuse anymore. Because you've read this article, you know how to create your first book in the next 7 days.

And how awesome will it be to tell others you're a published author a week from today?

Pretty darn awesome!

How to Get Accepted into Your First CPA Network

CPA stands for Cost Per Action.

You get paid because you caused a prospect to take some sort of specific action which creates a lead or new customer for a company.

It could be as simple as joining the company's mailing list.

Or it might be to hand over not only email, but also a phone number so the company can call them.

Some CPA offers are product trials – the prospect pays a token amount of money to try a product.

CPA offers differ from affiliate offers in that you're harvesting leads more than making sales.

Even in the case of the trial offer, the prospect or customer is often paying just a few dollars to get a product sample.

It's up to the company to turn that person into a real customer.

For example, you sign up to promote for a weight loss company.

For every prospect who agrees to sample the product, you get paid $20.

But the prospect only paid $7 for a one month's supply of the product.

How does the company make their money? On the backend – if that customer continues to buy the product month after month, the company makes its profit.

The benefits of promoting CPA offers over affiliate products is that it's generally much easier to get conversions.

For example, it's easier to get a prospect to agree to join a list or even sample a product, than it is to actually sell them a product at full price.

To promote CPA offers, you need to join a CPA network.

And this is where it can get a little tricky.

A CPA network acts as the middle man between the company looking for new leads, and the affiliates (that's you) bringing them those leads.

The CPA network takes care of everything like tracking, conversions, payments, support and so forth. And in return, the CPA network takes a cut of the earnings.

Now you might be thinking you'll just bypass the CPA networks and go straight to the companies, but this is actually the hard way – especially if you are new to CPA marketing.

Most companies don't want to deal with individual affiliates. Instead, they prefer to hand everything off to a CPA network and just receive the leads.

Most affiliates feel the same way, because CPA networks streamline the process for everyone.

And when you are accepted into a CPA network, you'll generally have hundreds of different offers to choose from.

Join more than one CPA network and you'll never run out of offers, even if you specialize in only one niche. Every CPA network will have different offers, different commission amounts, different payout schedules and so forth.

So how do you get accepted by a CPA network?

It's not as easy as simply signing up. There is an application and approval process you'll need to go through.

No, the CPA networks aren't trying to be jerks and excluded new affiliates – not at all.

But they are trying to prevent fraud. Imagine if a new CPA affiliate gets bots to fill out the CPA offer forms – let's say a million of them.

The new affiliate is a millionaire, the CPA network has just paid out a boatload of money for bogus leads, the company who ordered the leads is mad as heck, and … well, you get the idea.

Fraud is a major problem the CPA networks must constantly guard against, which is why there is an approval process in place to try to filter out the fraudulent affiliates before they ever get started on their evil schemes.

Which is to say, the CPA networks aren't trying to filter you out just because you're new. They're simply trying to eliminate fraud and keep everything legit.

If you're new to CPA marketing, the choices of CPA networks can be almost overwhelming. But I suggest you start with one of the following three, for a couple of reasons. First, they tend to be fairly friendly towards new CPA marketers. Second, they have lots of offers to choose from and they're trustworthy, too.

MaxBounty.com

NeverBlud.com

Peerfly.com

Check out their websites, pick one out and click the link to become an affiliate or publisher.

They're going to ask you a bunch of questions, and here's how you handle it – be honest. Remember, they're not trying to filter out newbies, they're trying to filter out scammers. If they catch you lying, they'll assume you're a scammer. Give your correct address, your real date of birth and so forth.

HINT: While it's not required, it is helpful to have your own website to get approved. Your website should have some good content on it and not look spammy or questionable. It's fine if your website is new.

Be honest about your CPA experience or lack of experience. If you have affiliate experience, by all means highlight this. If you've purchased any CPA courses or done extensive reading about CPA marketing, tell them this.

You want to emphasize that you are 100% serious about this business.

They're going to ask what your monthly marketing budget is. How you answer is of course up to you, but I highly recommend saying that you plan to invest $1,000 or more per month – perhaps on Facebook ads, or your advertising space of choice. Anything less than $1,000 a month and you won't look serious.

Upload any documentation they ask for – this is simply to verify that you are indeed REAL.

In a day or two you will receive a phone call from someone at the CPA network. They're going to basically ask you the same questions about your experience and intentions that you answered on the application. Again, they want to verify that you are for real and not some scammer. Be friendly, be helpful and don't get stressed out – and remember that they *want* to accept you. Without affiliates promoting the CPA offers, they have no business.

Now here's a way to show just how serious you are about joining their network – don't' wait for them to call you. Instead, after you fill out your application and submit any documents they ask for, you call them. This tells them you are excited and ready to get to work.

Above all else, be honest, be confident and be yourself.

Even if you are a total newbie, nine times out of 10 you will get approved.

But if you're not approved, politely call or email them and ask why you weren't approved.

Then use this information the next time you apply to a CPA network.

Don't stress about any of this. Even if you aren't approved the first time, simply apply to the next CPA network and the next one after that.

It's only a matter of time before you get into one of them, and then you can parlay your experience in that network to get into any network you want.

All it takes is that first one to get you started on the road to becoming a CPA pro.

How To Send Loopy Emails For Max Sales

You're watching a television show and it ends with a dark scene of a hand firing a gun at the hero.

You don't know if the hero lives or dies.

You don't know who shot the hero or why.

And you're in suspense.

So, what do you do?

You watch the next episode, of course.

Humans have a desire to KNOW stuff.

When they don't know, it bugs them. It's like an itch that needs to be scratched, and they'll do whatever it takes to scratch that itch.

You can do the same thing with your emails – make it so your readers MUST read not only the email you just sent them, but also your next one and the one after that.

Andres Chaperone does a great job of teaching this email marketing technique.

In fact, here are three different open loop methods he recommends:

The Fake Out Open

You start out telling your readers that you're going to tell them something. But then you tell them something else, instead.

For example,

"Dear Reader,

I'm going to show you exactly how I managed to lose 83 pounds while watching television, eating whatever I wanted and never exercising – other than to go to the fridge.

The secret to my weight loss involved three magic words, and I'll tell you what those words are and why they work to make you effortlessly lose weight tomorrow.

But right now, I want to tell you about my 21 year old college roommate who died from a heart attack because of a single Oreo cookie."

You're telling them what you're going to tell them, but you're not telling them right now.

That's because you have something else to tell them now.

This is an open loop - the magic 3 words that caused the 83 pound weight loss – combined with value stacking. They get a secret tomorrow, and they get a story about the dead roommate and the Oreo cookie today.

This makes the recipient feel like there's a ton of great stuff coming from you.

This creates surprise, curiosity, desire and anticipation.

And they love you and your emails for it.

Delayed Gratification

For this one, you're going to throw in an open loop somewhere inside your content. It could be almost anywhere – near the beginning, in the middle, near the end… where you place it will depend on what it is and how it relates to the rest of your email.

For example, let's say you're writing an email about weight loss, and you're telling the story of how one of your weight loss students lost 143 pounds thanks to your coaching. In the middle of your email, you might write…

"And when I told her how to perform the belly blaster technique in the shower every morning, and that she would effortlessly lose another pound of ugly fat every week… well, she just about lost it.

****If you're not familiar with my belly blaster shower technique for losing fat, tomorrow I'll tell you exactly how to do it. You'll be shocked at the results.*

So, she tried the technique anyway, even though she thought I was crazy, and a week later she called with the results.

'I lost 2 inches off my stomach, and I didn't do anything else differently!'"

Notice how we mention something that's bound to provoke curiosity, and then we tell the reader they will find out all about it… tomorrow.

3. Cliff Hanger P.S.

This is perhaps one of the most commonly used techniques for creating an open loop. It's easy to do and keeps you on the minds of your readers long after they close your email.

You simply tack on a P.S. with a teaser for whatever you're going to share with them tomorrow, like this:

"PS: Did you ever hear about the guy who decided to tie balloons to a lawn chair, to see if he could fly?

He did, with unexpected and totally scary results. In fact, he even scared the heck out of an airline pilot at 30,000 feet!

And what happened next, you're not going to believe. In fact, I'll tell you all about it tomorrow, I promise.

See you then!"

It's easy to create open loops in your emails.

And don't stop there. You can place open loops everywhere. For example, at the end of a blogpost, in your videos and so forth.

It's a great way to get people to read several posts instead of just one, or to watch several videos.

You just keep 'open looping' them, and they keep clicking to satisfy their curiosity.

It works almost like magic.

The Power Of Marketing

Science can now tell us that if you have an inferior product, but your marketing is strong enough, customers will still love your product more than the superior product.

Case in point: In a blind taste test, Pepsi activated more dopamine receptors than Coca-Cola. However, once participants were told they were drinking Coke, it then became the greater dopamine producing beverage over Pepsi – even when they were lied to.

Most likely it was Coke's marketing that was responsible.

Offliners: 45 Local SEO Pitfalls & How To Avoid Them

Help your clients beat the odds, get customers and make their business a success: https://moz.com/blog/45-local-seo-pitfalls

Facebook's Testing a New Way To Target Ads To People Who've Visited Your Store

The Custom Audiences option enables you to target ads at people who've visited your site: http://www.socialmediatoday.com/social-business/facebooks-testing-new-way-target-ads-people-whove-visited-your-store

ARTICLE

Justine Musk On What It Takes to Become a Billionaire

Justine Musk, first wife of billionaire Elon Musk, knows a thing or two about wealth and hard work — her ex-husband is a founder of PayPal, CEO of Tesla and SpaceX, and has an estimated net worth of $12.1 billion.

She recently posted a response to a Quora thread asking the question "Will I become a billionaire if I am determined to be one and put in all the necessary work required?"

Her answer is "no," though she says that the Quora reader is asking the wrong question altogether.

"You're determined. So what? You haven't been racing naked through shark-infested waters yet," she writes. "Will you be just as determined when you wash up on some deserted island, disoriented and bloody and ragged and beaten and staring into the horizon with no sign of rescue?"

She then offers some advice:

"Shift your focus away from what you want (a billion dollars) and get deeply, intensely curious about what the world wants and needs. Ask yourself what you have the potential to offer that is so unique and compelling and helpful that no computer could replace you, no one could outsource you, no one could steal your product and make it better and then club you into oblivion (not literally). Then develop that potential. Choose one thing and become a master of it. Choose a second thing and become a master of that. When you become a master of two worlds (say, engineering and business), you can bring them together in a way that will a) introduce hot ideas to each other, so they can have idea sex and make idea babies that no one has seen before and b) create a competitive advantage because you can move between worlds, speak both languages, connect the tribes, mash the elements to spark fresh creative insight until you wake up with the epiphany that changes your life.

The world doesn't throw a billion dollars at a person because the person wants it or works so hard, they feel they deserve it. (The world does not care what you want or deserve.)

The world gives you money in exchange for something it perceives to be of equal or greater value: something that transforms an aspect of the culture, reworks a familiar story or introduces a new one, alters the way people think about the category and make use of it in daily life. There is no roadmap, no blueprint for this; a lot of people will give you a lot of advice, and most of it will be bad, and a lot of it will be good and sound but you'll have to figure out how it doesn't apply to you because you're coming from an unexpected angle. And you'll be doing it alone, until you develop the charisma and credibility to attract the talent you need to come with you. Have courage. (You will need it.)

And good luck. (You'll need that too.)"

How Dropbox Went From 5,000 To 75,000 Wait-list Signups In 1 Night

In 2008, Dropbox was struggling to get people to pay attention. They were running an AdSense campaign that acquired one new $99 user for every $300 they spent. Things were looking grim, so Drew Houston and his team knew it was time to try something different.

They made a simple, 4-minute video showing how Dropbox worked. Realize, their service doesn't sound impressive or interesting in text, so making a video to demonstrate how it functions worked wonders.

They tailored the video to their audience – in this case, it was the Digg community. They used language and content the Digg audience would appreciate, including inside references and jokes only Digg users would understand.

The video was quickly voted to the top of Digg, and by the next day they had 70,000 new signups.

Dropbox also ran an extensive campaign offering free additional space just for sharing the service with others on social media. This campaign alone resulted in 2.8 million invitations being sent in just the first 30 days.

Key takeaways – use the type of content that best illustrates what your product can do. And then tailor that content to your particular audience.

Extra Traffic Checklist

A lot of marketers get so caught up in tracking their traffic stats that they forget to make the most of that traffic. Tell you what, traffic is worthless if your visitors aren't buying what you're selling, joining your list, or taking some other important action.

So how do you make the most of your traffic and monetize it? First off, make sure you are indeed bringing targeted traffic to your site. And secondly, use this checklist to monetize that traffic…

Determine Your Primary Goal

The first thing you need to do is figure out the primary goal for EACH page of your website. Depending on the page, this primary goal (and monetization strategy) might involve getting your visitor to:

- Make a purchase
- Take advantage of an upsell offer
- Join your list.
- Call you.
- Fill out a form.
- Share content/tell their friends.
- Enter a contest.
- Click on a link.
- Clicking on ads, including affiliate offers and AdSense ads.
- Complete a CPA (cost per acquisition) offer, such as filling out a credit card application.
- Read or watch content.
- Visit you offline (if you run a brick and mortar store).
- Ask for a free consultation.
- Register for an event, such as a webinar or contest.

And so on. Be sure your primary goal is the one that will make the most of your traffic in terms of monetization.

Here are two best practices when it comes to monetizing traffic:

- Be sure to pick just ONE primary goal for each web page (and, overall, one primary goal for your website as a whole). Because if you create a page with multiple goals, your prospect may get confused and not take any action at all.
- Focus on your own products first. There are plenty of ways to monetize traffic as mentioned above, including putting offers from third parties in front of your visitors. Be sure to focus on promoting your OWN offers first, as this will always be more profitable (because you get both the profits and the list).

Next…

Design Your Site Around Your Primary Goal

Now you need to design each page around your primary goal.

For example:

- If you're designing a lead page with the goal of growing your list, then remove all other content and extraneous links, so that the page is focused on getting people to join your list.
- If your goal is directly selling a product, then create a high-response sales letter and plug up sales leaks such as external links.
- If your goal is to get people to click on AdSense ads, then create highly engaging content and embed those ads within the content.

Next…

Create an Exit Traffic System

Despite your best efforts, people are going to hit the back button on your site and bail out without joining your list, without buying a product, and without clicking on any ads. That doesn't mean that they're poor-quality visitor who'll never buy anything from you. Instead, it could mean they just didn't see the right offer, or they're in a hurry, or you didn't sufficiently persuade them to take action.

The problem is that if they leave, they'll probably be gone for good. They'll forget about you. So that's why you need to stop them when they're going out the door and put an irresistible offer in front of them.

For example, redirect your exit traffic to a highly enticing lead magnet so that you can get people on your list before they leave your site. For best results, create multiple lead magnets so that you can offer the lead magnet that is directly related to the page the visitor was viewing before they tried to leave the site.

For instance, if your visitor was reading a blog article about how to set up a Facebook ad campaign, then offer them a lead magnet (such as a report) that gives in-depth instruction and "done for you" ad templates.

TIP: Don't know how to redirect exit traffic to another page? No problem. You can search for "exit traffic scripts" in your favorite search engine, or you can use a service such as CatchaMonkey.com.

And finally…

Test and Tweak Everything

One of the best ways to monetize your traffic is to test and track all parts of the process to find out what really works. Specifically:

- Test offers to see which ones appeal the most to your visitors.
- Test ad and link placements, including in the header, footer, sidebar, and directly embedded in content.
- Test your headlines, benefits and calls to action to see which improve conversions.
- Test your upsells to increase your per-transaction value.
- Test the design of your pages to improve overall response.

Let's wrap things up…

Conclusion

So, there you have it – a quick and effective checklist for making the most money with your traffic. To recap:

- Pick one primary monetization goal.
- Design your web pages around this primary goal.
- Test and track everything to optimize response.

It's pretty simple, but very effective! So put this plan to work for you today to start making more money from all your traffic.

EPILOGUE

Psychology 101

A young Salesperson was disappointed. He had lost an important sale. In discussing the matter with the Sales Manager, the young man shrugged. "I guess," he said "it just proves you can lead a horse to water, but you cannot make him drink."

"Son," said the Sales Manager, "let me give you a piece of advice: your job is not to make him drink. It's to make him thirsty."

I suppose this is the same as that joke – "How many psychologists does it take to change a light bulb? None, the light bulb has to want to change."

The truth is, online you can't make anyone buy from you. They have to believe that it is them who wants it and needs it. They have to understand that with your help, something will be easier, better or worthwhile enough for them to take that action.

The key to creating desire is persuasion. It is used everywhere to great success. Persuading people to buy online (from laptops to groceries, holidays to services) can be achieved with techniques that marketers and psychologists have known for many years.

Persuasion isn't rocket science, you must simply understand the key aspects of human nature that are often automatic and subconscious in triggering a person's buying behavior. Of course, sometimes this is used unethically and is therefore not very helpful if we want to be genuine.

So, here are 3 more ethical ways to persuade people without risking your reputation.

1. **Show what others are doing**

People always look outside of themselves for advice, especially when uncertain about something. This is called social proof. People feel reassured by testimonials, statistics and feedback and often make decisions based upon what other people are doing.

You can increase your social proof online by showing:

- Most popular items
- 'Customers who bought this also bought'
- Best sellers
- Testimonials

Show scarcity of products

People are motivated more by loss than gain. Scarcity generates demand and encourages people to buy sooner.

You can show scarcity online by stating:

- 'For 1 week only'
- '3 items in stock'
- 'Sale ends today'
- 'Out of stock - Add to wish list'
- 'This offer ends in 3 days 2 hrs. 1 mins 18 secs' (Count down timers)

Persuade with pictures & videos

You must have high quality imagery to back up your claims especially with luxury items. They go a long way to reassure people about what they'll be getting. Imagery that shows the quality and creativity of your products.

Images should always therefore:

- Be of professional quality
- Offer different views
- Be enlargeable
- Show scale and context of use

If you engage the senses of your customers and play to their psychology, they will make the decision to buy from you and that is most of the work done.

After all, remember you are not ever selling the drink, only the thirst.

See you next month!

BE HAPPY

THE INTERNET MARKETING

NEWSLETTER