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YOU ARE WEALTH NEWSLETTER



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Internet Marketing

FIRST NAMES; NAMES FIRST

During school, our professor gave us a pop quiz. I was a pretty smart student and had gotten through the other questions quite easily, until I read the last one: "What is the first name of the woman who cleans the school?" I imagined this to be some kind of joke. But when I thought about it, I realized I had seen the cleaning woman many times. She was short, dark haired and in her 60's, but how would I know her name? I didn't. I handed in my paper, and just left the last question blank. Just before I left, I asked the teacher if the last question would count towards our grade. "Absolutely," said the professor. "No matter what career you choose in life, you will meet many people. All are important. They deserve your attention and care, even if just by a smile and greeting.

I've never forgotten that lesson. I also learned her name was Clara.

Online, it is not as easy to obtain first names as it is in person but at least we have a better way to store them when our memories fail.

The professor was right, in fact, as it turns out, our names are so important to us that hearing them lights up an [entirely different part of our brain](#) than any other words, scientists tell us.

Using your customer's name makes them like you more, also using your *own* name makes the interaction feel more personal, too.

For example, who would you rather get an email from, "John" or "The Support Team"?

Personal names make a shopping experience much more enjoyable as does hanging out with people who know your name in real life, it just feels more respectful, more engaging and friendly.

INTRODUCTION

Firstly, when sending emails, avoid the lazy trap of 'Dear Customer' Use their first name, which you will get from a very simple autoresponder set-up and a free copy of your (insert product).

If customers call you, try and use their name in the first sentence as an instant rapport builder. This is especially helpful in calming an irate customer down quite quickly by seeming more authentic and familiar. For some of you, when booking a callback, arranging a meeting or getting people to leave their names and numbers, ensure you have their names written in your diary on that date and any other bits of information you can get in that first interaction. Then when you recall accurately the words of the last conversation you had with them or ask them a more familiar question using their name, you instantly make the customer feel like you know them and so they relax with you.

And the same advice on the ground, create stories or rhymes in your head associated with the person's name you want to remember and genuinely try to use it when you bump into them. It's a great way to build connections and friends on the ground that may one day be useful to your company or idea, on or offline.

People like their name being used, that's evident, and it will be a testimony to you and your efforts if you remember that fact and get just better at being personal.



IN THE NEWS

Google's New Anti-Popup Policy...

And what you can do to continue building your list on mobile...

<https://ambitionally.com/generate-more-leads/popups/google-anti-popup-mobile-policy/>

Microsoft is Disabling Older Versions of Skype on March 1st

Do you want to keep the older version? Too bad...

<http://venturebeat.com/2017/02/03/microsoft-is-disabling-older-versions-of-skype-for-mac-and-windows-on-march-1/>

YouTube Glitch Falsely Drops Subscriber Numbers

YouTube experienced a massive glitch which caused channels to lose large chunks of subscribers in a matter of minutes.

https://thenextweb.com/insider/2017/02/09/youtube-glitch-counter-channels/#.tnw_lQfcosl1

LinkedIn Adds Option to Disable Comments on Long-Form Articles

And soon they will add the option to turn off comments on all posts.

<https://blog.linkedin.com/2017/february/8/giving-you-more-choice-over-your-content-on-linkedin>

HOW TO LEARN NEW WORDS AND DEFINITIONS QUICKLY?

IDEAS

1. Write a list. This should contain 15 to 25 unknown words. Search for definitions of each word in a dictionary and write them down. Write sentences that contain more than six words and include the word in its correct context. For example, if the list contains the word "infamous", which means of bad reputation, write a phrase, something like: "The name of the bandit was infamous even in this remote region." Then write a story, newspaper entry or a postcard that contains all the words in your list. This makes words immediately interesting and helps you memorize them.
2. *Form a study group. Interactive learning is more enjoyable than studying alone. You could, for example, organize a study session that focuses on the adjectives when selecting a book that everyone has read or a popular TV show. Ask each person to describe a character or an event using as many adjectives as possible.*
3. Explore word associations. Mental imagery and associations help you memorize words.
4. *Read books and poems. Reading is one of the most effective ways to learn new words because they become fascinating and meaningful when we are engrossed in a book or a poem. Students memorize a word quickly and effortlessly if they carry a sequence of action related to life. Poets and authors use words in multiple forms that help readers understand the subtlety and power of language. A text can include words that can be interpreted literally and metaphorically. If a poet writes about trees casting shadows on the landscape, for example, the word shadows could also suggest a sense of sadness and melancholy, especially if the rest of the poem conveys a sense of sadness.*

IN THE NEWS

The beta version of iOS 10.3 allows you to find lost airpods

Apple released a beta version of the new update of its mobile operating system. Version 10.3 of iOS brings among several new features, among which one is special for the users with AirPods. Since these earphones are very tiny and get lost easily, the feature was more than necessary.

This function is fused in the previous application known as "Find my iPhone", which continues to maintain its name but now implementing a new possibility. The feature was previously released as a single app by the name of "Finder for AirPods" and was available at a cost of \$ 3.99. However, it was removed by the company because, accordingly, the design was inappropriate. Now, with that feature included in the iOS 10.3 update, it will be even easier than it was with the previous app.

The way AirPods find option works is not exactly the same as the app works to locate the device, this the earphones do not have GPS. Therefore, it is linked to the device so you can consult the last location where there was interaction with the AirPods. In addition, in case the earphones are near, it will allow us to demand from the AirPods to make a sound, which will help us locate it.

ARTICLE

LIGHT A FIRE, CHANGE YOUR LIFE



No matter which camp you fall into, here's what's true for nearly everyone:

1. Your reason 'why' isn't just a nice thing to have - it's crucial for your success. The bigger your reason 'why' when you're starting your own business, the more likely you will stick to it and do whatever it takes to succeed.
2. To make your fledgling business a success, you need massive, undistracted action. For example, consider taking a week off from work, moving into a motel room away from all distractions, and creating your own product and sales funnel.



Some people need to build a full-time income in their business before they can feel comfortable leaving their jobs. Perhaps they have a family and mortgage, and they need to know their income is solid before taking the plunge to full time.

Others have to leave their jobs before they'll get busy and start their business. For them, they need the 'sink or swim terror' to inspire them to take massive action.

3. If you don't know how to do something, you have 2 choices: A: Learn to do it yourself. This takes time and will often derail any momentum you had. For some, it will mean putting off starting the business for weeks and even months. B: Outsource that sucker and move on.
4. Nearly everyone does better, accomplishes more and reaches success faster if they get a coach. Just sayin'.
5. Once you taste success, you will never go back. I've almost never seen someone make money in their new business and then drop the whole thing to go back to a job. Once that fire is lit, there really is no turning back.
6. Having your own business is not only financially freeing, it also instills a sense of self confidence that enhances almost every other aspect of your life.
7. Starting your own business means overcoming your related fears, whatever those might be. Once you achieve success, you'll find you're able to overcome even greater fears and accomplish more than you dared hope back when you were safely enslaved. Errr... I mean employed.

If there's a bottom line to this, it's this: Decide what you're going to do. Give yourself a deadline. Then move heaven and earth to get it done, and you will succeed.

HOW TO SELL MORE OFFLINE SERVICES, COACHING SERVICES, ETC.

This works for any big ticket item you are selling one-on-one. For example, maybe you sell SEO services to brick and mortar business. Or perhaps you sell coaching over the phone to people who got a free 20 minute session with you.

This works in print as well, but it works even better when you're actually talking to the person.

Let's say you sell list building systems to local businesses. You've sat down with them, explained exactly what you can do for them and they're excited. "How much do you charge?" they want to know.

Let's say you charge \$1,000 a month for the service. Tell them you normally charge \$2,000, and explain why your service is a tremendous deal at that price. Then tell them that *if they will allow you to use them as a case study*, you will knock that price in half.

Here's the beauty of this system:

First, you've already primed them for a higher price, so when you offer the lower price, they're actually relieved and much more likely to say yes.

Second, in the back of their mind they're thinking, "If s/he is using my business as a case study, that means s/he's going to work extra hard to get good results." Which makes perfect sense, because you wouldn't want a case study that failed.

Third, you can use these case studies to bring in new clients. For example, let's say you performed a service for a plumber. Now you can contact plumbers in other cities and show them the exact results you achieved in that first plumbing business. When they see these specific results, they are much more likely to sign on.

The same goes for any other service you provide to local businesses, professionals, coaching clients, etc.

Show them your 'regular' price, then offer the option of getting a reduced price in exchange for allowing you to use them as a case study.

One caveat: In the case of personal coaching (versus business coaching) you might want to change their name in your case study to protect your client's privacy.



HOW TO AVOID SOMEONE WITHOUT MAKING IT OBVIOUS?

Avoiding someone is not really an efficient solution for your problems. Sooner or later you will need to face that person and resolve it, in order to be in peace with yourself and avoid negativity. However, if you think that you are not ready and you need time without talking about the actual issue, you can simply ignore them for a while.

1. Stop responding to their calls, text messages and cut any form of communication. In case you find it very drastic, you can do it progressively or respond shortly, without giving that person the ability to continue the conversation.
2. Avoid the places where that person is very likely to be. In case you are avoiding someone, you know quite well, it will be easier because you will know where exactly they are going and avoid going there.
3. Try to make small changes in temporary habits that will allow you to stay away from that person. For example, if they go to the same restaurant that you visit as well, avoid it for a while and spend that time elsewhere.

A new torrent search engine has arrived on the internet

The new search service for results of torrent files is the answer for those who still remember those times (not so distant) in which there were great sites for these types of files. Now, is it the time for those days to come back? Who knows if they will come back to stay or to be momentarily again, but the new search engine known as "Sky Torrents"? It is as big as the old Torrent Search Engines were or even better. What makes it very special is that it does not store any type of user data: "Complete privacy, zero tracking (No Cookies, no JavaScript, no ads)".

Many have been able to get to use torrent through different websites looking for these files, and there are just as many who will have saddened with the closing of several websites that were in charge of doing the search of these files.



Sky Torrents is undoubtedly the improved version of the old KickassTorrent. This new search engine already has more than 11 million results for torrent files, where every hour is indexed hundreds of new torrents of the network, thanks to the intervention of intelligent software, which minimizes manual intervention. The shield with the approval is confirmed torrents, so they contain the safest results.

Sky Torrents is currently in its beta phase and plans to evade DMCA in the best possible way, which is fulfilling it. Therefore, the policy of the site is to eliminate any link, which is notified and may infringe any copyright.

5 METHODS TO ADVERTISE YOUR ONLINE BUSINESS OFFLINE



You have to admit – the online world is CROWDED with marketing messages.

It's hard to start out and get noticed, and it's become more difficult every day.

Ironically, some of the older methods have once again become more effective. As everyone else vies for attention online, consider doing something old school, such as...

1: Sending Postcards

When you send an email, it's easily ignored or deleted. A message on social media carries even less weight.

But a real life, physical piece of mail that lands in their mailbox is something they will take notice of. And postcards are cheaper to mail than letters.

Here's what to do: Decide on the goal of your postcard – do you want them to join your list? Attend your webinar event? Go to a sales page?

Once you have your goal, use testing to find just the right slant for your offer. A postcard is a relatively small space, so every word and every image has got to pull its own weight. But once you find the magic mailing piece, you can continue to mail it out for months and even years, as long as it remains effective.

Know the lifetime value of your customer. This will help you determine what kind of conversion rate you need with your postcard mailers to be in profit.

Send the postcards yourself, or use a postcard mailing service. Simply Google "postcard mailing service" and you'll find a company to match your needs.

2: Sending Lumpy Mail

What's the best way to get your mailing piece to stand out? Make it lumpy.

If you've ever received a non-profit solicitation for a donation, you probably know what we're talking about. They send pennies, pens, calendars, packs of greeting cards and all sorts of things to get you to open their envelope.





And of course, once you have their free gift, the law of reciprocity kicks in and you want to send them something back.

For our purposes, think of something unusual and cost effective, such as...

- A pebble (because of the rocky time they've had, or the rocky time ahead if they don't get your product)
- Seed packets (to 'grow' their business, grow their profits, etc.)
- A compass (so they can find their way)
- A thumb drive loaded with your promotional materials
- Worry stones (because they're up at night, worrying about their business or how to pay the bills)
- Poker chips (because they shouldn't gamble on other products or providers)
- Aspirin in a packet to ease their pain
- A paper wallet because you'll show them how to fill it with money
- A sand timer for when they're running out of time
- And so forth.

Again, there are services to help you accomplish this. For example, <http://lumpymail.com> is a good starting point.

3: Print Ads

The trick here is to make your ad look like an article in the magazine or newspaper you're advertising in. Let's say you're advertising in a magazine – get an issue and see how their articles are formatted. Two columns? Three? What font do they use? What about picture placement?

Write your ad as more of an advertorial than a regular ad. You might have to put the words, "Paid advertisement" at the top of your ad, but it will still convert better than if your ad looks like an ad.

Have a great headline and use lots of sub-headlines to keep the reader on the page.

Have a strong call to action for an irresistible offer. The offer should be so good people simply cannot resist it, whatever it is.

4: Get a local column

This is an excellent technique for local business consultants. If you live in a small to medium sized city, your local newspaper might be thrilled if you would volunteer your services to write them a column each week on a topic that interests their readers.

If not, you might consider taking out a weekly ad and making it look like a column. In some respects, this is actually preferable to writing the column for free, since you'll have more control over your topics.

Be very helpful in what you write. Only the last line or two should promote your business. The bulk of your column should be helpful information that people can use.

This will set you up as the authority and the person people turn to when they need your services.

5: Birthday cards

Here's something that used to be common and no longer is, which is why it will make you stand out from the crowd of marketers like a beacon on a hill. Send REAL birthday cards through the mail to your best customers.

You might collect their birthday (Month and day, not year) when they check out. You might even tell them WHY you're collecting it. Let them know it's optional, but you'd really like to remember them on their birthday.

Most people will be eager share their birthdate with you. Or you can hop on Facebook and discover their birthday there if they have it listed.

If you don't want to send the cards yourself, use a service such as postable.com, sendoutcards.com or the greetingcardshop.com.

Now then – a person might interact with a few hundred people and companies online over the course of a year. But odds are you will be the only one who remembers their birthday. That makes you pretty special.

You might include an offer of a free birthday gift in your card, too. Perhaps a video you recorded for their birthday (you can use the same one for everyone) and a download link for a free product.

Guaranteed they will be opening your emails and following you closely on social media after that.

HOW TO RECOVER DELETED PHOTOS YOUR PHONE?

If you have an iPhone you do not have to worry too much because it stores everything that you deleted in the last 30 days.

1. See the albums in the photo gallery and change the view to general albums by clicking the lower right corner. Among all the folders that appear you will have one that will be called "Deleted recently", which you must click.
2. When you have located the photo you want to retrieve, press the button in the lower right corner and restore the photo. The warning sign that appears on some photos means that it will be deleted in less than 72 hours, so recover them if you are interested.

IN THE NEWS

MEET THE NEW IPHONE X

After the recent release of the famous and long expected iPhone 7, the Apple lover are already looking forward to the new iPhone 7s and also the future iPhone 8. But recently there was a lot of talk about a mysterious but powerful iPhone X.

The company has confirmed that the iPhone 7S will hit the market. However, the iPhone 8 will not. What is the reason for this? - Apple is designing a new e device called iPhone X. It aims to mark the tenth anniversary of the legendary smartphone that has literally revolutionized the world.

The iPhone X would have more than a new name (of course, the X is by the Roman number 10, for the 10 years of the device). The model will be presented in three interesting versions which are 5.8; 5.5 and 4.7 inches respectively. The largest of these will have a flawless OLED screen, instead of LCD, virtually borderless (which will make a very stylish phone).

It is rumored that the iPhone X will be designed completely with glass body and stainless steel frames around it, which will facilitate the capabilities of wireless charging. A start button and the front camera in the OLED version of the iPhone X will be integrated on the same screen. Despite all this, the latest rumor and also the most striking ensures that the new iPhone will have a powerful facial recognition as well as gesture option in the OLED version. This feature is due to a laser sensor and an infrared sensor, located near the front camera.

As always happens after the launch of a new iPhone, the fans of the brand begin to ask and inquire when will be the output of the S version or the next layer of it. This demonstrates the loyalty of the users to the brand and also the excellent quality of the equipment, which always surprises us with new and unique features.

HOW TO REPURPOSE CONTENT FOR MAXIMUM RETURN

Here's how to make your content timely, highly relevant and super hot, every single time.

Let's face it – online marketing is and always will be about selling stuff to people. Simple.

The techniques might change (somewhat) and the methods we use become more refined, but it's still all about selling products and services people need or want.

Keeping that in mind, it's very simple to write a series of reports on all of the basics.

For example: "How to start a Facebook Fan Page and get 1000 fans interacting with your product."

"How to build a profitable list of 10,000 people in 3 months."

"How to create products, how to drive traffic, how to use social media, etc."

You get the idea.

Now then, here's the trick to making your content super timely and hot:

Watch the news.

See what the latest brew-ha-ha in marketing is.

For example, did Google make yet another change that threw website owners for a loop?

Then your 'how to drive traffic' report can be repurposed into: "How to Drive as Much Traffic as you Want *without Google*"

Did Facebook make major changes to their advertising policy?

Repurpose your Facebook Fan Page report into, "How to Get All the Facebook Leads You Want *WITHOUT Buying Facebook Ads*"

Or for your, "How to make a product" report, you could take the latest marketing trend and write something like this: "5 Products [New Trend] Users are Screaming for That You Can Make in 2 Days."

In each case, you'll just go into your Word file, update your document with the new title, add or change the bits specific to the current news or trend, and you've got a hot selling new product to offer.

Place it on Warrior, JVZoo, etc. Either promote it to your list, or buy enough traffic to get some sales. Your goal is to get noticed by the affiliates, and from there it's Profit City for you and your evergreen content.

The beauty of this system isn't just that you can repurpose your best content over and over again.

When news of a marketing change or new trend hits, you can get your highly relevant product to market almost overnight, filling a market gap practically the moment it's created.

Plus, isn't it wonderful to continue getting paid for content you wrote once, and only need to modify to make it highly relevant again?

One more tip: If you don't like to write, you can always search for PLR. Then update and tweak it to make it relevant to what's happening now.



A SWEET LITTLE SIDE BUSINESS YOU CAN RUN PART TIME

This won't make you rich, but it can pay the bills.

Basically, you're going to hire two outsourcers and then sell the websites they build for you. This has been done by at least one marketer that I know personally, and I'm sure many others have found similar success with this business model.

Here are the details:

Hire two outsourcers, possibly from the Philippines or anywhere you can get excellent full time help for about \$500 each per month.

One outsourcer should be versed in all phases of website building and PhotoShop. Things they will need to do: Install WordPress sites, install plugins, install autoresponder forms, use Photoshop to create website graphics as needed, etc.

The second outsourcer is a good writer, preferably a VERY good writer, able to research and write about most any topic.

This is your team.

One thing to know – work expands to fill the time allotted. So, if you give your team two weeks to build a site, that's how long it will take. Instead, see if they can do it in 2 days. For what you want done, it should only take 2 days. In fact, for the website builder it should only take one day, and two days for the writing.

Now then, the first site your team is going to build will be for you. It should be an authority blog, containing several posts and an embedded YouTube video or two.

You choose the domain name, let them know what you're looking for, then let them sort out everything else.

This is going to be your example website. Of course, you can continue to build this site out over time, making it a true authority site.

And you can use the outsourcers to do this for you. But first and foremost, you want to treat it as your example website.

Now you launch an offer to build authority websites for other people in the niches of their choosing. You can start by notifying your list of your new service, place an ad on Warrior and branch out to Facebook after that.

Charge whatever you like - \$300 is a good price but it's up to you.

The website will be a unique authority blog in whatever niche they choose, with perhaps 5 posts already written, all the plugins in place, basic SEO, a domain of its own... you get the idea.

You're paying your team \$1000 a month, so you need to make 4 sales to be in profit.

But realistically your team can build 10 sites a month, spending 2 days on each site and working 5 days a week.

10 sales at \$300 is \$3,000, minus the \$1,000 you pay your team leaves you with a \$2,000 profit.

Of course, you can charge more, offer different packages and so forth.

For example, your deluxe package might contain 15 posts and cost \$700, depending on how good your team is and how well you do at selling the sites.

If you find your team has downtime between orders, you can have them create a product for you, or build sites which you then sell premade.

There is some work in getting the sales and communicating the desires of the client to your workers. But it shouldn't take you more than an hour a day to accomplish this.

And once your other ventures are making enough money that you don't want to be bothered with this endeavor anymore, you can always sell it as a turnkey business.

Sweet!

HOW TO CLEAR NETFLIX HISTORY?

1. Log in to the user profile that you want to modify. Do it from your computer since the option is not yet available on the mobile app. Therefore, enter from the browser of your computer or tablet to the Netflix website and log in to the account where you are going to edit the content.
2. Once you are inside, select the icon of your user profile that will appear at the top right of your screen and click the Your Account option. Another page will open in which you will see the My Profile section.
3. My Profile section allows you to configure Language, Playback, Subtitles Appearance and other options. Here you will find in the bottom right the option of Viewing Activity. Click on it to erase the content you want from the account.
4. When entering this option, the screen shows the list of the series, films, and documentaries that you have watched; the order will be from the most recent to the oldest. Note that next to each title, on the right side along with the option to report a problem, there is a cross that indicates the option to delete.
5. Click on the X of the title you want to edit in order to delete it. This way you can delete titles one by one that you do not want anyone to see or you can clean the entire history.
6. When you click on the option to delete the title, marked by an X, you can choose to delete the whole series or movie or the times it has been reproduced. Given the option to remove the series or movie altogether, a warning will appear that tells you that the title you have deleted will be deleted from your viewing activity of all your devices in 24h. Therefore, this movie or series will disappear completely from all the devices you use but you will have to wait for one day.
7. This way, Netflix will no longer suggest movies, series or documentaries related to the titles you just deleted from the history of your account, the deleted content will not appear in the Recently Watched section, nor will you be offered to continue watching it.
8. Also, one way to prevent others from seeing some things you've recently watched is from the Manage Profile feature, where you can edit the list of Recently Watched and separate it from the lists that others have on this account.



ARTICLE

BIGGEST MISTAKE EMAIL MARKETERS MAKE

I recently asked a group of marketers this question:

"When you send an email to your list, what's your #1 goal?"



Some of the answers I got were...

- To get readers to open it
- To get readers to READ it
- To give some useful info
- To build rapport
- To sell a product

Those are all good answers...

But they're also all **WRONG** answers.

Of course, you want them to open the email, read the email, build some rapport, maybe give some useful info, but none of these are your primary objective.

So, what is?

To get the **CLICK**.

That's it.

Everything else is simply in support of that #1 goal, getting them to click the link you send to them.

Ideally, you want to train your list to click your links like (pardon me here) mind-numb robots.

You want them to click automatically - without thinking - because it's what they always do when they open your emails.

You don't need to sell the product - the sales page or video you send them to should do that for you.

You don't need to tell them everything about the blog post you're sending them to - the post will do that for you.

Your job is simply to get the click.

So how can you improve your click-through rate?

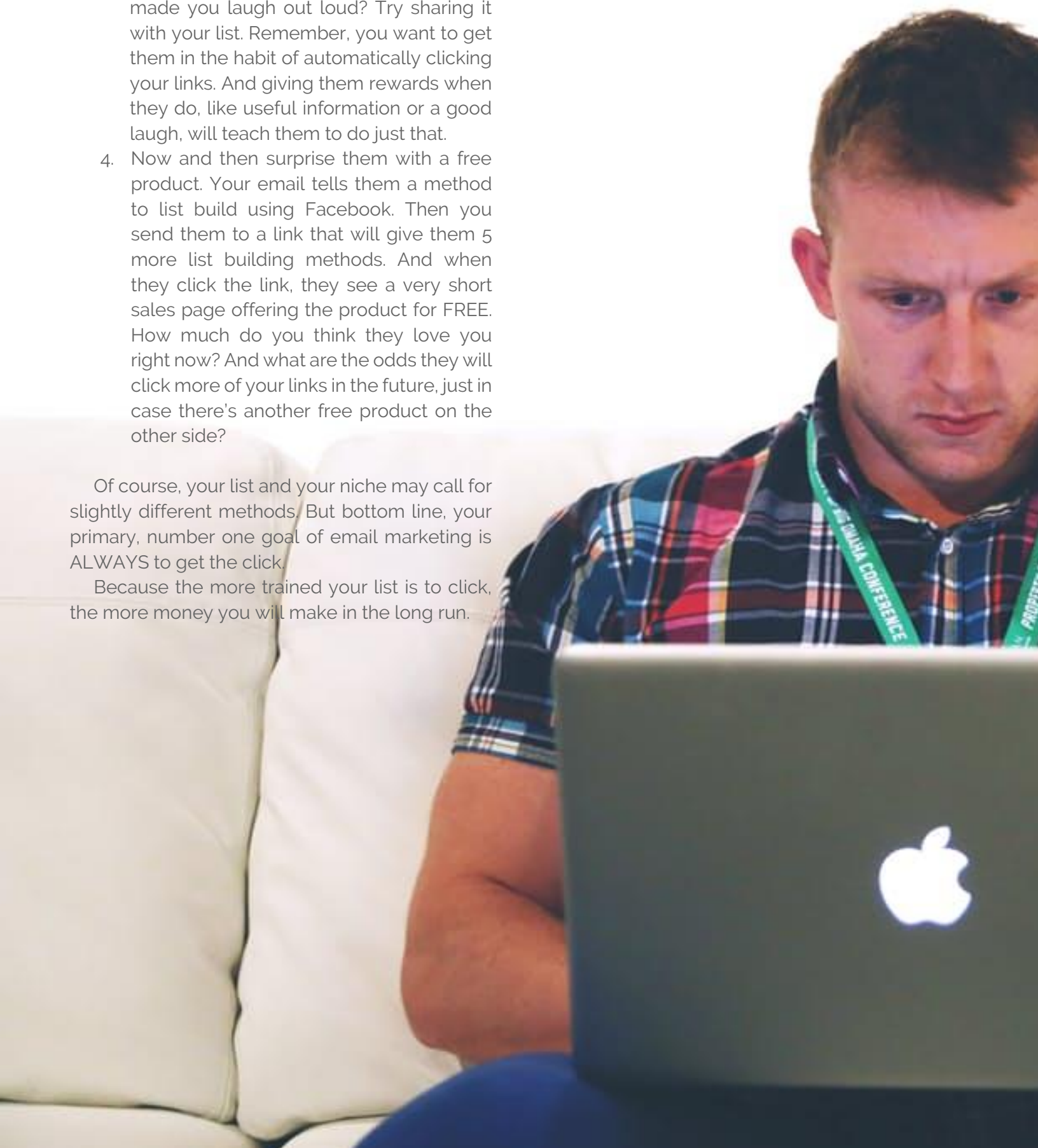
1. Give great information. People will like you and **TRUST** you if you give them great info that helps them. Clicking the link is just a natural extension of that.
2. Show them the 'what' but not the 'how.' You might give them a really useful tip on what drives super targeted traffic, but to learn how to do it they need to click the link. And yes, that link goes to a product you want them to buy. You haven't sold the product in the email, but you have sold them on the method. The product is simply an easy shortcut to using that method to get the result.
3. Don't always send them to sales letters; send them to fun stuff, too. Show them your blogposts, your videos and even other people's stuff now and then.

Did you see a video on YouTube that taught you something really valuable or made you laugh out loud? Try sharing it with your list. Remember, you want to get them in the habit of automatically clicking your links. And giving them rewards when they do, like useful information or a good laugh, will teach them to do just that.

4. Now and then surprise them with a free product. Your email tells them a method to list build using Facebook. Then you send them to a link that will give them 5 more list building methods. And when they click the link, they see a very short sales page offering the product for FREE. How much do you think they love you right now? And what are the odds they will click more of your links in the future, just in case there's another free product on the other side?

Of course, your list and your niche may call for slightly different methods. But bottom line, your primary, number one goal of email marketing is ALWAYS to get the click.

Because the more trained your list is to click, the more money you will make in the long run.



THIS LEAD MAGNET DOUBLES LIST OPT-INS

You're familiar with how lead magnets usually work – you offer visitors a report or some other incentive for joining your list. Depending on your traffic source and the strength of your offer, your opt-in rate could be anything from almost non-existent to 30% or more.

Here's the problem – EVERYONE and their uncle is offering some type of incentive to get people to join their lists. And because of this, visitors have become more and more cautious about giving away their email address.

So, what can you do to increase and possibly even DOUBLE your opt-in rate?

Change things up a bit, like this:

Step 1: Create a dynamite lead magnet with great information on how to do something. For example, maybe it's a case study: "How Janis Smythe made \$4,294 in 12 days using XXX technique."

If you're just starting out and you need a case study to use, start Googling. Don't forget to let the person know you're doing a case study on them, because in this case you really should get permission first.

Or omit the names and fictionalize the personal details. That works, too.

Step 2: Write an excellent sales page. Yes, you're giving the report away, but you still need to entice people into wanting it.

Step 3: At the bottom of the page, and perhaps to the right as well, put a download button. That's right – no opt-in form at this point, just a 'download it now' button.

Step 4: Split your report into two sections. The first section is the introduction and overview. What they'll need to do this, how much money they can make and the success they can have, and so forth. Don't make direct promises, of course. Follow FTC guidelines.

The second half of the report is the payoff, the actual technique and how to do it step by step.

On the bottom of the first section, tell the readers that the step by step blueprint is in Part 2.

Sneaky, right?

It gets better:

Place TWO links on the last page of the first section – one where they pay \$17 to buy the second half of the report...

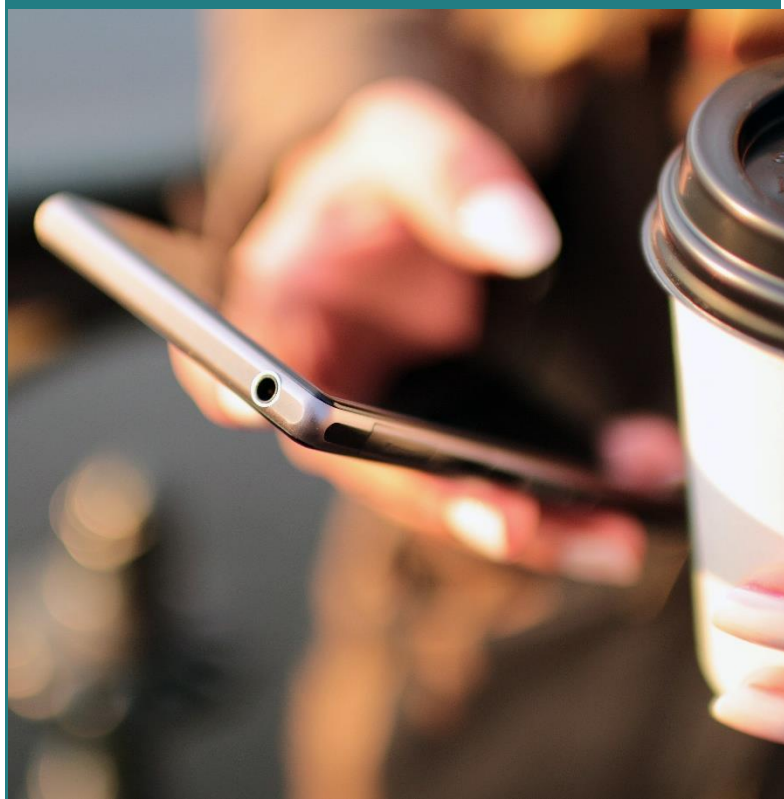
And a second link where they get the report for FREE in exchange for their email address.

Both links go to the same webpage.

Step 5: Create the webpage for the second half of the report. Give them the option to pay \$17 and the option to get it in exchange for their email address.

You should get extremely high opt-ins using this method. Having the payment button there makes it look like they are getting an extremely good deal by giving you their email address.

And oddly enough, once in a while someone will actually pay for the second half of the report. Don't ask me why, but they do. And that's okay too.



"Are You Getting Social to Get More Exposure?"

Dig a little deeper and you'll be much happier with your results...

With more than 40% of all traffic coming from Social Marketing these days, you absolutely **MUST** be active on social media.

As an online business person, your goal always should be:

For every action, there's a marketing result.

But of course, the fastest way to become inconsequential on social media is to sell, sell, sell.

Instead, social media is all about share, share, share.

Building your audience, being incredibly helpful and becoming a recognized expert in your field is your main goal with social marketing marketing.

Here is a 2-step process to help you be more effective on social media:

Step 1: Who is your client?

Some people do this backwards. They build an audience and then find out who that audience is only to discover that they've attracted the wrong audience.

Oops.

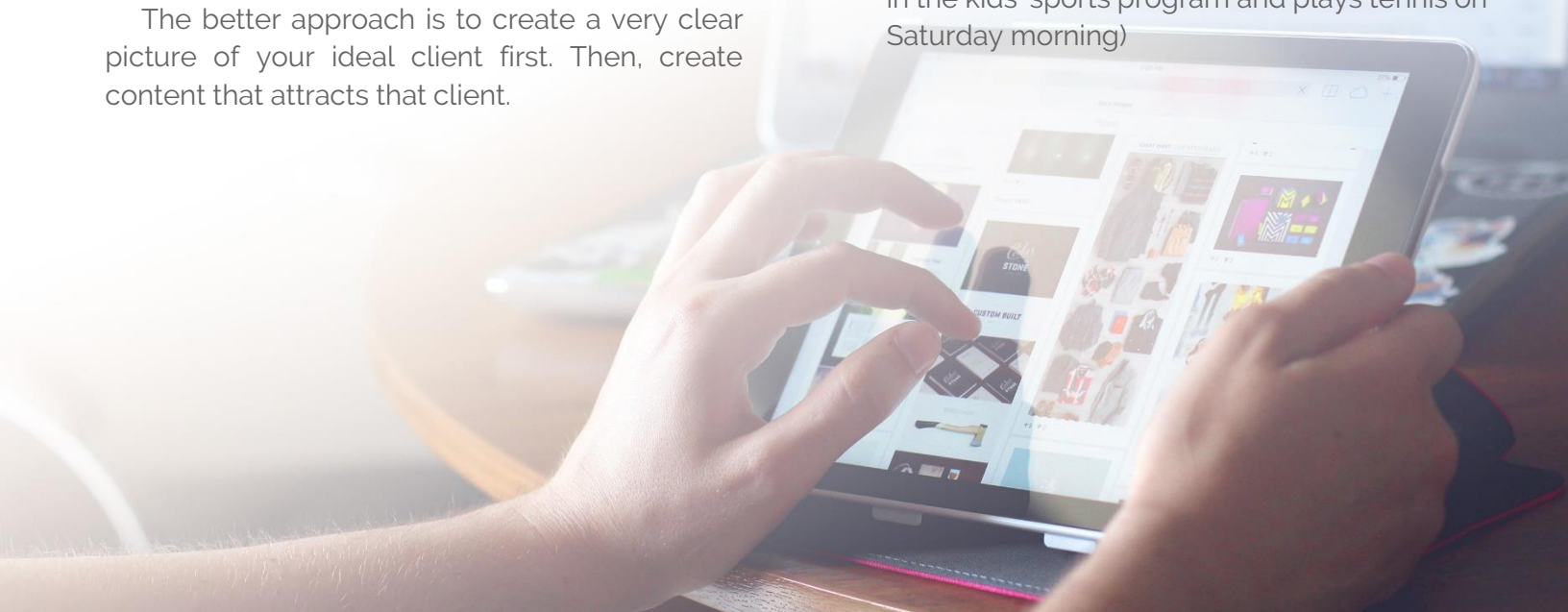
The better approach is to create a very clear picture of your ideal client first. Then, create content that attracts that client.

Some people call this a customer avatar. Ideal client works too!

Here are a few questions to ask about your ideal client? Since you're an online marketer, we'll focus on the problem and solution approach.

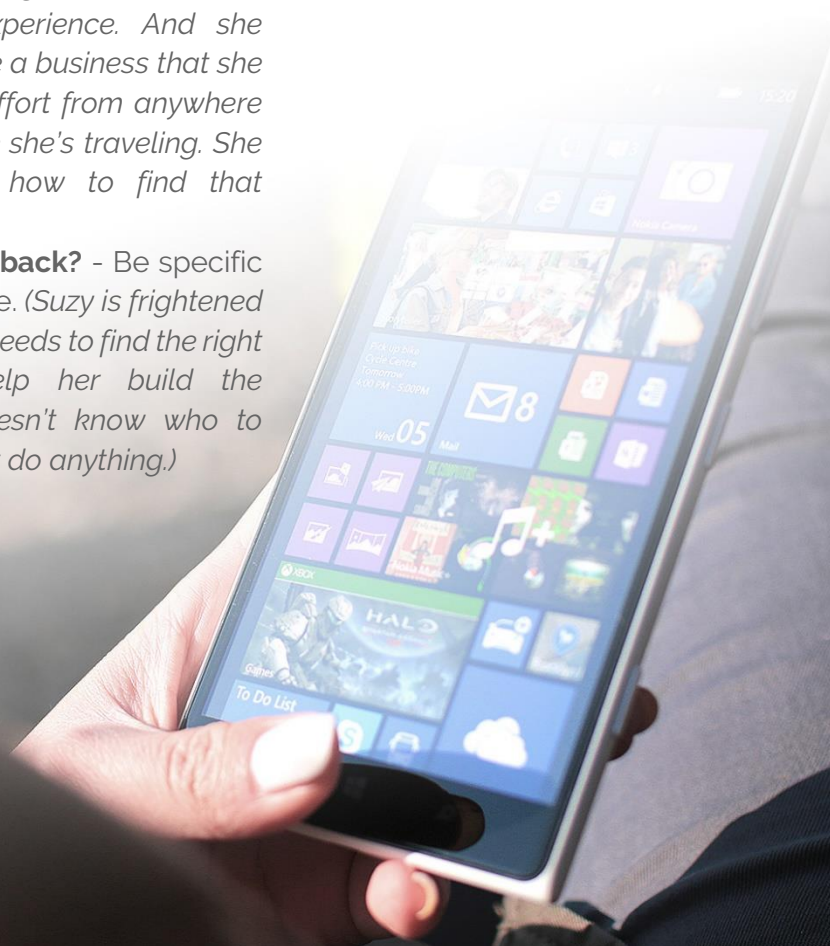
Our goal is to create a picture of this person that can become your friend who you write to on a regular basis. It's best to tape his / her picture to your wall. Be that specific.

- Name - Yep, give your ideal client a name. Any name. (Suzy)
- Gender - Is your expertise most appropriate for women or men? (Women)
- Location - Where do they live? What's the address? (900 Myrtle St. Atlanta, GA)
- Age - Not 18-24, or 45-55, but be specific. (She's 38)
- Job - What's the skill set or job function? (Works full-time as a business analyst with a telecom company)
- Education - Be specific. (She graduated from Georgia State in with BS in Business Administration)
- Marital status - Married, Single, Divorced - be specific. (Married 12 years)
- Children - How many and what are the ages? (one 11 year old boy, and one 8 year old girl)
- Income - What is the annual income? (Suzy gets \$75,000 per year from her job)
- Interests - What does the client do in their spare time? (Suzy loves to read, is very active in the kids' sports program and plays tennis on Saturday morning)



- **Dream** - What does she want most out of her life? (*Suzy wants to travel. She dreams of being financially independent enough to take her kids on trips the broaden their lives. When she was a high school student, she took a class trip to Europe that changed her life. She wants to continue those experiences with her family.*)
- **Problem type** - What's the biggest problem the client faces today? (*The day job doesn't pay enough for she and her family to have the kind of active lifestyle they want right now AND move toward her dream, so she'd like to create an online business that supplemented or even replaced her income. The problem is that she doesn't know how.*)
- **More about the problem** - Be specific about the problem. (*Family travel can be very expensive so she really is interested in discovering how to minimize those costs while increasing her income. She believes there's a market for frugal travelers who love to travel for experience. And she believes she can create a business that she can do with minimal effort from anywhere around the world while she's traveling. She needs to figure out how to find that audience.*)
- **What's holding them back?** - Be specific about the biggest issue. (*Suzy is frightened of technology. So, she needs to find the right people who can help her build the infrastructure. She doesn't know who to trust yet, so she doesn't do anything.*)
- **What solutions have they tried?** - Describe the solutions and the results. (*She tried to do this on her own, but found the learning curve to be very steep and her time to be very limited because of family commitments. Then, she hired a friend to help her build a website and the necessary infrastructure but it wasn't very professional and she didn't like it, but she couldn't tell the friend because he did it for so little money. Now, she's ready to find a more professional approach, but isn't sure how to find the right company.*)
- **Are they committed?** - Has your client demonstrated serious commitment to the solution? (*Suzy has tried several times to get started, but has not met the kind of success she was hoping for. But she continues to be encouraged. She's recently attended a couple of training workshops to learn more about the business building process.*)

Commitment is important. It's really the driver for the action that needs to happen to fulfill your dreams and keep hope alive. ([Read more about that here!](#))





Meet Suzy

You now know a lot about Suzy. Here's a picture of her. She's not particularly happy because she hasn't yet accomplished what she wants in life.

She has a good job and is very computer literate.

She lives in midtown Atlanta (a fairly liberal portion and urban part of the city) and keeps little mementos of her travels around her. Notice the Buddha on the desk behind her.

She's a serious person determined to accomplish her goals.

Your goal is to find more people like Suzy on social media for your business.

Step 2: Understand where your market hangs out.

According to the [Pew Research Center](#), Facebook is the king of the hill BY FAR, with 79% of users in the U.S. using Facebook.

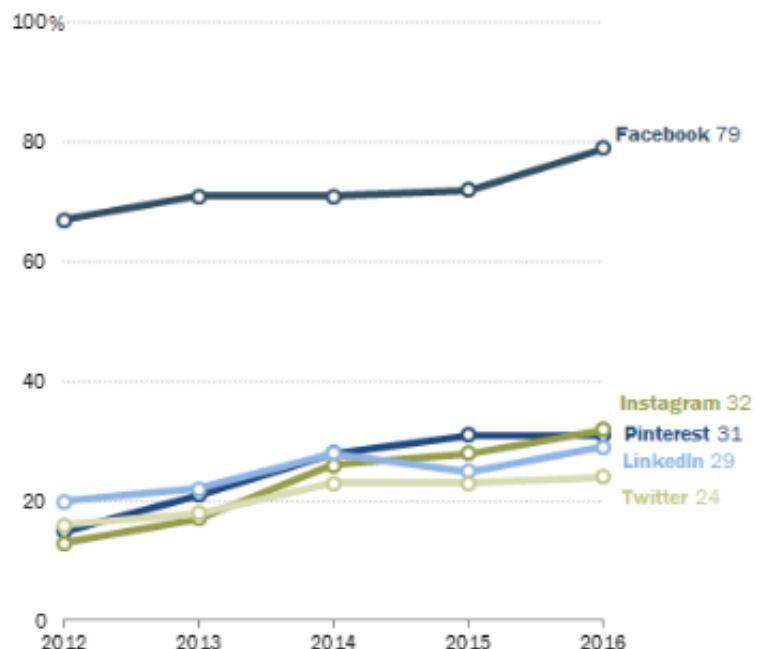
That's 8 out of 10 people with a Facebook account. It's twice that of Twitter, Pinterest, Instagram or LinkedIn.

But that doesn't mean Facebook is right for your audience. You still have to do the research to find out where your market goes for its social influencer activity.

Remember that word "influencer" because it's the key to your strategy.

You want to become an influencer and you want to associate with other influencers, because that's the fastest way to becoming a recognized expert in your field - emphasis on YOUR field.

% of online adults who use ...



Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

How do you find out where your audience lives?

First, you ask your current audience members which platform they use the most. Start there, and back it up with data.

Remember Suzy. She's your key to finding more people like her, and where they hang out. Explore her demographic for more keys to the right social networks.

What are the key elements?

- Female
- 38
- \$75,000
- Married
- Children
- Starting a business
- Loves to travel
- College graduate
- Has tried to build her business already
- Committed to her dream

To find more people like Suzy, we need to round up the stats for all of the social networks. Below is a chart with the 2016 general demographic stats pulled from a great article by [Hootsuite](#).

Network	Monthly Users (Millions)	Largest Age Group	% Age Group	US Male users %	US Female Users %	Annual Income (Thousands)	Income %	% Higher Education
Youtube	216	35-44	26%	62%	38%	> \$75	46%	45%
Facebook	1790	18-29	88%	78%	66%	> \$75	72%	74%
Twitter	80	18-29	37%	15%	22%	>\$50	54%	30%
Instagram	400	18-29	53%	51%	49%	> \$75	26%	24%
Pinterest	66	18-29	34%	13%	42%	> \$75	34%	32%
LinkedIn	35	30-49	31%	56%	44%	>\$75	44%	50%
SnapChat	100	13-24	45%	30%	70%	>\$50	62%	70%

Begin with the basic demographics and then drill into the network most appropriate network to find out what benefits they offer.

If we look at Suzy's demographics again, we can map those to eliminate social networks right away.

Are people like Suzy more likely to congregate on Facebook, Twitter, LinkedIn, Youtube, Instagram, Pinterest or some other social platform?

Network	Monthly Users (Millions)	Largest Age Group	% Age Group	US Male users %	US Female Users %	Annual Income (Thousands)	Income %	% Higher Education
Youtube	216	35-44	26%	62%	38%	> \$75	46%	45%
Facebook	1790	18-29	88%	78%	66%	> \$75	72%	74%
Twitter	80	18-29	37%	15%	22%	>\$50	54%	30%
Instagram	400	18-29	53%	51%	49%	> \$75	26%	24%
Pinterest	66	18-29	34%	13%	42%	> \$75	34%	32%
LinkedIn	35	30-49	31%	56%	44%	>\$75	44%	50%
SnapChat	100	13-24	45%	30%	70%	>\$50	62%	70%

It appears that Facebook and LinkedIn are the best sources for people like her, but to get really clear on your market, and which platforms are right for you, you have to look a little closer.

The easiest path to finding an audience is to target your ideal demographic with **Facebook Ads Manager**, whether you decide Facebook is your platform or not. The audience creator is so powerful, you'll be able to pinpoint the behaviors and interests that your users follow.

But did you know **Twitter** offers something similar with a twist?

Jump over to the Twitter ads manager and you'll find another great targeting machine that identifies your market by influencer.

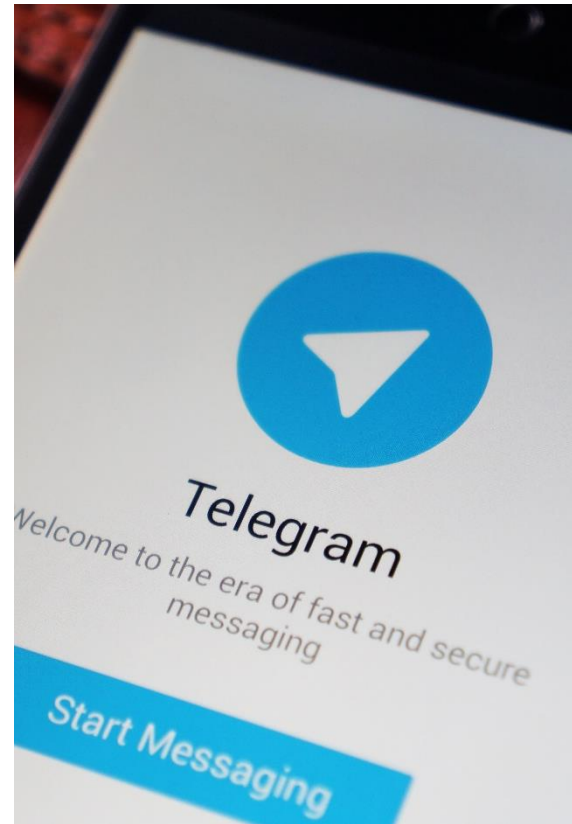
Who are the competitors in your field? There's a good chance you can identify that target market at Twitter as well.

TELEGRAM WILL OFFER VOICE CALLS

There are many people that use WhatsApp for chatting and still say that Telegram is a better messenger app but they use the first one because it offers voice calls. Considering that feature and video calls, WhatsApp has a huge advantage, or at least it had until now. Telegram's CEO, Pavel Durov, has confirmed publicly and officially through Twitter that the Telegram App will also have the much needed voice calls as well. Of course, it should be noted that this statement was not very detailed.

Something quite interesting is that a user on the Internet dared to ask directly to the CEO of Telegram, whether or not their application will have voice calls and he confirmed it would. However, when he says they will have it, it is not entirely clear if this feature will arrive in a week or maybe a year, but what is clear is that they will be present in the internal roadmap of the App.

There is no denying that Telegram is a great alternative to the famous Facebook service, especially when talking about teamwork and its fantastic integration into the PC. If the Telegram calls get integrated into the service and they offer a good audio quality, it could be very interesting to test it and see how they would add more and more users to what is currently a direct alternative to WhatsApp.



IN THE NEWS

THE NEW ANDROID 7 WILL SOON REACH THE GALAXY S7

The rumors that haunted the forums on the internet have come true, as the stable version of Android 7 Nougat is expected to arrive to Samsung Galaxy S7 smartphones and some phones have already received it. A large number of users who subscribed to Galaxy S7 beta program with Nougat, have recently received the respective update to the stable version of the operating system, that is, that the same Samsung Company will finally release all their devices.

The smartphones with the beta will be the first to upgrade to the stable version, which is quite logical since they are still with literally experimental software.

This announcement of the new OTA has reached the mobile phones located in Europe. The weight of it, which will be clear installed on the last beta, is about 215 MB. Now, what is quite curious about all this, is that it is Android version 7.0 and not version 7.1.1, which is what was expected according to the rumors. Everyone already wants to see the interesting news that version 7 of the Android operating system will offer.

THE COUNTER-INTUITIVE APPROACH TO HIGHER CONVERSIONS IN I.M.

You might think the best way to make sales in the online marketing field is to promise lots of money for very little effort.

After all, we see these products that promise you'll rake in the dough simply by tapping your toes three times and whispering you want to get rich.

Which makes for great fairy tales, but frankly your average Joe isn't buying it.

You know what people say (and believe) ... "If it sounds too good to be true, it generally is."

The fact is, there are folks who make hundreds of thousands of dollars online each year.

Some do it each month.

A few do it each DAY.

So just because it sounds too good to be true doesn't make it so.

But it will scare away a lot of buyers, because they don't believe THEY can make a ton of money from home.

And those programs that promise the moon for a few clicks? Their refund rates tend to be in the 50% range. Ouch. Plus, you've got to wonder how well they sleep at night.

So, what's the counter-intuitive approach to increasing your conversions in the make money online / internet marketing field?

It's simple, really.

Tell them they're going to have to WORK.

Tell them they're going to have to put in an EFFORT.

And the results they get will depend on what they actually DO.

Obviously, any business is going to take work. But if you don't TELL them it will take work, they will likely mistake you for a scam.

So be honest and open about how much effort it will take.

And you'll find your products not only sell well, they also continue to sell for a long time to come.



THE BASIC MARKETING MISTAKE YOU'RE PROBABLY STILL MAKING

Short and sweet: Are you going wide instead of deep?

For example, if you're in online marketing, are you trying to reach every new marketer out there?

If your niche is gardening, are you trying to reach every vegetable gardener on the planet?

And if your niche is dating, are you targeting every single male – period?

Then you're going too wide.

By appealing to everyone, you appeal to no one.

I once coached a woman who wanted to start a newsletter for parents.

All parents.

Of every age of child, 0-18.

Who lived anywhere on the planet?

I spent half the coaching session trying to talk her out of this strategy, or rather, lack of strategy.

She could not be dissuaded.

And I never heard from her or her newsletter again. My guess is she's still stuck working the 9-5 job she was trying so hard to leave.

What should she have done?

Targeted brand-new first-time parents, or parents of 0-2 year old children, or middle class working parents of annoying teenagers, or adoptive parents, or frustrated foster parents, or...

...you get the idea.

Broad niches will keep you broke and frustrated.

Narrow niches will make you rich.

It's that simple.

“Marketing Mistakes”



SIMPLE TRICK INCREASES PRODUCT SALES

This one is so simple, yet diabolically effective...

When you first introduce a new product to your list or your blog readers, do you simply pop a link on there with a line of text and hope they click?

Of course not. You introduce the product. You tell them what's good about it, how you use it, why it can change their business or help them achieve their goal, etc.

In other words, you're introducing the product and warming up your readers BEFORE you send them to the sales page.

Now here's the mistake I see marketers making all the time...

...when they first introduce the product, they take the time to do everything we just said.

And they make sales.

Then later they decide to promote the product again, only this time they forget a crucial step.

They slap that affiliate link or product link up on social media and figure people will click it and buy the product.

But they don't click.

Why not? Because there's no introduction to entice them to click and learn more.

So, here's what you do...

Take the copy you wrote in that email or post that introduces the product, and give it a page of its own on your site. Add your affiliate link or sales link to the bottom.

Now when you advertise the product on social media and other venues, send visitors to your intro page first.

I've seen this little technique increase conversions 4 fold.

7 Of the Worst Business Decisions Ever

While it's true we can learn from our own mistakes, it's much easier, faster and sweeter to learn from the mistakes of others.

With that in mind, here are 7 doozies that belong in the Marketing Mistakes Hall of Shame:

Schlitz Beer – At one time, Schlitz was the best-selling beer in America. Then they decided to change their formula, replacing quality ingredients with inferior ones, adding chemicals to try to mask the changes, and even changing the brewing process. All of this was to increase their profit margins so they could continue to compete on price against Budweiser.

Basically, the Schlitz people worked very hard to ruin a bestselling product. By the 1970's, they'd changed the product so much that the bottom of each beer contained a repulsive mucus-like substance.

Of course, sales plummeted, and the brand lost over 90% of its value. Schlitz beer was now relegated to the bottom bargain beer shelf for only the most desperate and poor of beer drinkers.

Lesson for online marketers? It's clear isn't it – quality DOES count. Whether you're creating products or acting as an affiliate marketer, if you don't offer your customers a quality product, they won't be back for more. And you'll get a lousy reputation in the process.

Star Wars – A long time ago in a studio far, far away, 20th Century Fox made one of the lousiest business decisions – ever.

In 1973, George Lucas negotiated a deal with Fox Studios on a film he wanted to direct – sort of a space western. Fox had offered him \$500,000 to direct, but George offered to do it for just \$150,000 if they would grant him all merchandising rights as well as rights to all sequels.

As of today, combined revenue from merchandising and sequels of Star Wars is an estimated \$42 billion.

Yes, that's right – Fox lost BILLIONS to save \$350,000.

When you create a product, don't stop there or you'll be leaving most of your profit on the table. Create an upsell, a down sell, a continuity program, a coaching program and yes, sequels and updates.

You work hard to get your initial program sold, so why not bank on the goodwill you've earned to sell even more?

Take a lesson from George Lucas; the big money isn't in the main product, it's in everything else that comes after.

Kodak – Did you know Kodak invented the first digital camera? But they panicked and made a terrible decision – sitting on the invention so they could continue to sell film.

Naturally, it was just a matter of time before other companies invented their own digital cameras. Since Kodak owned the patent, they made millions – until the patent ran out in 2007. 5 years later Kodak filed for bankruptcy.

Lesson learned? Don't try to fight progress. Instead, be an early adopter and use it to your advantage. Those who were first on board with online video did really well, as did those who jumped on board social media and so forth.

Things will inevitably change, which is why it's better to roll with the flow, look for new opportunities and never stick your head in the sand like Kodak did.



Blockbuster – In 2000 when Netflix was still a niche DVD postal rental company, they offered Blockbuster the chance to buy them for \$50 million.

Blockbuster laughed at Netflix's CEO and what they thought of as his ridiculous offer. After all, they were making good money with their stores and late fees – why change?

It wasn't long before Blockbuster was chasing Netflix, copying their DVD rental by mail plan and failing miserably.

Blockbuster filed for bankruptcy in 2010. And Netflix is now worth \$30 billion.

Lesson learned? Always keep an open mind when presented with new opportunities. You never know when that crazy idea someone just pitched you could be the next Netflix.

Ayds – In the 1970's and early 80's, Ayds candies enjoyed brisk sales as a diet aid that helped suppress appetite.

But along came the Aids epidemic in the mid 80's, and it's no surprise that all of a sudden people didn't want to buy Ayds. As of 1988, sales had dropped off by half and were continuing to plummet.

Now, most manufacturers would rebrand at this point, but not Ayds. They added the word 'diet' in front of Ayds, but it was too little, too late and the product was withdrawn from the market.

Lesson for online marketers? Unexpected things can and will happen. It wasn't the manufacturer's fault that an epidemic carried practically the same name as their candy, but it did. Had they bit the bullet and rebranded, they could have saved their product.

If you find for whatever reason that you need to make a change in your business, it's best to do it quickly before it's too late.

Telegraph to Telephone – there was a time when the telegraph was the most advanced communication system on the planet. Then in 1876 a fellow named Alexander Graham Bell invented a little gadget he called the telephone, and was ready to bring that invention to market.

But first he contacted Western Union, the most important communications company at the time, and offered to sell his patent for just \$100,000. William Orton, the president of Western Union, turned him down and instead set up his own phone company in secret in an attempt to compete with Bell.

Bell successfully sued Western Union for infringing on his patent. In 1879, Orton was legally forced to pull out of the telephone business altogether, and of course Bell went on to build a business empire.

Lesson learned? Whenever possible, work with your competitors rather than against them. That \$100,000 Orton 'saved' literally cost him a fortune and spelled the eventual demise of the communications portion of his company.

MySpace - In 2005 when MySpace had more users than Facebook, Rupert Murdoch's News Corp decided to buy the super popular social media site for \$580 million.

MySpace had 300 million registered users and was valued at an estimated \$12 billion. So, he got a good deal, right?

No matter how good the deal, if you try hard enough you can really muck things up.

Facebook was threatening their number #1 status, so to immediately make MySpace profitable, they filled the site with tons of garish ads.

Next, they instituted the same corporate policies as News Corp, thereby preventing MySpace from adapting quickly to its competition.

After 6 years, News Corp sold the site for just 6% of what they had paid for it.

Lessons learned? First, if it isn't broken, don't 'fix' it. By plastering MySpace with ads and banners, they drove away their users.

Second, have patience. If they'd spent a little time thinking about their strategy to monetize the site, they could have come up with much better solutions than tons of garish ads.

Third, be flexible. Shackling your company with corporate policies that make progress slower than a snail's pace is not going to win the day on the Internet.

One last note: It's really easy to play 'Monday morning quarterback' and talk about what these companies 'should' have done. It's a lot more difficult when you're in the day-to-day grind trying to find your way.

Something all of these companies and business people had in common is this: They did what they thought was best at the time. And sometimes that's all you can do.

ARE YOU RISKING YOUR BUSINESS BY BEING SUCCESSFUL?



However, if your business is successful, you are indeed at risk. That's because the higher your profile becomes, the more likely you are to become the target of an investigation.

And should that happen, you want to have everything in your business exactly the way it should be.

Which is why, regardless of your business' size right now, you need to fall into compliance with these issues as soon as humanly possible.

There are online marketers who have lost EVERYTHING because they failed to do this.

Imagine building a 6 or 7 figure business, only to see it taken away from you.

Worst yet, imagine fines you cannot pay and possible jail time. Yikes.

Here are three key legal issues every online marketer needs to be aware of before your online success spells your demise.



Editor's Note: For any questions regarding the law, please contact your attorney.

When your business is small, there is a good chance you can fly under the radar of the FTC and other legal entities. No guarantee, but odds are they are looking to fry bigger fish.

Please Note: This is NOT scintillating reading. But this could potentially keep the FTC off your back, out of your life and away from your bank accounts, as well as keeping you out of court and away from jail. Enough said.

1: Privacy and Data Collection

To send out marketing emails, you need to collect contact information, right? Sounds simple. But here's the thing – the legalities of collecting the information is far more complex than most marketers realize.

When you think of laws that cover anything pertaining to the Internet, you might be tempted to believe that only the laws where you live apply to you. But the fact is, it's the laws where your customers reside with which you need to be in compliance.

Perhaps the easiest method is to make sure you comply with the strictest of laws. In this manner you should also be compliant with other laws in other states and other countries as well.

So which country or state is the real stickler when it comes to online privacy? Many would agree that would be California and their Online Privacy Protection Act (OPPA). This law requires to you to disclose:

- The types of information your online marketing tactics or websites collect
- How this information might be shared
- The actual process your subscribers and customers can follow to review and (if they want) change the information you have about them
- Your policy's effective date and a description of any changes since then

The easiest way to comply (did we mention you should consult a lawyer?) is to set up a Privacy Policy on your website, and then require your subscribers and customers to agree to it when you are collecting their information.

For your customer's agreement to stand up legally, it is advised that you use a 'click wrap.' You've seen these and you've even clicked them yourself.

A click wrap method is where your customer clicks 'I Agree' to your Privacy Policy before hitting submit. You can add this directly to your autoresponder form when they join your mailing list, as well as adding it to the checkout process when they purchase a product.

Is it possible this could lower your conversion rate? Maybe. We haven't seen this tested one way or the other. But if you enjoy sleeping at night, we recommend taking this extra step.

Data Transmission and Storage

You've got the customer's data and their agreement to your privacy policy – you're good to go, right?

Well, maybe not.

How and where are you storing that data? It's vital that you can reassure your customers that you are able to keep their data secure. Think of the breaches companies like Target have experienced, and you'll realize you cannot take this lightly, even if you're only collecting email addresses.

Take a look at how Google lists their data protection mechanisms:

Information security

We work hard to protect Google and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We encrypt many of our services [using SSL](#).
- We offer you [two step verification](#) when you access your Google Account, and a [Safe Browsing feature](#) in Google Chrome.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to Google employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

Source:

<https://www.google.co.uk/intl/en->



An SSL protects customer privacy by creating a secure connection between your website and your user's browser when the data is transmitted.

In fact, any website you have that collects any kind of data at all should be SSL enabled.

For the uninitiated, SSL is short of Secure Sockets Layer, something you will never need to know. What you do need to know is that SSL is standard for establishing an encrypted link between a web server and browser, ensuring all data that is transmitted remains private.

In essence, you are making it extremely difficult for hackers to access your customers' information. (Nothing is 100% foolproof against a hacker, but you are required to do your best.)

To learn how to buy and set up a SSL Certificate, here's a good tutorial:

<http://www.howto-expert.com/how-to-get-https-setting-up-ssl-on-your-website/>

If you're storing data on the cloud, it's best to use a reputable service within your own jurisdiction. This is because some jurisdictions require that data not be transferred out of jurisdiction, or if it is, that it only be transferred to a jurisdiction with similar legal protections.

Choose a data storage service within your own country and you should be fine. (Again, we are not lawyers and this is not legal advice.)

If you're using a cloud storage provider, be sure that your privacy policy and / or website terms of use cover what happens if the cloud storage provider has a privacy breach.

Here's an example from Amazon's website:

6.5 Limitations of Liability. Without limiting the disclaimer of warranties and limitation of liability in the Amazon.com Conditions of Use: (a) in no event will our or our software licensors' total liability to you for all damages (other than as may be required by applicable law in cases involving personal injury) arising out of or related to your use or inability to use the Software exceed the amount of fifty dollars (\$50.00); (b) in no event will our total liability to you for all damages arising from your use of the Services or information, materials, or products included on or otherwise made available to you through the Services (excluding the Software), exceed the amount you paid for the Services related to your claim for damages; and (c) we have no liability for any loss, damage, or misappropriation of Your Files under any circumstances or for any consequences related to changes, restrictions, suspensions, or termination of the Services or the Agreement. These limitations will apply to you even if the remedies fail of their essential purpose.

As you can see Amazon is protecting itself from liability in the case of data loss – something we all need to do.

2. Intellectual Property Issues

Let's talk about protecting your own intellectual property, as well as not infringing on the intellectual property of others.

Getting Your Trademark

You need to protect your brand and your logo. And you can do this by registering a trademark, giving yourself exclusive right to use a specific word or words, design, name or logo in connection with specific goods and services.

Before registering your trademark, you need to do your research and make sure you're not infringing on someone else's trademark. Your lawyer can do this for you by searching the US Trademark Database, as well as international registers.

You can do a preliminary search of the US Trademark Database yourself, but your intellectual property lawyer will be more adept at doing an in-depth search. <https://www.uspto.gov/trademarks-application-process/search-trademark-database>

In the U.S, you can file your trademark application online using the Trademark Electronic Application System.

<https://www.uspto.gov/trademarks-application-process/filing-online>

Intellectual Property Rights

Copyrighting any original marketing language, you use can be an excellent idea to protect your property. For example, a slogan is definitely worth copyrighting to prevent competitors from using it.

And inserting an intellectual property rights clause into your website is a must. In it you will list your intellectual property types, verify you do not own third-party names or trademarks that appear on your website and so forth.

This is generally copy and paste straightforward, and you can find numerous examples on the internet. As always, consult a lawyer.

3. Truth in Advertising

The FTC requires that your marketing messages not mislead consumers. This includes ALL messages, not just sales letters.

Unfair or deceptive advertising is obviously prohibited. You must not only tell the truth, but also tell the whole truth. That is, you cannot leave out relevant information that might affect a buying decision.

For example, if you are teaching people how to make money in the Florida Keys and a boat is needed to do this, you better tell them they need a boat.

Be very careful when you compare your product to other products. If you're not being fair and transparent, you are breaching advertising standards.

Make sure descriptions are 100% true, that descriptions are completely accurate, and that you state facts and not fantasy.

If you are making income claims, you've got to be twice as careful. This is an extremely important topic if you're in the online marketing niche, which is why next month we are going to cover how to make income claims that DON'T land you in hot water with the FTC, along with how to gather and use testimonials.

We will also be covering the Anti-Spam Law, also called the CAN-SPAM law. Most marketers take for granted that they know this law and are already compliant. But surprisingly, this isn't true for the majority of marketers. We will cover these things in depth next month to help your growing business stay safe on the right side of the law.

One last thing – here's the FTC Guide for Selling Internationally. It provides a helpful checklist for determining if your business is 'consumer-friendly.'

<https://www.ftc.gov/tips-advice/business-center/guidance/electronic-commerce-selling-internationally-guide-businesses>



How to reject a phone call?

Android:

1. To automatically reject calls from a particular number, from the same number (902, 901, etc.) or unknown, go to Settings> Device> Calls> Call rejection> Call rejection list. In Auto Reject Mode, you can turn the filter on or off.
2. To block a number or contact for a few hours, go to Settings> Device> Block Mode.
3. To reject SMS, go to Settings> More> Junk Mail Settings and add the numbers whose messages you want to block.

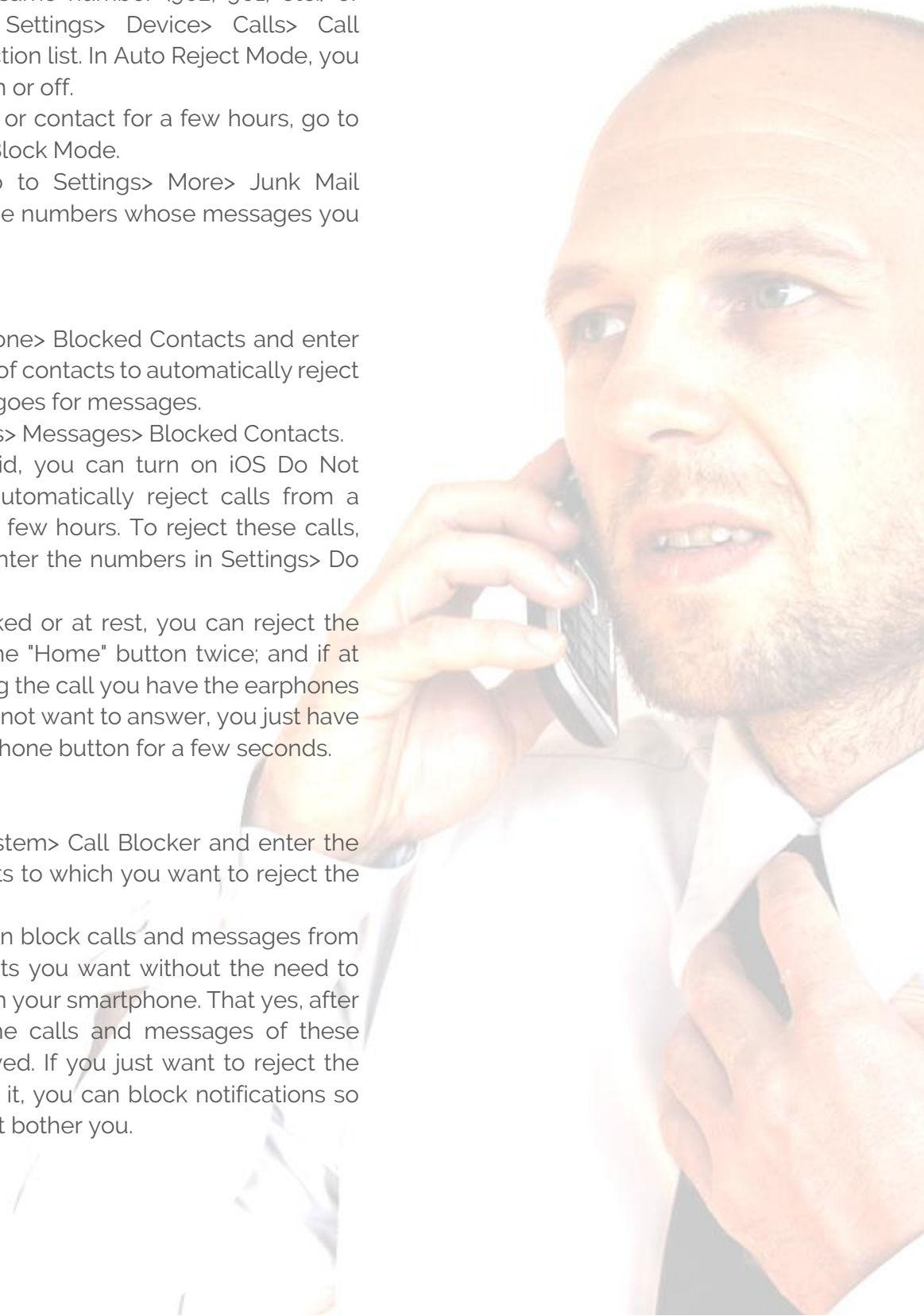
iPhone:

1. Go to Settings> Phone> Blocked Contacts and enter the contact or a list of contacts to automatically reject all calls. The same goes for messages.
2. If you go to Settings> Messages> Blocked Contacts.
3. Just like on Android, you can turn on iOS Do Not Disturb Mode to automatically reject calls from a contact or list for a few hours. To reject these calls, you only have to enter the numbers in Settings> Do Not Disturb.
4. If the phone is locked or at rest, you can reject the calls by pressing the "Home" button twice; and if at the time of receiving the call you have the earphones on because you do not want to answer, you just have to press the microphone button for a few seconds.

Windows Phone:

1. Go to Settings> System> Call Blocker and enter the numbers or contacts to which you want to reject the calls.

If you do all this, you can block calls and messages from all the numbers or contacts you want without the need to install more applications on your smartphone. That yes, after rejecting automatically, the calls and messages of these contacts cannot be retrieved. If you just want to reject the call but also want to keep it, you can block notifications so they do not ring and do not bother you.



Five Core Information Products You Can Create

There are all kinds of different information products that you can sell but I want to concentrate on five areas in particular. You can sell these products for anything from 10 to 30 times your actual cost to produce them!

The customers get excellent value, that's important because we're talking about giving customers so much value they'll want to come back again and also keeping refunds low.

Meanwhile, here are five product areas you can exploit.

Product 1 – Books and Manuals

These really are incredible money spinners.

If you don't want to write them yourself, I've used ghost-writers that have done dozens of different books for me. I simply give them the research materials, or they go out and get their own research materials.

They do all the work (and as you'll discover they consider it a privilege and want to do the work). I put my name on it. I sell it. I keep all the profits.

Also, once you start to create some materials you can use the same chapters in some of your existing manuals and find new ways to use them in other manuals.

It's something for you to think about. Rewriting. You can rewrite the material a little bit, recycle it and use it again and again.

If you have certain chapters that would apply for other publications, you can build a manual or book very easily by simply using past information.

However ...

The customer must get good value - that's the secret!

Product 2 – Home Study Courses

This is where you package up a ton of stuff. You have videos. You have reports, back issues of newsletters and/or magazines – anything and everything you can put in that's is VALUABLE NOT RUBBISH to add value. What you're really shooting for here is when the customer gets it, they open it up and it's like Christmas time.

There's a whole bunch of really useful material that jumps out at them!

Product 3 – Recorded Seminars

What you do here is you hold a seminar for your customers, your prospects, or your clients. Then you sell the videos or the printed transcripts of that seminar in pieces or as a whole. This is something that has a tremendous value.

When you package those seminars and sell the transcripts, it has a high perceived value.

Product 4 – Newsletters

I like newsletters because of the commitment that it takes to do a newsletter every month. It does force me to do some writing - and continue to produce something.

What's special about newsletters is you're getting paid to produce each one because you have your subscribers.

Then, you can sell back-issues of those newsletters and make even more money.

There are all kinds of things you can do with newsletters to make money once they're written.

Product 5 – Multi-Author Products

If you get together with a group of experts (in any field) and spend a couple of days recording, you are able to produce an entire coaching manual.

Plus, you have eight 45 minute audio and video recordings.

There's a product that can and does easily sell for \$97 to \$297.

There are so many people out there with good products.

There's no reason not to get them to joint-venture with you not just for recorded interviews, but also for books, manuals and newsletters.

Use other people's talent and brains to create a product. It's so simple. You ask questions and simply record (in your chosen format) the questions and answers.

RESOURCES



How to Use Hashtags on Twitter, Facebook and Instagram

Increase visibility of your posts, get more engagement, let new followers and subscribers find you... really, hashtags done right can open a whole new world of traffic to your website.

<https://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram>

How to Make Money from Annoying Telemarketers

Do you get phone calls asking if you want to lower your credit card rates, buy insurance or win a prize?

One British man was sick and tired of the non-stop telemarketer phone calls, so he did something about it. For a one-time fee of 10 pounds, Lee Beaumont registered a second home line as a premium-rate number, for which he receives 7p per minute from anyone who calls it.

His new number was picked up by telemarketing databases, and thus far he's earned 300 pounds by receiving telemarketing calls.

Just imagine if the next time a telemarketer called you, you did everything in your power to keep them on the line as long as possible.

Finally, a way to ENJOY telemarketing phone calls.

<http://www.unitednews.org/sick-telemarketers-british-man-registers-home-line-premium-rate-number/>

Snapchat for Marketing?

A couple of stats: Snapchat has 161 million daily users who spend 25-30 minutes in-app every single day.

54.8 percent of a brand account's followers will open a story, and 87.5% of those followers will watch it to the last snap.

The potential for marketers on Snapchat is huge – but only IF your followers can find you in the first place...

<http://venturebeat.com/2017/02/14/snapchat-study-shows-brands-are-getting-a-free-ride-if-you-can-find-them/>

How to Create High-Quality Videos for Social Media

This interactive web guide will get you up to speed – *fast*.

<https://offers.hubspot.com/video-social-media-marketing>

How to Create 360-Degree Video: The Ultimate Guide

If you want your audience to actively interact with your videos, try making them in 360 degrees. It's easier than you think.

<https://blog.hubspot.com/marketing/how-to-create-360-degree-video>

LinkedIn Adds Option to Disable Comments on Long-Form Articles

And soon they will add the option to turn off comments on all posts.

<https://blog.linkedin.com/2017/february/8/giving-you-more-choice-over-your-content-on-linkedin>

EPILOGUE

Moments In The Mud

Zhuang Zi was a brilliant philosopher who lived in ancient China. He had many abilities and all the rulers would seek him out for his wise advice. One of them, King Wei, sent his workers out to Zhuang Zi's home to invite him to come to Wei's court and be his chief counselor at the palace. They found him there fishing by the river bank.

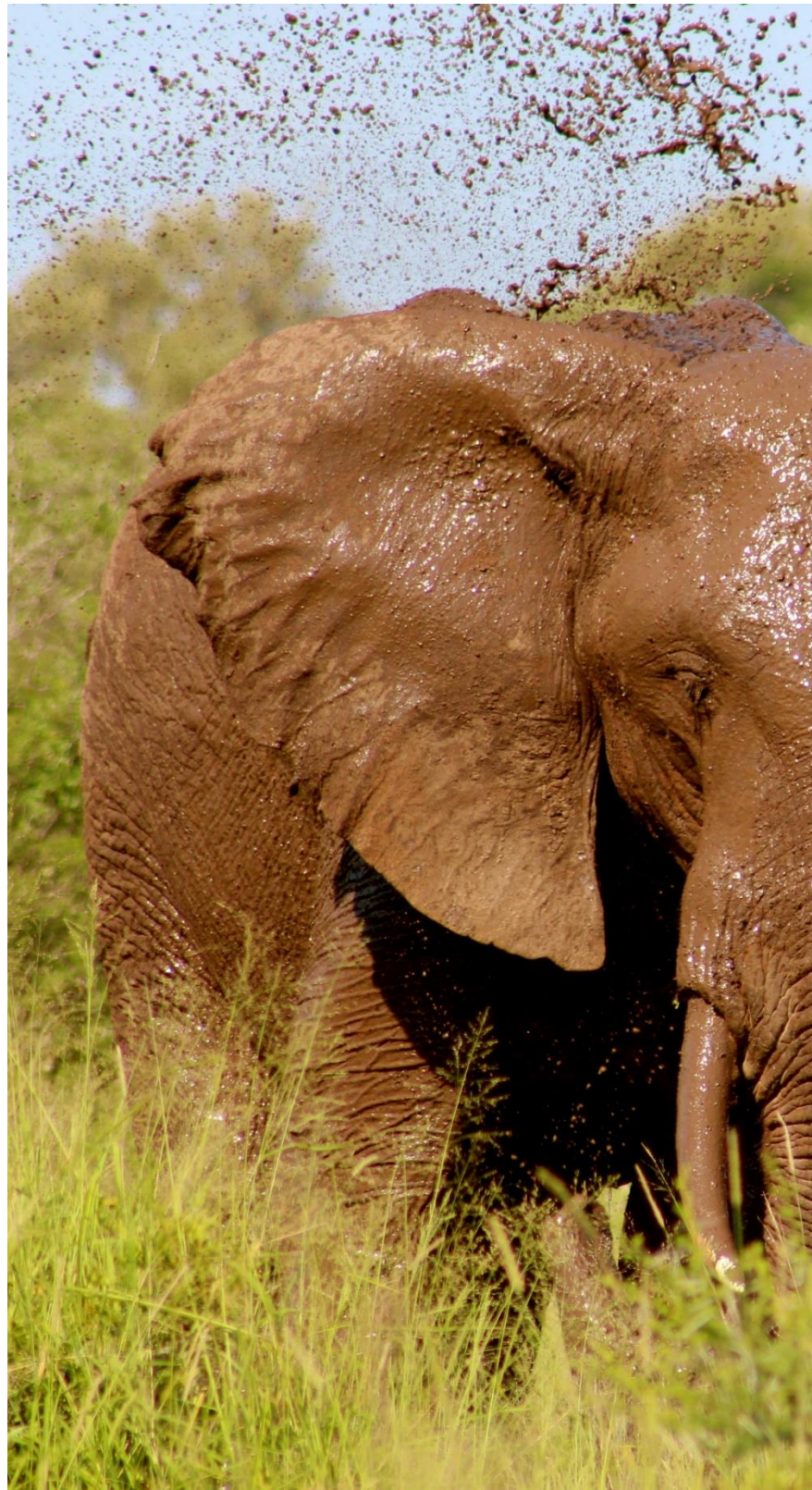
Seeing how poor he was and the meagre lifestyle that he led, they thought Zhuang Zi would jump at the chance for status and financial reward. Yet when they gave him their proposal, he replied with a parable-

"Once upon a time there was a sacred turtle, which was happy living his life in the mud. Yet, because he was sacred, the king's men found him, took him to the royal palace, killed him and used his shell to foresee the future. Now tell me, would that turtle prefer to have given up his life to be honored at the palace, or would he rather be alive and enjoying himself in the mud?"

The men replied that they believed the turtle would be happier in the mud.

Zhuang Zi smiled and replied, "And so you have my answer to your request. Go home and let me be a happy turtle here in the mud."

Often, we become Internet Marketers because of financial reward and status. We see the life for ourselves that will bring us great success. We can get easily bewitched by advancement, fame, and reward and even often neglect what is truly important. And we are so enthralled by our trade that we often waste our most precious resource, time, to get what we want.



We tell ourselves that we need more, that it is for our families and our closest loved ones and that in the long run, it will all be worth it.

This is very true. However, there is just one thing I want you to remember as we sign off here together and that is, do not forget while you are spending those hours on the laptop or in cafes or travelling away from home, why we are even in this business. Don't forget to spend time with your family. Don't forget to kiss your children goodnight. And don't allocate all of your time without compromise to the business because whilst we can spend many hours and many extra miles getting successful, we must simply keep in mind that taking five quality minutes out to remind your loved ones that this is for them – is worth it all.

You must spend some down time enjoying quality "in the mud" too. Do not get stuck in the mud, but take a dip every so often to keep it real and authentic. Take time for yourself too, I'm talking to *you* consistent and brave worker, who devotes much of their time online to the great cause of success – just do not forget the moments that really matter as well. This is the secret to all balance.

See you next month!



**BE
HAPPY**

**THE INTERNET MARKETING
NEWSLETTER**

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