

YOU ARE WEALTH NEWSLETTER

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Internet Marketing

Investments, Money and Parrots.

In a village, there lived two friends, John and Don. John was very wise and Don – not so much.

One day, the two set out for the market in the nearby town to do some shopping. On reaching the market place, they were happy to see all the items for sale on display including sweets, clothes, utensils, toys, birds and pets on sale too.

As they walked about, they came across some parrots. Both loved birds and decided they wanted to buy some of them.

They asked the seller how much they were. The seller said, "These parrots are fifty rupees each, and those others are five thousand each".

The two friends looked at each other and then asked the seller, "Why such a difference in the prices?"

The seller replied, "The ones for fifty are not wise birds. They can't be taught or trained to do anything. The costlier ones are wise, and can learn many things."

Don, who was not very wise himself, decided to buy ten of the cheaper parrots, while John, the wiser one, decided to buy just one parrot of the more expensive variety.

Don said to John, "Don't be ridiculous. This one parrot will cost you rupees five thousand and there's only one of them! Ten of the cheaper parrots will cost you only five hundred! If you buy the cheaper variety, you will not only have more parrots, but will also save a huge amount of money!"

John looked at Don and patted him on the back and smiled, because John was *wise*.

I do not think the moral of this story needs to be dragged out or explained because anyone who has any savvy in business will realize the lesson right away. One wise investment, even if costs more, is much more effective and useful than ten ineffective cheaper investments or 'freebies'. If you cannot get one bird to work for you, what use is ten?

Sometimes as Internet Marketers, we are tempted to base decisions on price and bet on many small investments short term rather than look at the overall Marketing plan.

Whilst, I always encourage getting what you can for free or at good value, there are some cases in which

you really should proudly invest in your advertising and some avenues that have been proven to quickly increase your exposure and therefore sales.

Here are some tips to making wise advertising investments right now without changing anything overly fundamental that you are already doing.

1. Explore pay-per-click advertising. Keep in mind, Google isn't the only circus in town when it comes to pay-per-click advertising.

Google might have the most volume when it comes to their ad network, but they are definitely not the only option either. Expand your reach by using other search engine avenues. Bing provides great results for businesses targeting the baby boomer generation for example. You can also look into Google Search Partner Networks for other opportunities for a higher ROI.

2. One ad per keyword. Rookie mistakes are as follows: Don't run a campaign with a dozen keywords and only have *one* ad, or you're throwing money away. Instead, create specific ad groups that target single keywords. Then create two to three ads for that one keyword. Once you know which ad works best, then run with that one; the *wise one* and leave all the others where they are.

3. Boost your posts. Give your social media content a little boost. Because of the sheer volume of similar campaigns and ads all over our networks, businesses are finding it more and more difficult to get their message heard. By the latest statistics, Facebook is showing only 6 percent of a business' content to their fan base. So, if you are posting without giving your content a paid boost, you should really give it a go. Normally, if you have more than 100 likes on your page, a 'boost' button will appear at the bottom of each post. Try it. For less than \$30, you can get your message out to thousands of unique users and build up your base more than you thought was possible in the countless 'free' ways of reaching people.

As we learn from today's story, a wise person understands that it is quality and not quantity. One paid bit of help, (one key investment) tends to outshine all other time consuming and free or cheaper ways of doing it. And time my friend, *is* money.

My advice? Find a wise parrot and jump on it, let it talk for you online. Discard all the other garbage that is sucking up your precious minutes to no significant avail. Unless it's working, it doesn't really matter how cost effective it is.



IN THE NEWS

Boosting Your Page Ranking for ONE Keyword

You work hard on your page to optimize it for the keyword of your choice. And then lo and behold, Google does rank it – for an entirely different keyword.

So, what can you do? The key lies in making sure Google receives the right signals from your page to optimize it.

But don't over-optimize or you might not get ranked at all...

<http://contentmarketinginstitute.com/2017/07/page-ranking-keyword/>

Scientific Tricks to Tell Brand Stories

How do you move your audience to action with stories? How do you create content that burrows into brains, slams into cells and triggers an exciting cavalcade of chemicals?

By using science, that's how:

<http://blog.marketo.com/2017/07/scientific-tricks-tell-brand-stories-will-move-audience-action.html>

YouTube Gripe of the Month

Remember wayyyyyyy back when someone invented a software that would *speak* a video script? I'm guessing they made this because video creators were either too shy to speak or they didn't know how to record audio.

Well guess what? It's 2017 and no one wants to hear a robotic voice when they watch a video. If you're one of those few who are still using this archaic software... just DON'T DO IT any more. Please.

IN THE NEWS

10 Tips for Professional Audio Quality

You can have a great video or podcast, but if your audio is terrible, no one is going to pay attention.

<http://www.copyblogger.com/professional-audio/>

For the Fun of It – 20 of the Worst Typos Ever

Some of these will have you laughing out loud...

<https://blog.hubspot.com/marketing/14-worst-typos-ever>

THINK YOU'RE NOT 'EXPERT' MATERIAL? THINK AGAIN...

A woman with dark, curly hair is looking down at a large, stylized graphic. The graphic features a central blue oval containing a laptop, a lightbulb, a magnifying glass, a shopping cart, a game controller, a house, a Wi-Fi symbol, a smartphone, a calendar, a camera, a bicycle, a television, a globe, a speech bubble, a gear, a printer, a cloud, an airplane, an envelope, a film strip, and a group of people. These icons are interconnected by lines, suggesting a network or ecosystem. The background is a soft, out-of-focus green and brown, possibly representing a natural environment.

They had a great time, and when Russell was in school the next week listening to the professor drone on, he thought about how he'd rather be shooting his potato gun. Then he wondered if there weren't other people who would rather be shooting a potato gun as well.

At first nobody was paying attention, but after a while he had 100 followers, then 1,000 followers, and pretty soon he had 10,000 followers.

So, he made a product and built a company that makes millions of dollars teaching people how to jump. Crazy, but true.

Jermaine Griggs had trouble reading sheet music, so learned to play piano by ear. Now he makes millions teaching others to do the same.

Liz Benny was an excellent social media manager, but it wasn't until she began teaching others what she knew that she started making millions.

Robert G. Allen once said that he made millions doing real estate deals, but he made hundreds of millions of dollars teaching real estate.

Think of that – he made MILLIONS doing real estate deals, but he made HUNDREDS of millions teaching others what he learned.

Are you an expert at something that other people want to learn? Then as Russell says, you are just one funnel away from making millions.

But maybe you don't have an expertise yet – that's okay. As you can see from the above examples, every one of these folks learned to be an expert first and then built their business teaching others to do what they did.

Even Russell wasn't born an internet marketing guru. He studied and practiced and worked to become what he is today.

And the same goes for me and every single expert making 7 figures on the internet.

One last thing – you might already be an expert, but you've got a voice inside your head saying, "Who am I to teach others? I'm nobody special."

You are indeed special but you just don't know it yet.

What you know comes easy to you because precisely because you've studied and practiced.

Yet to most people, what you know seems like something very difficult.

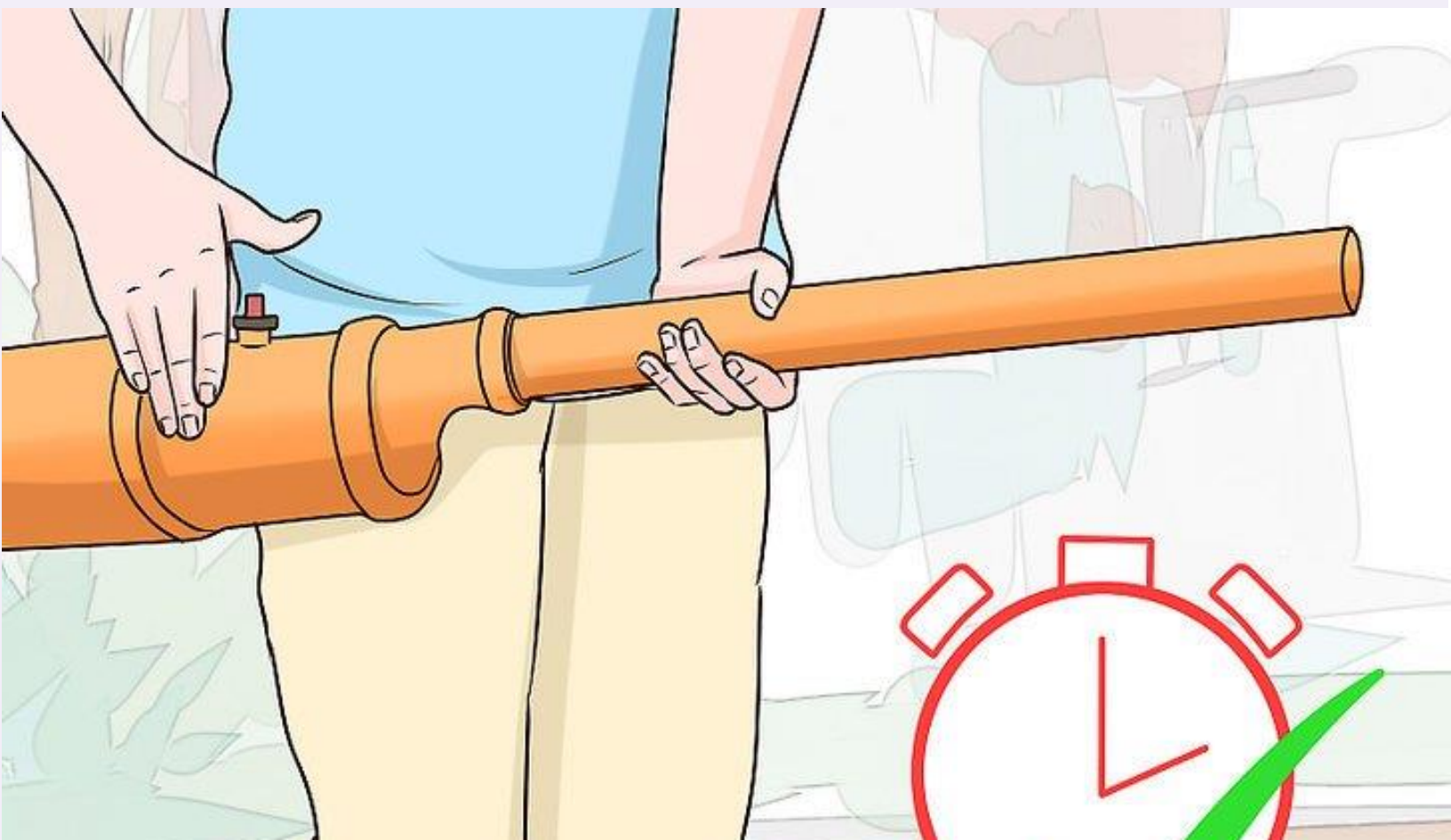
They need your help.

They WANT your help.

So, ask yourself this question: Who are you to deny them the help they need and want?

Think about all the people you can help with your skill. By focusing not on the money you'll earn, but instead focusing on helping others, you can build a 7-figure business you can feel great about.

And by the way, you can purchase Russell's book, "Expert Secrets," on Amazon.



Mastery Comes First

Don't focus on expecting things to happen really fast. Instead, if you focus on building your skills, then your gifts will make room for you. Have patience. Yes, you want it all right now. But you've got to commit to mastery first.

If you want an extraordinary jump in the quality of your life – then you've got to set yourself up for the process that allows you to consistently grow, to consistently enjoy your life, and consistently produce the results that you're really after.



Flashdance Gorilla and 5 More Viral Video Examples

Have you seen the Flashdance Gorilla? If you have, you've probably also seen how that simple video totally blew up and was featured just about everywhere on the internet.

So how can you get your videos to go viral? Look for clues here...

<https://blog.hubspot.com/marketing/viral-video-marketing>

Infographic – 12 Unusual Hacks to Write *FASTER*

You've just finished your latest blogpost – yeah! Problem is, it only took you 6 DAYS to do it. Ouch. Would you like to change that to 6 hours? Or maybe 60 minutes? Here are 12 hacks for doing exactly that:

<https://www.enchantingmarketing.com/how-to-write-faster/>

Are You Denying Your Readers the Netflix Experience They Crave?



Pssst... I know you've probably never done this, but I have. I've sat down and binge watched a whole bunch of episodes from one series on Netflix, and yes, I enjoyed it.

There, now that I have my confession out the way, I have to tell you what I've been thinking about lately.

Why is it that we binge watch shows on Netflix, but we dole out content to our readers like it's bread crumbs? And scarce bread crumbs, at that?

Think about it – you want to learn something new. Maybe you want to learn everything you can about video marketing.

So, you start looking, and you find a great article on a website about this exact thing. The site even offers to send you an entire email course on video marketing and you sign up.

Problem is, you want the rest of the course NOW. So, you keep searching, and you land on other sites and read other articles and watch other videos.

And you forget all about that first site you were at.

A day later you get an email – installment #1 of your course. But you already learned everything you needed the other day. You'll look at it later...

Yeah. Right. You never do read those emails, do you?

I've done the same thing plenty of times. Yet I still parse out my content to readers as though they are doing absolutely nothing but sitting there, waiting for the latest installment...

When in fact they've probably forgotten all about me.

Or what about those product launches where they dole out one video every three days? "Watch this fantastic video to discover blah blah blah." And you watch it, and you LOVE it, and you want to see the rest of the videos. Except they're not online yet.

"The next video will be available in X days." You don't want to wait "X" days, you want to see it NOW.





And when it's finally available, you've forgotten all about it. The ironic thing is, if they had all of the videos online when you were interested, you would have watched all of them right away. And if they were done well, you might have bought the product they promoted at the end of the last video, too.

But by the time the product is launched, you don't even remember what they were talking about.

Been there, done that. Many times, too.

And then there's the simple article on your website. You do one article about video marketing, one article about content marketing, one article about SEO, etc.

The reader finishes the article they're interested in and looks for more on the same topic. There are no more. And so, they leave.

Whoops.

Mind you, all three of these techniques worked great a few years ago. And I'm not saying they don't work now. But I guarantee they are not working nearly as well as they used to.

And we can thank Netflix for that, and the internet, and the proliferation of 'what you want, when you want it' in just about every niche imaginable.

We are no longer content to wait. We want our information NOW, while we are hot about the topic. Not later.

And your readers and viewers are no different.

So, what's the solution?

We give our readers and viewers the opportunity to binge all they want.

You've got an article on your site about generating targeted traffic? Good. Now write 5 more, all on different aspects or techniques of traffic generation, and link them all together.

When someone finishes any one of those 6 articles, they find links at the bottom that takes them to any of the other 5 articles. They now have CHOICES on where to go next, and all of the choices are good ones because they are directly related to what they just chose to read.

They also find a link that takes them to your super-duper traffic generation product, too 😊

If your articles are good, they'll keep clicking and reading. And if they are impressed enough, they will eventually click on that product link they keep seeing.

And you will make sales.

Your readers will be happy because they found everything they needed in one place.

You will be happy because they stay on your site longer, they're more likely to subscribe to your newsletter, and you're making sales.

What about those email courses – why not let the reader accelerate the process if he wants?

At the bottom of each email in the sequence, you can let them know that the next installment is coming tomorrow. Or, they want to see it now, simply 'click here.'

In fact, if you want to use tracking for engagement analytics, you might accelerate the process for the reader. Did they engage with emails 1 and 2? Maybe it's time to send them straight to email #5, and so forth.

The more engaged your reader is, the more options they should have to continue consuming your content.

And as a marketer you have an excellent incentive to do this, which we've already hinted at.

When someone is hot on the trail of a particular topic, or looking to solve a particular problem, you don't want to present them with your offer next week – you want to present it NOW.

Because they've engaged with your content, they're hot. They like you. They're trusting you. They want MORE. So, give it to them.

Let them know that as good as your content is, the REAL meat is in your product. And watch them bite.

Quick List Management Tip to Prevent Future Headaches

When you get a complaint from a list member about an autoresponder email you sent out, you've got options.

You can dwell on it and let it ruin your day.

You can take the time to answer it – and if you think it's a legitimate complaint, then go for it.

But if it's just some knucklehead blowing off steam, then here's what you do: They almost always will simply hit 'reply' to the autoresponder message they are complaining about. Simply scroll down, find their unsubscribe link, and click it for them.

Future complaints from this individual? Gone!

How do you feel now? Great!



15 Discomforts that Lead to Success

If you always stay in your comfort zone, you won't grow. So, can you handle some uncomfortable things in the name of success? I think you can.

By the way, my personal favorite is number 12 - Go ahead, get in over your head. The water's fine...

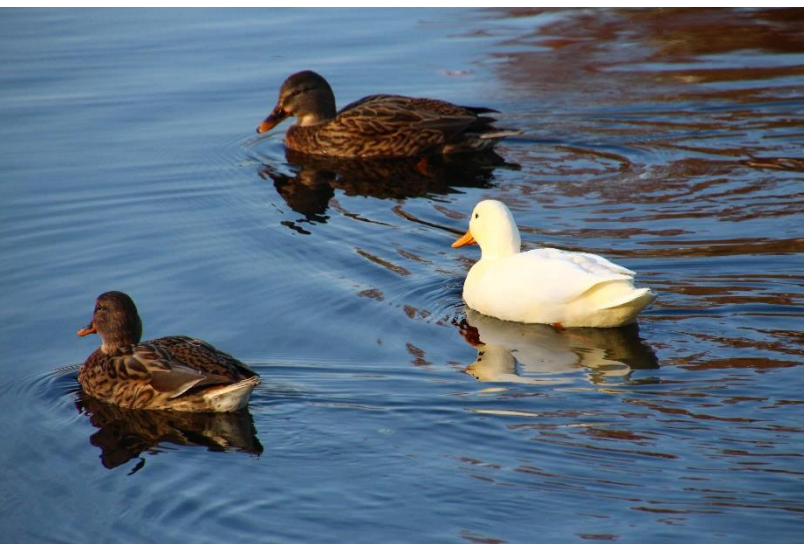
<https://blog.hubspot.com/marketing/uncomfortable-things-for-career-success>

Tiny Market, Huge Audience

Seth Godin writes that while we all want an audience of millions, you'll never engage with your audience that way. By trying to please everyone, you are in fact pleasing no one

<http://sethgodin.typepad.com/>

How To Make More Sales Simply By Being Contrary



Here's something I've been playing with, and my results have been pretty good, too.

A few months ago, a friend was launching a big product with lots of cash prizes for the top affiliates. I knew there would be tons of affiliate competition, with every affiliate trying to out-do the others with bigger and better bonuses.

How to compete?

I decided not to.

Instead, I thought about what every affiliate's bonus pages would look like: Highly polished, slick, professional, lots of graphics, videos, etc.

Odds are they would all start to look very much alike, right?

So, I thought... what if I did something different?

What if my page looked like something you might get in the mail – black and white sales letter, using the Courier typewriter font, very old-school looking...

And what if, instead of a highly polished professional photo of myself, I used one where I just woke up? Or one where I just finished exercising, or just finished the yard work?

In other words, I looked like the guy next door and not some slick marketer.

Taking this thinking to the next level, I decided I didn't want to spend time or money on creating a bonus. Everyone else was doing that, so why should I?

Instead, I would hold a live class. The homework would be to go over the program before class. Then in class we would implement, step-by-step, what was in the program. And I would record the whole thing, so people could just follow along.

In case you're wondering – it worked beautifully. My sales were a very decent 5 figure number, and my commissions were half that plus bonuses.

And one more thing – I cheated, too. I had my virtual assistant run the class for me. She got to learn some great new skills, and I put less than 2 hours into the entire project.

The takeaway: When you have a lot of competition, it's time to stop directly competing and find another way.

If they are using tons of graphics and slick videos, you go with a 1980's black and white typewriter look.

If they are offering bonus packages filled with 5, 10 or 20 products, you offer no products (I offered hold-your-hand training, which in my opinion is worth far more anyway.)

You get the idea.

Do you know what would work even better than that?

MAILING the actual letter. Yup. Talk about old school. If you collect real addresses of your BUYERS, you might consider doing this on big ticket items.

I know marketers who do this. They are few and far between, and they are KILLING it. They only mail to buyers, which greatly improves their conversions. They use a service to send out the mailers for them. And they make more on one of these mailings than most successful marketers earn in 6 months.

Which brings me to my second idea... if you don't already have the mailing addresses for your buyers, start collecting those now.

When you have a sizable portion of them (at least 200, preferably 500) approach a marketer with a product your list would love. Make sure there is plenty of profit in that product. Take the sales letter, adapt it to a black and white mailer (cheap to produce) and send it to your buyers.

See what happens. Tweak, rinse and repeat.

You can easily DOUBLE your income using this method.

Know why? Again, because it's contrary. It's different. Almost no one is doing it.

Your customer gets maybe a half dozen pieces of mail in a day. Two are bills. Two are sales flyers from local businesses. One is a catalog.

And then there's that mysterious white envelope. Yeah, it's going to get opened. Yes, it's going to get read.

Wow! They're surprised. Someone they know from ONLINE is sending them REAL MAIL.

They don't throw it out. Instead, they open their browser, type in the URL and ORDER THE PROGRAM.

Sure, not everyone does, but... enough do. Believe me, I've seen this work time and time again. Which is why I'm about to start sending out sales letters via snail mail (Shhh, don't tell anyone!)



My Rant of the Month

Is Online Marketing Too Hard for You?

I got another email the other day from someone lamenting at how darn difficult it is to start and run an online business. He went on and on about his struggles, challenges, problems... how he didn't have anyone to sit right there and show him step by step what to do, that he had to read BOOKS and watch VIDEOS to learn things... He was literally convincing himself that he couldn't do it.

This man is a friend of mine. He's 42 years old, has a good job, a college education and a lousy attitude.

Finally, I got sick of his whining and I sent him this note:

"Dear Peter,

What I'm about to say, I say with love and the deepest of respect.

I want to tell you about a 14 year old boy named William Kamkwamba.

William was born into poverty in a small Malawi village in Africa.

Because of a crippling famine, William was forced to drop out of school since his family could no longer afford the tuition. To further his education, William used his spare time to study books in the village library, where he evidently learned some stuff all on his own.

His village had no electricity and no running water. So, at the ripe old age of 14 and using what he learned from those books, William built a wind turbine out of blue gum trees, bicycle parts and scrap.

This turbine along with future turbines William built powered his entire village.

Next, William built solar-powered water pump to supply the first drinking water to his village.

Of course, William had many advantages you do not. He didn't have decades of life experience like you do.

He didn't know that things were supposed to be hard. He didn't know to complain. He didn't know that what you learn in books is useless.

You're smarter than William. You know how hard it is to get motivated when you already have drinking water, food, a home and so forth.

And books – you know how difficult it is to read and learn from those silly things. After all, the only thing in them is the knowledge of experts who've already done the things you want to do.

You know how hard it is to move that mouse and tap those keys.

Starting an online business? You know it's impossible.

But William... he didn't know any of those things.

And at 14 he brought power and water to his entire village all by himself.

Maybe you could ask William to show you how to build your online business...

☺

Love,
Me.



7 Outsourcing Secrets to Get the Biggest Bang for Your Buck

Let's be candid - You can discover these outsourcing secrets the easy way or the hard way, but you're going to find this out sooner or later.

The hard way is the way most marketers do it. They make mistakes when outsourcing, lose time and / or money, and then learn from their mistakes.

I propose we cut out all that nonsense and I'll just tell you what you need to know here and now.

Ready?

1: Outsource customer service as soon as humanly possible.

Reason why: If you don't, you'll waste half of each day doing things like answering support tickets, changing email addresses for members who changed their email address (yes, that is a thing) issuing refunds, answering questions and so forth.

That is time you could spend doing something else like... let's see... wait, I know - MAKING MONEY.

Your focus should be on building your business, not answering support tickets ("When I log in, I see a funny thing at the top that says I'm logged in... is that what it's supposed to say?") I'm not kidding, that is a real support ticket I once received.

Another reason why: Your virtual assistant who is handling your support can shield you from the negative ninnies. What's a "negative ninny," you ask? It's that person who buys your product and then rants on for 6 pages on how awful your product is, how awful you are and so forth. You don't need to hear that stuff. Just tell your V.A. to handle it for you without ever telling you about it. (In this case, refunding the person and removing them from every list is all that's required.)

And by the way, if you're thinking that your products will be so great, everyone will love them, well then, I know you haven't created any products yet.

I don't care if you invent the method for turning pixels into gold, someone will hate it. And that's okay, as long as you don't have to hear about it.

2: Outsource the things that bring you profit FIRST.

So, let's say you want to outsource website building, content creation, product creation, sales writing, software creation and so forth.

Ask yourself this question: What's going to bring me the fastest return on my money?



That's the project to outsource first.

Maybe you pay someone to create a product for you, and then you turn around and sell that product to hundreds of buyers. BOOM! You've just made your money back and much more.

But what if you don't have any customers yet? And no list? Then maybe you need to outsource the building of your squeeze page so you can start list building so you can start selling stuff to your list.

Whatever will put you in profit first is the thing you need to outsource first. This way you're not coming out of pocket by thousands and thousands of dollars without seeing a return.

3: Pay outsourcers based on the JOB, not by an hourly rate.

You want to know going in what it's going to cost you to get a specific job done. And a true professional will be able to tell you exactly what it will cost.

A lot of marketers make the mistake of paying by the hour to get a job done. So not only don't they know exactly what the job will cost – they also don't know if the outsourcer is dragging the job out longer to make it pay more. Yes, it's been known to happen.

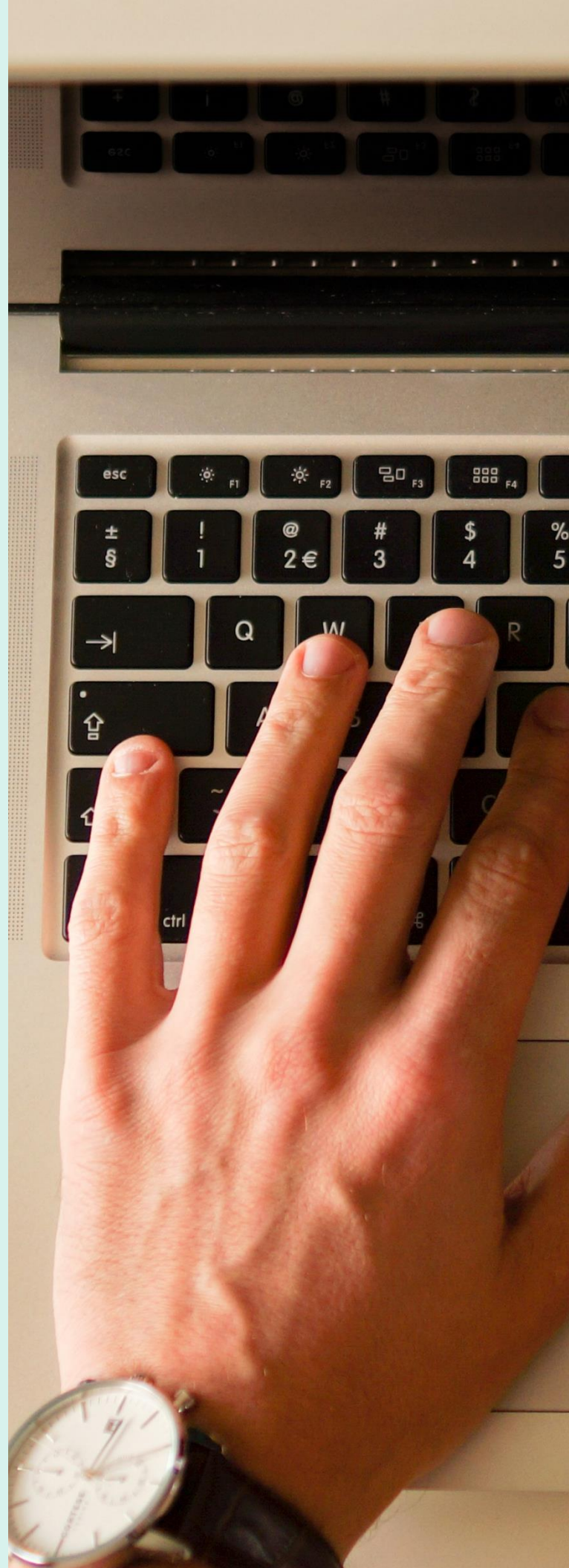
The exception to the non-hourly rule?

Your virtual assistant or customer service person. Because of the nature of their work, in most cases paying them by the hour is the way to go.

4: Outsource work you're putting off.

Did you create a new product, but you haven't edited yet? Or maybe you haven't built the website or made the sales letter.

All the time you invested in creating that product is going to waste. Outsource someone to do what you haven't done, so you can get it online and start making sales as fast as possible.



5: Outsource what you're not good at, and what you don't like doing.

Sure, you love building websites, but let's face it: You haven't updated your website skills since 2007. Or you know how to write sales copy, but you HATE doing it.

Those are things you should be outsourcing. By focusing on your strengths as well as strategically planning your business, and letting other experts handle the rest of the work, you'll make more money faster than if you try to do everything yourself.

6: Outsource the instrument playing while you conduct the orchestra.

There may come a time very soon when you have a system in place for making money. It could be as simple as create a product in your niche, write several pieces of content preparing people for the product, record several videos leading up to the launch, and then launching.

Yet all of that is a lot of work. You've got sales copy to write, JV's to contact, swipe emails to write, etc.

If you can afford it, outsource everything you can so that you can focus on working ON your business instead of IN your business.

People who focus on working on their business while outsourcing a lion's share of the work tend to make 5 to 10 times as much money as those who work in their business.

Sort of a no-brainer, don't you think?

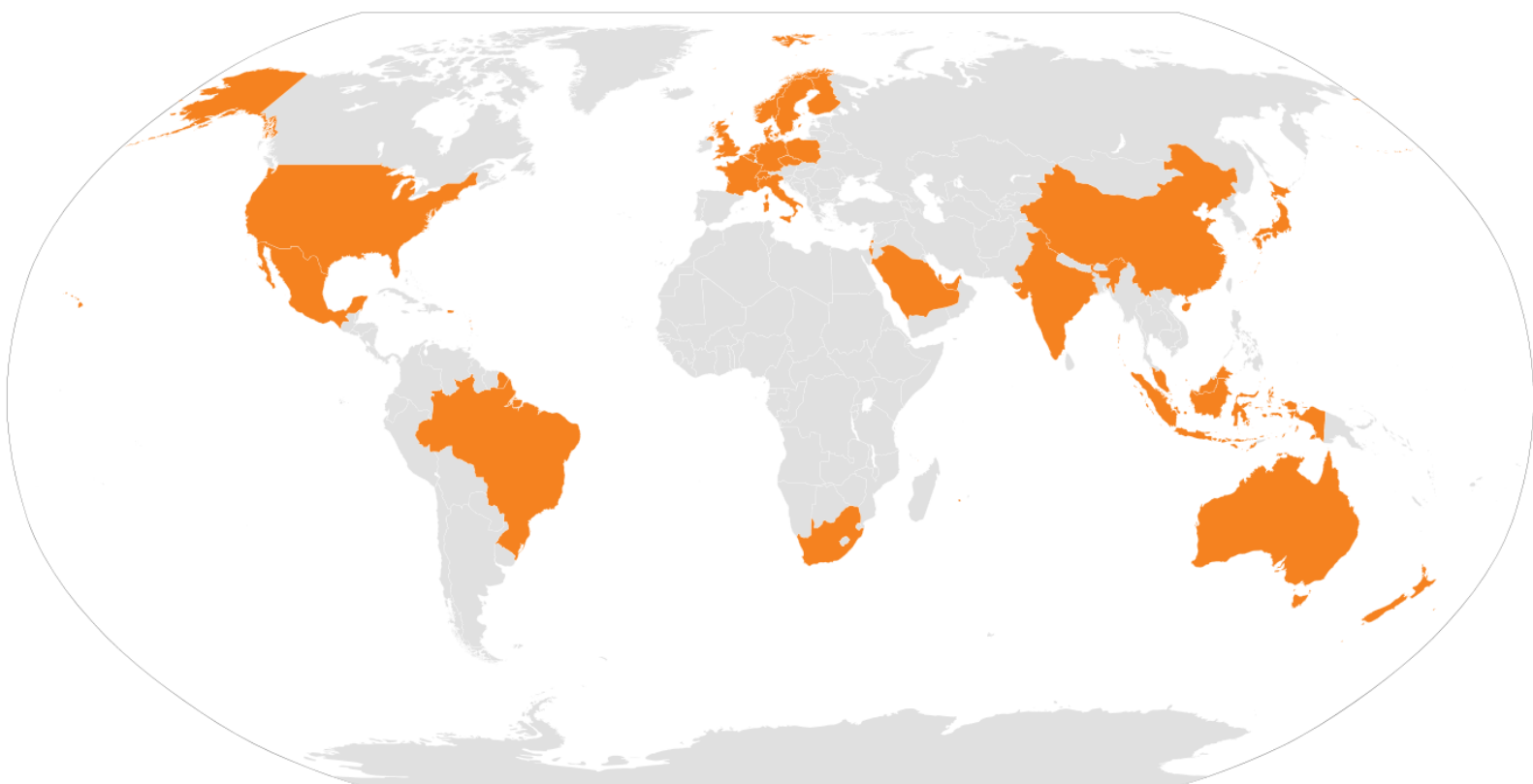
7: If you haven't yet outsourced something – what are you waiting for?

If you already have an online business, or you're in the process of building one and you haven't yet outsourced something, then odds are it's simply because fear is holding you back.

Go to Fiverr, Upwork, Craigslist or Warrior and outsource a small job, just to see how it works.

I promise, you'll be hooked and your business will grow twice as fast.

There is not a seven-figure internet marketer out there who doesn't outsource. So, isn't it about time you did, too?



For Online Marketers ONLY

7.5 Steps to Getting ANYTHING You Want

You've heard of the Law of Attraction.

If you're like most marketers, you've also poo-poo'd the Law of Attraction, too.

After all, it's just new age hocus pocus malarkey, right?

You can't sit on your duff and attract a new television to yourself.

(Well, actually you can, with the help of your credit card, Amazon and the mail delivery system, but that's not what we're talking about, is it?)

I'm going to prove to you that the Law of Attraction is indeed very real.

And I'm going to do it by simply having YOU prove it to YOURSELF once and for all.

Are you ready?

The first thing to know is that the universe is already delivering to you exactly what you've asked for.

Imagine a line of self-driving delivery trucks coming down your street. These trucks cannot be stopped – they will make their deliveries to you whether you want them to or not. And these trucks will never stop coming, either, for as long as you are alive.

What you can change, however, is WHAT they deliver to you.

If your thoughts are on your lack of sales, lack of subscribers, lack of JV partners, lack of affiliates, your website crashing and so forth – that's exactly what you'll experience.

However, if you think of all the new subscribers, you're attracting through your marketing methods, how well your website is converting thanks to your testing, how easily you attract affiliates and JV's – then that's what you'll get.

"But I already do think about the things I want!"

I agree, you do. But maybe not as much as you think about the things you DON'T want.

And it's actually a bit more complicated than that, too.

You see, if you only think consciously about what you want, but you don't program your sub-conscious mind as well, then you still won't get what you ordered from those trucks rolling down your street.

This is where it gets confusing, doesn't it? What is the subconscious? And how do you program it to work with you, instead of fighting what you want?

You might think of your conscious mind as the part of the iceberg that's above water – the part you're familiar with. The subconscious mind is the much larger portion of the iceberg that's beneath the surface – and also the part that reacts to currents and 'steers' the iceberg in the direction it winds up going.

The trick is to program the subconscious mind to take you where you want to go, and to bring into your life the things and people you want in your life.

Program your subconscious correctly, and everything is easier.



Program it incorrectly, and you feel like you are continuously attempting to swim upstream against a diabolically strong current that inevitably prevents you from getting where you want to go.

It's important to note here that your subconscious mind is already being programmed all the time - by your thoughts, the media, movies and television, advertising, your friends and family and so forth.

Isn't it about time YOU took charge of your own programming to get the success you seek in online marketing and every other aspect of your life?

Here's how:

Step 1: Write down exactly what you want, in full detail.

Instead of writing, "I want more affiliates," write "I want 20 active affiliates who sell a total of 1000 copies of my program in the next 60 days."

Step 2: Visualize yourself already having obtained what you desire.

This is fun and something you should do several times a day or more.

Play full color movies in your head of yourself already having attained your desire.

Your subconscious doesn't know the difference between what it sees in your imagination and what it sees in the real world.

That's why when it keeps seeing movies of you having 20 active affiliates and selling 1,000 copies of your program in 60 days, it will think this is reality and work to make it happen.

Step 3: Don't watch or listen to anything – real or imagined – that contradicts your new belief.

If you want to sell /1,000 copies of your program, but you watch a TV series where the main character is always failing at everything he tries, this is going to sabotage your efforts. Be very careful what you watch, read and listen to.

Consider going on a complete news fast, refusing to watch or read anything negative for the next 30 days. You might be surprised at how much more positive you feel, and how much easier it is to attain goals.

That's because you're removing negative influences on your programming, which allows the positive influences to have their way.



Step 4: Make your own mantra or affirmation summarizing your goal.

This affirmation is going to imply you already have the outcome you seek.

Start the affirmation with either, "I have..." or "I am...". In the case of our example, your affirmation might be, "I have 20 active affiliates who easily sell 1,000 copies of my program in 60 days."

Make sure your affirmation is in the present tense or else your subconscious won't understand it.

Also, don't use a negative word, because your subconscious won't hear it.

For example, if you say, "I do not get refund requests," your subconscious will hear, "I do get refund requests" and it will go to work to make sure you get plenty of refund requests. Ouch.

Step 5: Create reminders.

Set a timer on your phone that goes off periodically throughout the day to remind you to say your affirmation and play your movie in your head.

See yourself already in possession of what you seek.

Step 6: Do affirmations.

Okay, if you're squirming right now and saying, "I don't want to!" then I understand.

You probably tried affirmations in the past and found it too boring to continue.

Here's how to make it simple for yourself: Write out a list of affirmations that support your desired goal.

Record yourself saying these affirmations, and loop it 3 to 5 times to repeat those affirmations.

Then play this recording several times per day as you do other things.

Hint: It's especially useful to play it as you're falling asleep.

Step 7: Time to kick things up a notch.

You're going to speak as though you have already attained your goal.

Yes, I mean speak to others. If that sounds a little too crazy right now, then practice speaking it out loud to yourself. Then when you're ready, talk to friends, family, etc.

For example, in our 20 affiliates – 1,000 sales examples, you'll be saying things like, "I've got 20 new active affiliates who are promoting my new program like crazy. In fact, I've already made 1,000 sales!"

"Wait! Isn't this lying?"

Think of it as time traveling. When you do reach this goal, you will be saying these things for real. You're just saying them a little early, that's all.

Now, I know you're going to try to skip this step. Don't. Speaking things into existence is powerful. After all, don't gods speak entire worlds into existence? If they can do that, you can speak your goals into being as well.

Now then, once you're doing these seven steps, just keep doing them until you reach your goal. Then repeat the entire process.

I suggest you start with a small goal that can be achieved fairly quickly and work your way up to larger goals. Realize of course that you will HAVE TO DO STUFF along the way to make your goals happen.

But here's the magic – by using this system, things will be a lot easier. The people you need will appear when you need them.

Things that need to fall into place for you will fall into place. It feels a lot like magic, but it's not. It's simply a matter of energy and focus.

You are focusing your energy to send out a call into the world for what you need, and the world cannot help but answer.

Remember that long line of trucks making deliveries to your home? Now you can determine what gets delivered (and what doesn't.)

So, what have you got to lose? And more importantly, fellow online marketer, what have you got to gain?

The world needs what you have to offer. And by using this system you'll be able to help all kinds of people while simultaneously getting everything you want, too.

Truly a win-win for everyone involved.



Case Study: \$17,600 in Five Days on a \$297 Investment

A friend of mine who wishes to remain anonymous has agreed to tell you one of his money-making methods. And while he might be leaving some minor details out, I think there is more than enough here to set you on a very similar path if you choose.

This is what he told me...

"Here's an example of how I made over \$17,600 in five days by investing \$297 and a few hours of my time.

Okay, I didn't really invest my time – I actually paid a freelancer to do the work for me. But this is something you can easily do yourself if you're willing to put in a little time.

I found some dynamite high-quality PLR on free traffic generation. It was good stuff, and even contained some things I didn't know.

It included a massive manual, several written bonuses and a sales page.

And at this price point, I knew that there wouldn't be a ton of competition, either.

Frankly, I would have gladly paid a freelancer \$1000 to write this exact same material for me, but in this case, it was a simple matter of plunking down the \$297 and having it in hand.

I discarded the sales page because I didn't want anyone to know this wasn't my own original stuff.

Then I had my freelancer go through the written material and put more personality into it, so it sounds like it's coming from me. He already knows my style so this was easy for him and just took a few hours.

Next, he broke it up into 24 PDF's. Each PDF detailed one or two free traffic methods.

Basically, we were building a course on how to generate free, targeted traffic. And who doesn't need that?

Finally, I wrote a new sales letter for it in my own style.

And I offered two options – they could either make 3 payments of \$47 a month, and receive 2 pdf's each week, or...

...they could pay \$137 up front and get everything at once, plus email support for six weeks.

Really, I thought the \$137 was a no-brainer, since it was cheaper and included email support and they didn't have to wait to get the entire course.

Then I sent the offer out to my list, and in 5 days I made over \$17,600.

As to the email support, I hired someone to handle that for me. And I paid them after the money started rolling in so I wasn't out of pocket on that, either.

Nice, right?

But I wasn't done yet.

I then made a new offer for \$47 a month for 3 months, or \$97 one time and everything up front, but NO email support this time.

And I let affiliates take a crack at selling it.

I made over \$10,000 from that as well, after affiliate commissions were paid.

Okay, frankly I made a good bit more than \$10,000, but I'm not going to say just how much because sometimes it feels like bragging, you know what I mean?

And here's the kicker – I've done very similar things several times over the past 18 months.

The numbers are always different, but what never changes are that I make a good bit of money with very little work.

I outsource just about anything that needs to be done except the sales copy because I like doing that myself.

And when I let affiliates sell it, I get a whole new list of buyers, too."

As you can see, he does quite well with this method. And most impressive of all is how little time he invests into each product.

Some things to consider:

If you don't have a list, then you'll need to advertise to make sales. Even if you want affiliates to promote, you'll need to get some initial sales yourself to prove that it does indeed sell.

You'll have to hunt around for great quality PLR. It's not easy to find, and when you do find it, it generally costs a good deal more than the usual ten bucks or so. But as you can see, if you use it then it's an excellent investment.



The first time you do this, I suggest you make any changes yourself unless you can afford to hire a professional to do it.

One thing he didn't mention was the product name – you'll want to change it to make it sound unique to you.

And I suggest adding your own introduction to the material as well, again to make it your own.

One last thing – there's no reason why you can't place some strategic affiliates links in the material. For example, if your course encourages the use of an autoresponder, then give an affiliate link to the service you recommend, and so forth.

And one crazy idea for the road... what if you did all of this, but then you gave away 75% **or more** of your commissions to affiliates?

If you're fairly new to marketing, then paying high commissions is an excellent way to attract new affiliates.

You'll get more of them on board, you'll sell more products, you'll build your list of buyers faster, and these same affiliates will be far more interested in promoting your future courses if they already had success promoting your first one.

Just a thought... 😊

Building a Facebook Business Page?

15 Things You MUST Know to Get REAL Results

If you want an engaging Facebook business page, here's what you need to know:

1: Don't confuse business pages with personal profiles.

If you create a personal profile for your brand instead of a Facebook Business Page, you're going to miss out on content creation tools, analytics and paid promotional opportunities.

Worse yet, people will have to send you a friend request before they can engage with you.

2: Don't create a 'professional profile' associated with your business.

Let's say you have a personal profile on Facebook and you want a second profile for professional reasons. This goes against Facebook's terms of service and could get you in trouble.

3: Choose a friendly, engaging cover photo.

This cover photo takes up most of the room above the fold on your Page, so you'll want a high-quality image that attracts and holds your visitors' attention.

You might consider hiring a professional to create this image for you.

Keep words in the image brief and to the point.

Faces work well at holding attention, and bright colors are good, too.

4: Use a profile picture that's easy to recognize.

It could be your logo or your headshot if you're the face of your company.

Being recognizable is important to getting found and liked, so choose your picture carefully and then use it consistently.



5: Fill out your 'About' section.

This isn't visible anymore when visitors arrive on your page, yet it's still one of the most clicked-on items when they want more information about your business.

Put in your general description, company information, your story or whatever fits for your business.

6: Add a call-to-action button.

This is a great way to drive traffic to your website and build your list. Your call-to-action button might be to have visitors watch a video, sign up to your list and so forth.

7: Post often, but not too often.

If you don't post for months at a time, then your business does not look professional. Heck, you don't even appear to be in business anymore.

But if you post non-stop, you'll likely annoy people.

It's a matter of finding that happy medium, and that can vary from one business to another.

8: If you have the time to respond, then let fans message you privately.

It's an awesome idea to let your customers and fans send you private messages – this can result in better customer service, fewer complaints made publicly and even more sales.

However, if you don't have time to respond to these private messages then it might be best not to enable private messaging.

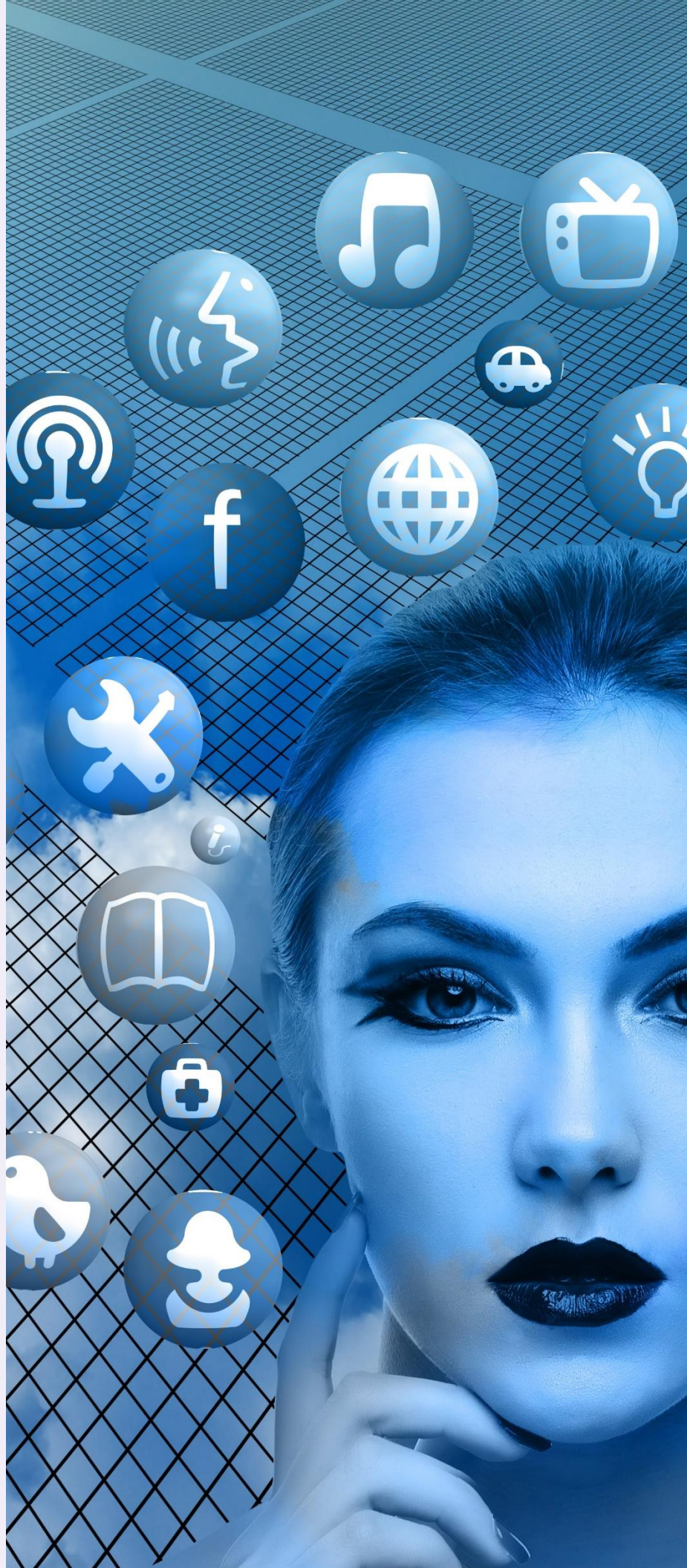
9: Monitor your page and respond to comments promptly.

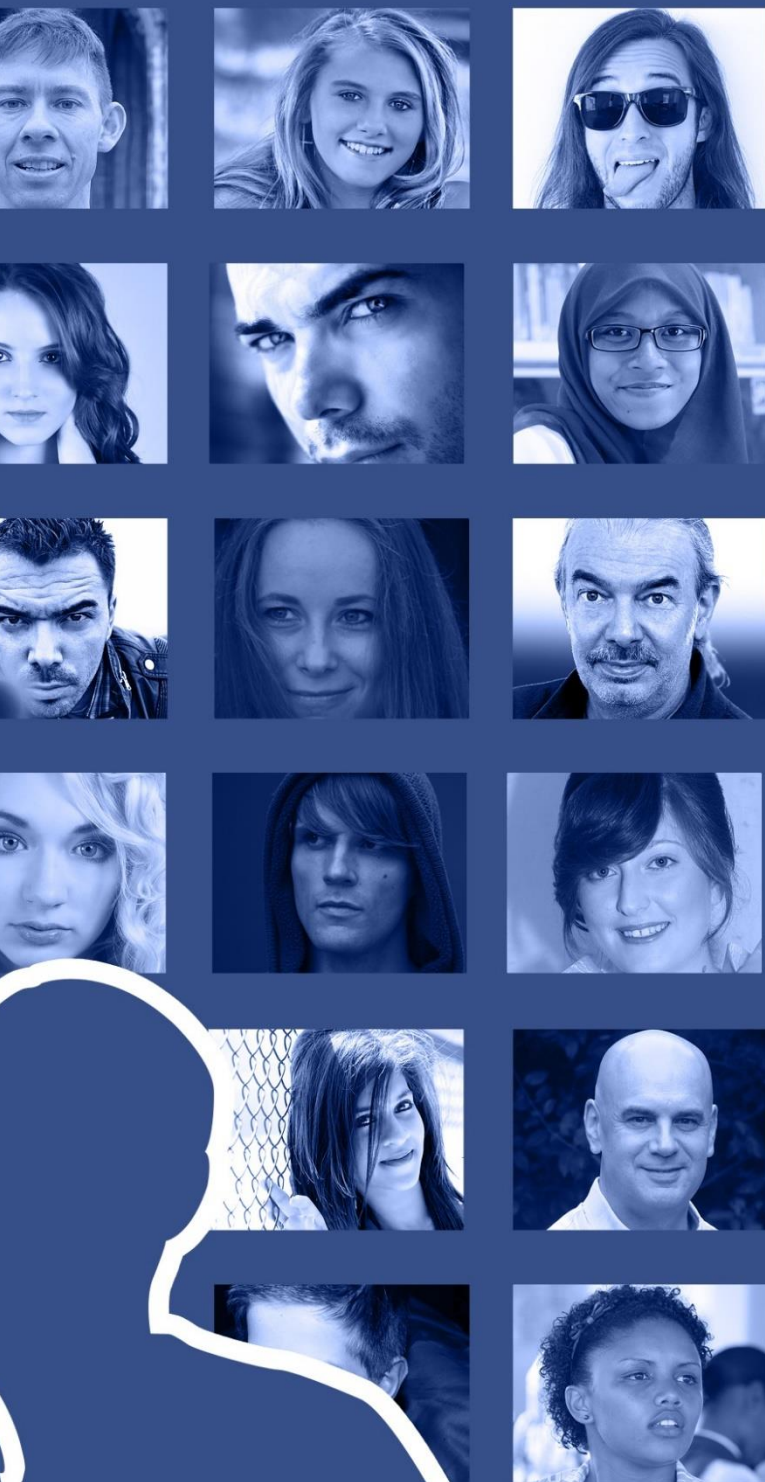
You can monitor and respond to comments using the 'notifications' tab at the top of the page.

10: Pin important posts to the top of the page.

As you post, older posts get pushed down and buried. But there are times when you want a post to remain at the top, even after you've published new posts.

You can pin one post at a time and use these to promote events, offers and announcements.





11: Post visual content in your Timeline.

Photos and videos are up to 40 times more likely to get shared on social media, so take advantage of this fact and share lots of visual content.

12: Consider using live video.

People typically spend more than three times more time watching a Facebook Live video than they do a recorded video.

13: Use Facebook's targeting tools.

You can target certain audiences with tailor-made updates. Segment by age, gender, relationship, location and so forth, and then send highly targeted messages to those groups for a greater response.

14: Promote your page. A lot.

Create an ad to promote your page, choose your target audience and choose your budget. Make sure your ad is directly targeted to your ideal customer and test.

15: Measure your success.

Dig into your page's insights to track Facebook-specific engagement metrics. Analyze and adjust as needed.

It might all sound complicated, but you'll quickly get the hang of everything here.

For more information on creating a Facebook Page, please visit

<https://www.facebook.com/business/products/pages>

Success is very simple...

If you have a clear goal, then make a detailed plan to achieve it.
Now every day do at least one thing that moves you one step closer
to your most important goal.



How 1 Small Change got Their Video 13 MILLION More Views on Facebook

Holy smokes!

These guys put out a good video and got a super respectable 250,000 views on Facebook. Nice.

But then they made one small change. A tiny change, really, and something ANYONE could do.

Next thing you know, they got 13,000,000 views!

So, what did they do?

They added 8 simple words onto a text title bar to entice people to watch it.

Can going viral really be this easy? It was for them...

<http://www.unmarketing.com/2017/03/02/so-many-views/#more-3268>

“Top 10 Online Closing Techniques to Make More Sales!”



Not all closing techniques convert well with online sales pages, but these do...



We've prepared a report with **"101 Closing Techniques to Help Buyers Say YES!"** but frankly, not all of those will work in an online setting.

But if your business is like mine, most of it's online...not all of it.

So, we need to be good at all the closing techniques.

And if you're like me, you're a lot more comfortable with some techniques than others.

But before we get to those, why do you need closing techniques when making sales?

One word: **Objections.**

Brian Tracy, arguably the finest sales trainer in the world, says,

"The fact is that objections are good. Objections indicate interest. Successful sales have twice as many objections as unsuccessful sales."

Unfortunately, objections feel like rejection to a lot of folks who don't like to sell. That was me. For a few years, sales was an area that scared me to death.

It felt a lot like being on a stage with immense pressure to perform.

Sales as Service!

Flipping the script though, like Tracy has done in his comment above, encourages even the non-salesperson to provide the best service to the prospect.

If the salesperson understands that service is ultimately their job, they not only have permission, but a duty to help people solve their problems - in exchange for money.

Closing techniques are not sneaky tactics to separate the buyer from his wallet, but persuasive tactics to get prospects to take action on something they already want and need, and to move toward that solution.

Sometimes, they're not ready, but waiting only makes their situation worse. That's where the right closing technique can help them take action - and hopefully implement that solution to make the necessary changes.



Closing in sales letters - especially online - presents a special problem.

We can't be face-to-face to establish the physical rapport. Online business people struggle with that as evidenced by the rapid adoption of video on-camera sales letters.

So, we rely on closing techniques proven to work online.

Below, we review the top 10 sales closing techniques used by the most successful online marketers.

One or all of these may work for you. You may think none of them will work because your niche is "special".

Nonsense. I used to say that too. The truth was simpler: *I was **afraid** to ask for the sale.*

My love of staying in business (which means making money) was greater than my fear of asking for a sale, so that's finally gone. *(If you're in my community, you may have noticed that.)*

Let's review closing techniques those below.

Closing techniques proven to work online

Bracket Close

This is commonly known as a pricing panel. The prospect feels like he is making a choice among three products or three service levels when in reality, she will pick the one the owner wants 90% of the time.

Usually, the panels are set up like the one above:

- A low-cost, stripped-down version. (nobody wants to go slumming!)
- A high-value option in the middle that suits the needs of nearly everyone with a slight price increase over the the low-cost version.
- And a premium, high-cost version for those buyers who always go deluxe.

Of course, the middle one is the one the seller wants nearly everyone to buy.

Single Site License
Use On One Website
You Own (Annual)

Only \$37.00!

BUY NOW



Powered by NZoo.com

Multi-Site License
Use On Unlimited
Websites(Annual)

Only \$57.00!

BUY NOW



Powered by NZoo.com

Developers (BEST VALUE)
Unlimited Personal and
Client Sites (Annual)

Only \$97.00!

BUY NOW



Powered by NZoo.com

Cost of Inaction Close (COI)

Hat tip to Alex Mandossian for this tip. He advises coaching students and clients to focus on COI, not ROI when presenting options to prospects.

But ROI - return on investment - is inherently positive. It will give prospects the feeling of hope and possibilities, right?

That may be true, but COI - cost of inaction - triggers the more powerful emotion driver - fear of missing out (FOMO).

Cost of Inaction needs to be spelled out: Here's what's going to happen if you DON'T take advantage of this today.

A great analogy is wanting to play the piano for 10 years, but never taking lessons. To continue to do what you've done is get what you've got. Still won't be able to play the piano in 10 more years.

It's totally emotional and psychological, but works like gangbusters.

**ARE YOU
FRUSTRATED
WITH YOUR
BLOGGING
RESULTS?**

Make Blogging Productive AND
Profitable By Mastering a Few Key
Practices

**SAVE AN EXTRA 20% -
Coupon Code - twenty**

14 : 40

Minutes Seconds

FOMO will show up quite a bit in these closing techniques as the primary driver, but let's just say it taps into that dark place we all go when we feel like someone else is getting a better deal.

Deadline Close

Many, many online marketers love this closing technique because it's very tangible, and works like nothing else if...

...you enforce your deadlines.

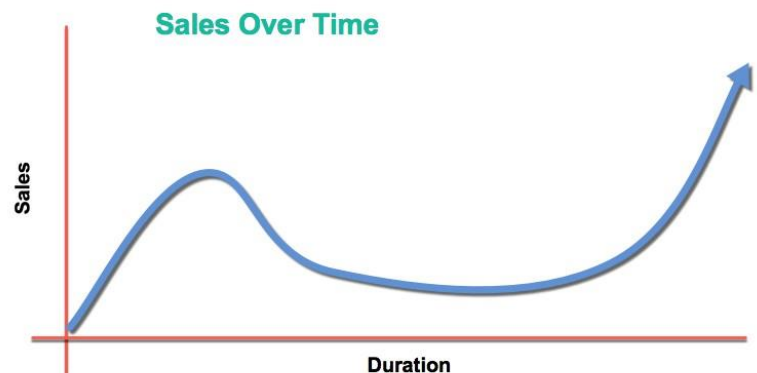
A good countdown timer like [Simple Countdown Creator](#) allows marketers to schedule promotions and automations to ensure that the deadlines and sales actions happen as advertised.

Prospects and customers get accustomed to purchasing your products before the deadline because the deal will be gone after the deadline.

There are a couple of types of deadlines:

1. **Fast-action** - like the one on the left, the timer shows the visitor that they can save an extra 20% with a special coupon code in the next 14 minutes and 40 seconds before the countdown timer expires.
2. **Sale period** - this can be hours, days or weeks, but there is a deadline looming. And of course, the further out the deadline, the less urgency the prospect feels to take action.

The issue with deadlines and timers (other than enforcement) is getting the timing right. As the graph below demonstrates, sales over a period of time has a predictable pattern with a spike in the beginning, a lull in the middle, and a massive spike at the end.



Often, the final spike as the deadline closes in can be 70-90 percent of sales.

So, the seller has two choices:

1. Collapse the time of the sale to remove as much of the lull as possible, or...
2. Figure out a way to spur sales during the lull period to improve conversions then.

Some techniques for that are:

1. Incremental price increases
2. Reducing bonuses
3. Sales contests during specific periods of the sale

And others, of course.

The big driver behind deadlines are intense scarcity and more FOMO.

Demonstration Close



Online marketers love the demonstration close. And why not? It's a classic.

It's worked at the department store makeup counter for years.

Vacuum salesmen terrified a lot of homeowners by dumping dirt in the carpet to demonstrate how powerful their machine was often wowing the residents.

My favorite was the Rainbow Vacuum salesman who came to the house when I was a kid and demonstrated to my fastidious mother how dirty her carpet was by demonstrating how great the water-filled vacuum was. She was mortified to see the mud in the container swirling as he vacuumed. We bought the Rainbow Vacuum.

We use the demonstration close often on a bridge page to pre-sell our viewers on software or training programs.

Getting a customer to do a quick demo showing the power of the solution with real results helps prospects see how a "real person" has used the solution and easily translates the possibilities for themselves. That's the Holy Grail of the demonstration close, and it has been mastered by the QVC folks.

It makes the close a simple process of revealing the price, the value and the buy button.

Directive Close

This is a very popular closing technique, but often forgotten.

Tell prospects EXACTLY what to do.

By showing the prospects a step-by-step process, you're walking them through the process of buying. And you're also setting the expectations, reducing the fear of the unknown and removing the hesitation.

Often, this takes the form of:

Step 1 - Click on the button

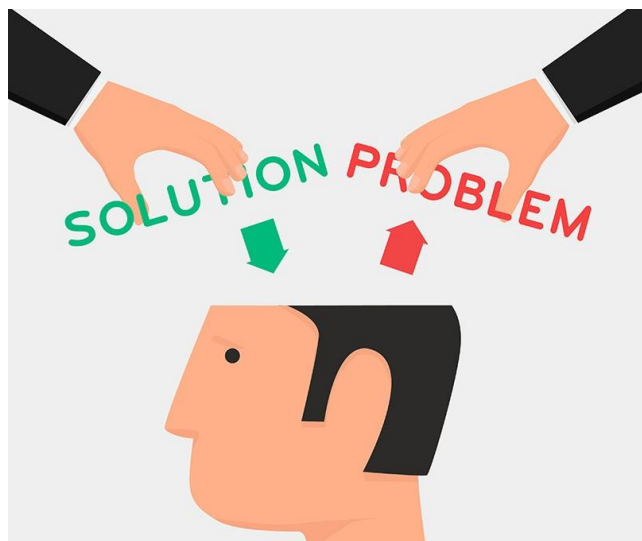
Step 2 - Input your Name, eMail and Address

Step 3 - Enter your credit card information

Step 4 - Click Submit

Step 5 - Watch your email inbox for delivery of the product...

As you're demonstrating this process, the prospect is often taking the action steps and following along - making the purchase.



Empathy Close

I was just like you.
I had the same problem as you.
I understand completely how you feel.
I almost went bankrupt when that happened to me.

All of those are examples of statements that prospects may identify with.

The empathy close is necessary in nearly every sales presentation. If you don't identify with the prospect, they seldom become your customer because they don't trust or relate to you.

With an empathy close, you identify, relate, and trust the prospect first because you understand their problem.

Exclusivity Close

Everyone wants to be special.

And your prospects are special, of course, but you can point out exactly how special they are.

"Only a few people will take action on this because most people are afraid to change their lives. But that's not you."

You are a special kind of person who sees the possibilities, imagines the future, and makes it happen. That's why you're one of the very few that will take action on this. And it's why we only want to work people like you in our private group..."

You get the drift.

Another way to do this is to tell people who this product is NOT for. For example, we have an exclusive live event coming up in October.

There are only 50 seats available.

And it's limited to people in our 200 or 300 groups. In other words, you have to have a business up, making some sales, and serious about your niche.

If you don't have a business established yet, this is not for you.

That's an exclusivity close.

Money Talks Close

With this close, the marketer demonstrates the cost of the problem. It can be tallied up in a spreadsheet-like table.

The prospect can see the numbers and understand the cost of the problem.

If the numbers are correct, the prospect will agree with the cost of the problem.

Then, you propose a solution that will reduce the cost of that problem.

Take Away Close

This is exactly what it sounds like. And it's incredibly effective.

As the process is revealed, the offer is amended to remove something you'd previously given. In other words, your bonus or extra feature will be removed if you don't close now.

For example, if you're selling software online, you may offer 6 extra months of upgrades if they purchase now. If they come back to the site tomorrow, the 6 extra months is gone.

You've taken it away.

This takes advantage of the fear of missing out effect so well, it's almost painful to the prospect, which is exactly what you want...

Testimonial Close

Are prospects going to believe what you say about the effectiveness of your product solution?

Or are they more likely to believe someone who has used it, and gotten rave results.

Of course, they can more easily believe the testimonials because they appear more impartial.

That's the beauty of testimonials.

And testimonials can be the element that moves the visitor from prospect to buyer.

These are the top 10 online closing techniques.

And we've only scratched the surface.

Any businessperson will want to master these closing techniques and more if they want to make more money. The great thing about an online business is that you can test which work best with your people easily.

There are hundreds of closing techniques, but we narrowed it down to the 101 best sales closing techniques in the report "**101 Closing Techniques to Get Buyers to Say YES!**" before it goes away.

See you next month!



**BE
HAPPY**

**THE INTERNET MARKETING
NEWSLETTER**

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