

YOU ARE WEALTH 72 NEWSLETTER



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Psychology 101

INTRODUCTION

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

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

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

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

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

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

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

1. Show what others are doing

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

You can increase your social proof online by showing:

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

2. Show scarcity of products

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

You can show scarcity online by stating:

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

3. Persuade with pictures & videos

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

Images should always therefore:

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

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

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



IN THE NEWS

Infographic - 6 Steps to Creating the Perfect Marketing Video

Here's how any company can make an impactful video, based on science and experience

<https://www.entrepreneur.com/article/289503>

How to Become a Millionaire, Explained in 1 Minute

Scott Duffy breaks down the importance of surrounding yourself with successful people.

<https://www.entrepreneur.com/video/290234>

10 Easy Steps to Help Your Business Flourish on Facebook

How to build a vibrant and engaged Facebook presence.

<http://marketingland.com/10-easy-steps-help-business-flourish-facebook-208734>

How to Fight Against Online Ad Fraud in 6 Steps

Fake news, ad misplacement and fraudulent advertising – how do you fight back?

<http://marketingland.com/fight-ad-misplacement-6-steps-208614>

IDEAS

PAID SUBSCRIPTIONS ARE UP

The New York Time doubled their number of paid subscribers in 2016. Following the American election, the LA Times saw a 60 percent increase in digital subscriptions. CNBC reported an average gain of 29 percent across its newspapers. The Wall Street Journal reported a 300 percent spike in new subscriptions after the election, and so forth.

What this means for you as an online marketer – people are now becoming more accustomed to PAYING for quality content that satisfies their needs and wants. You might consider creating a paid newsletter in your topic and see where it leads.

IN THE NEWS

New, Unconfirmed Google Ranking Update 'Fred' Shakes the SEO World

Here's what you need to know:

<http://searchengineland.com/new-unconfirmed-google-fred-update-shakes-seo-world-270898>

Big Changes are Coming to Local Marketing

Are you ready for them?

<http://searchengineland.com/big-changes-coming-local-marketing-ready-270867>

ARE YOU ENTERING A NICHE IN WHICH YOU HAVE ZERO EXPERIENCE?



Good. Actually, great! Here's what you do...

Start a blog. From day 1, explain that you know nothing about (your new topic, such as cooking) but you're on a quest to learn (a specific outcome or goal, like how to make the world's best pancakes) and invite the reader to make the journey with you.



Now start reading about your topic. A lot. Buy and use the products in your niche. Write about what you learn, and tell about your experience with the products. Recommend the good ones.

Once you've got a dozen or more blogposts, start asking experts in the niche for interviews. If you're too shy or nervous at first, you can start with email interviews and work your way up to audio interviews.

You become the researcher / reporter, and you let the experts handle the heaving lifting.

In 1-5 years? Now YOU'RE the expert. And you never had to lie about knowing stuff you didn't know when you got started. In fact, you got to be honest, truthful and yourself the entire time.

And you've built a tremendous rapport with your audience who very much feel you're just like them.

When you use this formula, your readers will trust you and they'll act on your advice, whether that's to buy an affiliate product you recommend, buy your own products or eventually let you coach them.

YOUR CUSTOMERS ARE NOT ALWAYS RIGHT

You get a negative comment, or worse yet, a nasty comment on your blogpost. What do you do?

You could take the time to answer it, or you could just delete it. It's up to you, but I look at it this way – I don't have time for Negative Nellies. They're upset because they don't agree with my point of view, or I misspelled some words? Frankly, I think there are more important things to get upset about. Disease. Hunger. War. That sort of thing.

My life is too short to get bogged down by people who have nothing better to do than gripe. Yes, I know that sounds harsh to some people and you might not agree.

But think about this: You get an email from a jerk. I mean a real wanker. You read it and what happens?

Most marketers will dwell on it. They'll think about it, let it darken their mood and even ruin their whole day. That night they'll lose sleep thinking about that Negative Nellie. Maybe they'll take 20 minutes to craft a well-worded reply. Maybe they'll even try to change their business to suit this stranger with the potty mouth.

I remember my first negative comment. I felt terrible until I realized what I was doing to myself. How could I let a total stranger dictate how I felt? How could I allow myself to waste a day feeling miserable because of a lousy email?

So, here's what I did – I deleted that person from my list and blocked him from subscribing again. And you know what? I felt terrific.

I fired my subscriber. Think about that. It's YOUR business. YOU decide who you do business with. If I hadn't deleted that subscriber, odds are he would have written again. And again. And again.

I don't need that. I have a family and a business and a life. Complainers, whiners and wankers are fortunately few and far between. But they are out there and they would love nothing better than to troll your blog and email account and ruin your day.

It's up to you what you do. But I can tell you this – firing the tiny number of Negative Nellies that cross my path has been one of the best business and personal decisions I've made. It frees me up to feel positive, stay positive and be productive.

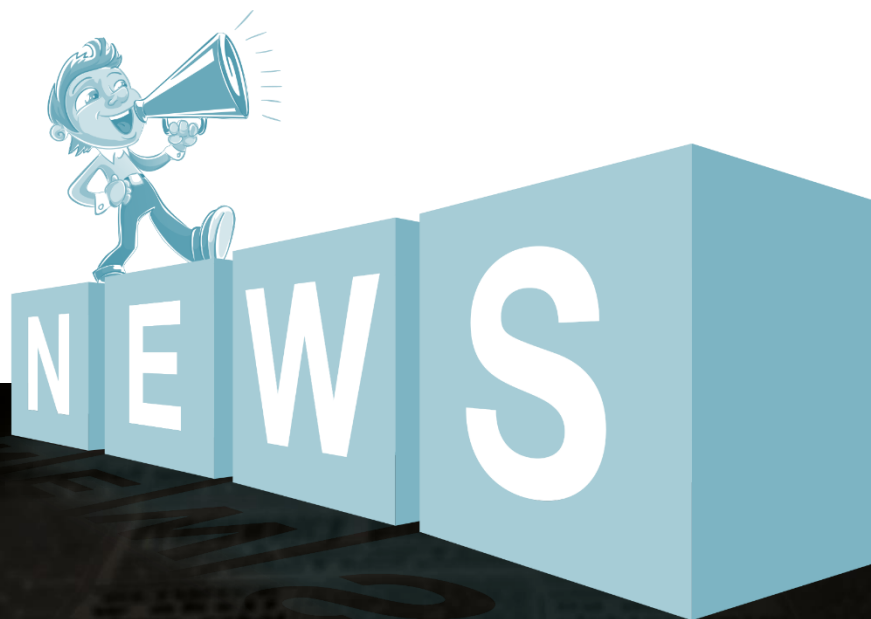
It's your business. Dump the wankers, focus on the other 99.9% of your wonderful readers and customers, and I guarantee you'll love yourself for ..



THAT BIG-NAME MARKETER WON'T RETURN YOUR CALLS?

Speak to their personal assistant and ask if it's possible they could pass along your business proposal to their boss. Tell them you'd be very grateful and offer to pay for their time.

Because you're willing to do whatever it takes, odds are they will take pity on you and pass your proposal along. Yes, very lucrative business deals have started this way.



Facebook Advanced Measurement will Let Advertisers Compare...

Facebook ad performance with their campaigns on other platforms.

<https://www.clickz.com/facebook-advanced-measurement-will-let-advertisers-compare-facebook-ad-performance/109989/>

Google Brings Emoji Back to the SERPs

Emoji are back in the search results snippets, reversing a 2015 decision to remove them.

<https://searchenginewatch.com/2017/02/22/google-brings-emoji-back-to-the-serps-%F0%9F%98%8D%F0%9F%99%8C%F0%9F%92%AF/>

Offline Marketing – How to Sell \$5000+ a Month Using a Menu and “The 21 Day Trick”

“

Are you doing offline marketing, or would you like a second income in the offline world?

Here's how to make it drop dead simple and super profitable:

First, build a simple website with a menu card on it. Not the kind of menu you find in a restaurant, of course, but it can look like that if you choose.

Your menu is going to offer all kinds of services to brick and mortar businesses.

For example:

- Local SEO
- Creating lead capture pages and setting up their autoresponder
- Website creation
- Writing blog posts and articles for them
- Repairing their online reputation
- Creating a professional looking video
- Creating detailed reports on their competitors
- Doing social media (this can be a wide variety of offerings)
- And so forth

Give them different prices – some low and some higher, to give business owners plenty of choices.

Now here's the 21 day trick – through testing, we've found that you will actually sell MORE services when you extend the date by which you'll have the services completed.

Naturally you can do many of these things in 2-5 days.

But if the client believes you're working on it for 3 weeks, or even a whole month, the perceived value is much higher and you will sell more.

Yes, human nature is a funny thing, isn't it?

Now then, before you panic and think you can't provide all these services, realize that all you need is to visit Fiverr.com.



There you'll find people who can do all of these things for you, for cheap. You will need to pay more than \$5 for most of these, but that's okay because your profit margins will still remain sky high.

Typically, you'll pay \$5 to test the gig out, and then somewhere between \$50 and perhaps as high as \$200 to get your job done.

Meanwhile, you're selling services for \$300 to \$1000, depending how much work it involves.

You are the 'middle man or woman' getting the orders and then having them fulfilled.

So how do you get the clients?

All of the usual methods can apply, of course. Also, LinkedIn and Craigslist can be great places to get clients with a little practice.

Also look at potential client's social profiles and websites to get an idea of what they might need, and then contact them directly via email or even phone.

And if you're ready to take it to the next level, you can also put together a mailer that incorporates your menu and send it to likely prospects.

This is perhaps one of the easiest businesses you can start and almost immediately begin making money. Because you are outsourcing all of the work, you can focus solely on getting clients, making them happy and gaining repeat sales.

And by the way – once you choose a method for client acquisition, you can outsource that as well.

Then your only job will be to send orders to your outsourcers and send the completed work to your clients.

Not a lot of work for a \$5,000 or more a month income.

How to Make Quick Mommy Cash (Even if you're not a mom)

This takes a bit of work but it's pretty simple and straightforward. And if you position it correctly, it works year-round, too.

Become an Amazon affiliate. Now search Amazon for the best toys for kids. It could be for a certain age of kids, or a certain type of toy (like educational) or whatever you choose. If Halloween is coming, you can do the best kids costumes. For Christmas it will be the best presents for kids, and year-round it can be the most popular, or educational, or most fun, or whatever criteria you choose.

Build a page with each toy listed. Give each toy a fun description and a good picture.

Under each toy and description, put a "click here for more information" link. This is of course your affiliate link.

Now haunt the mommy forums and sign up with a woman's name (yes, even if you are a man.) Find the busiest threads, leave comments, and mention where you got some great present ideas for your kids. Give out your link.

I know for a fact this works. You won't get rich, but you will make some extra money. And you can always outsource the forum comments to someone else to perform for you.



How to verify your YouTube account

Verified accounts can post videos longer than 15 minutes. Unverified accounts can't.

To verify, log into Google, go to youtube.com/verify and follow the directions.

You're going to download an html file and upload it to your website's root directory using a file sharing program such as FileZilla.

Click the link to check if it worked, and then click verify.

Bonus: Once you are verified, you can link to your own website directly from your videos.



Google's Mobile First Indexing Change – What You Need to Know

This one is going to have a big impact on some sites – possibly yours.

<http://www.thesempost.com/details-googles-mobile-first-indexing-change/>

Google: New Pages CAN Rank for Competitive Keywords...

...with caveats. Here's what you need to know:

<http://www.thesempost.com/google-new-pages-can-rank-competitive-keywords/>

THE SECRET TO MAKING MONEY ONLINE?



If someone were to ask you what the #1 'secret' to making money online was, what would you say?

Any guesses?

Maybe you'd say it's to find a starving crowd. Or to build and nurture a list. Or to get in on the beginning of a hot new trend.

All of these are good answers.

And all of these are wrong.

THE big secret to making money online is one that crosses all niches, applies to all markets and marketers, and works just about every single time to make REAL money.

It's how six and seven figure incomes are almost always earned.

And it's also how YOU can begin earning 6 figures in the next 12 months.

Now then – before I reveal this 'secret,' let me warn you that you might have heard it before.

In fact, some online marketers have to hear this a dozen times or more before it really starts to sink in.

That's because the most powerful techniques often masquerade as something a bit boring. Or tedious. Or uninteresting.

After all, taking a wheelbarrow full of cash to the bank is exciting.

Earning it is often something altogether different. Ready?

Here's the 'secret...'

"Find a profitable formula – and then SCALE it up."

Yup. That's it. Pretty simple, I know.

Yet 98% of marketers will never do it. And 97% of marketers will stay broke because of it.

Let's say you spend time making the perfect product for a super hungry niche. You tweak the offer to get it converting sky high. You bring on affiliates to help you promote. Everything is in place. You launch, you have an extremely profitable week...

...and then what?

For most marketers, they will turn their attention to creating the next product and doing the entire process again.

And because of that, they will leave a tremendous amount of money on the table.

If your offer sells for \$19 and you're converting at 5%, then you're making \$95 for every 100 people you send to your site.

This doesn't even include the list you're building and will market to over and over again.

Now then, if you can buy those 100 visitors for \$40, you've just made a profit of \$55.

Buy 1,000 visitors and you've made \$550.

Buy 10,000 visitors and you've made \$5,500.

But wait, there's more!

What if you add a backend product? Just one sale per 100 visitors of a \$100 product increases your profit from \$55 to \$155.

10,000 visitors? \$15,500 profit.

You can also add coaching, continuity (membership) programs, etc. for even more profit.

Are you following me here?

Let's use an analogy: Someone invests 3 months to open a hair salon. They have a big grand opening with lots of customers. And when that dies down, they close shop, move across town and do it all over again.

Yeah, that would be pretty crazy.

Yet that's what 98% of online marketers do.

They create a product, launch it, have a great week and then start all over again.

And they wonder why they are still struggling.

So, what's the takeaway?

- Invest time in building a profitable, high-converting funnel.
- Test it out and do the math – how much can you spend on advertising and still make money?
- Start by investing small and ramp your way up.
- Don't forget to build your list – your funnel is your upfront money, and your list is your "go to" money. That is, whenever you need funds or simply want to boost your income, you can go to your list and make them an offer.

What will derail you in this process:

- Getting lured away by the glamour of creating another new product funnel when you should be scaling up the one you already have.
- Fear of spending money to make money. Yes, spending \$1000 or more to make sales is scary. That's why you want to start small, make sure your entire funnel is working, and then scale up. And up. And up.

Your biggest mistake – would be brushing this advice off.

Fortunes have been made simply by creating a profitable funnel and then scaling it up.

FORTUNES.

As in nearly 7 figures made from one Clickbank product...

Per MONTH.

That's right – 6 Pack Abs at the pinnacle of its success was earning over \$11 million per year.

Your results will vary.



SIMPLE TIME MANAGEMENT TECHNIQUE – AMAZING RESULTS

If you're like me, you've got so many things to do that you forget half of them. But I've got a solution that works great...

I set up daily, weekly and monthly alerts on my phone to remind me to do these things.

For example, once a week I receive a reminder to spend two hours finding new JV partners and affiliates.

This alone has added major revenue to my bottom line.

I set alerts to remind me to do my "to-do" stuff, take my vitamins, get my exercise, check certain websites and so forth.

So, here's how you can most benefit from this technique:

Make a list of all the little things that tend to fall through the cracks.

Pick out the ones that have the most value for you – such as finding new affiliates, new products to promote, new people to interview – your list will vary. These are your priorities and not to be ignored.

Set an alert for each one. Depending on what it is, the alert might be daily, weekly, etc.

Very important: Attach a note to each alert so you know what it is you're supposed to do. If you're like me and you don't attach a note, you won't have a clue when the chime goes off as to what it means.

Add alerts as you think of new things you should be doing.

After a few weeks of this, I think you'll be pleasantly shocked at how much more you get done, and how much faster you're growing your business.



ARTICLE

\$21,925 from PLR without Selling a Single Copy



And make money he does! He's created a half dozen courses and made a minimum of \$8,000 from each one, without ever selling a single copy of any of his courses.

So how does he do it?

First, he looks around for someone who will make a great case study. It could be someone selling through Amazon FBA, or a prolific Kindle author, or an online marketer, etc.

He chooses to stay in the broad "make money online" field, but this would work in a lot of niches.

When he finds someone who makes a good case study (IE: They make a lot of money and are willing to tell him how they do it) he sets up an interview. If possible, he does it in person.

I know a fellow who hates selling, can't write copy, doesn't have a list, despises doing customer service and just wants to make money.

Otherwise he'll conduct a series of phone interviews or Skype interviews until he gets all the information, he needs

I'm not sure what his financial relationship is with these experts. In some cases, I suspect they're happy just to tell their story. In other cases, I believe he's offering them a license to the product he's going to create, for free. Which costs him nothing.

This fellow then puts together a course centered around the case study showing how anyone can duplicate the results.

Then he hires a writer to write the sales letter, squeeze page, ads, emails and so forth, and he hires someone else to handle graphics.

Of course, he could have also hired someone to create the actual course, but he prefers to do that himself.

Once he's got the course ready to go, he does his research online to find marketers who are selling courses in the same niche. He contacts each one personally, one by one. The personal touch is important here for getting a response.

Next, he gets these marketers on Skype and describes the course to them. He lets them see the entire course so they know what kind of quality it really is, and offers them a license to sell it.

Now mind you, he's not talking to random would-be marketers off the Warrior Forum. He's talking to people who have large, responsive lists and are experienced at selling high ticket courses.

He limits the number of licenses he will sell to retain the value.

And his selling price? Depending on the course, it's somewhere between \$497 and \$1497 for a one year licensing deal with PLR rights.



If you think this is a lot, you've got to realize that an experienced marketer can sell \$10,000 - \$25,000 worth of a course without too much trouble. They target their list first, let their affiliates take a crack at it and then buy advertising. It's about as close to a money machine as you can get, so of course these experienced marketers jump at the chance.

And if they don't, it doesn't matter because he just calls the next one on his list.

He also lets them know they can renew their license in 12 months, which creates yet more profit for him.

Doing some math here... if he charges \$997 and sells the license to 25 marketers, that's nearly \$25,000. He's got expenses for copywriting and graphics, of course, but those are about \$3,000, leaving him with \$22,000 profit.

Even if he is paying his subject for the rights to use the content, he's still banking a significant portion of the money, all without selling a single course himself.

And if you're wondering how long it takes him to sell 25 licenses, after he makes his list of prospects, he sets Skype appointments and then gets busy. Usually 3 days is all he needs to sell all 25.

Of course, many of those marketers who purchase a license to one of his products want first dibs on his next product. Thus, every time he creates a new product, he's got more and more marketers who jump at the chance to get a license.

This is truly a win-win. He doesn't have to deal with selling courses, customer service and all the other things he doesn't like. His clients – the marketers – enjoy a great profit with almost no work. And he makes bank.

Does Length Matter?

7 Tips for Getting Your Videos Watched

There was a time when it didn't matter how long your videos were because people were happy to watch most anything online, if they had a fast connection.

Then came the video deluge, with millions and billions of videos all competing for eyeballs. "Make it short! Make it snappy!" was the cry of the day.

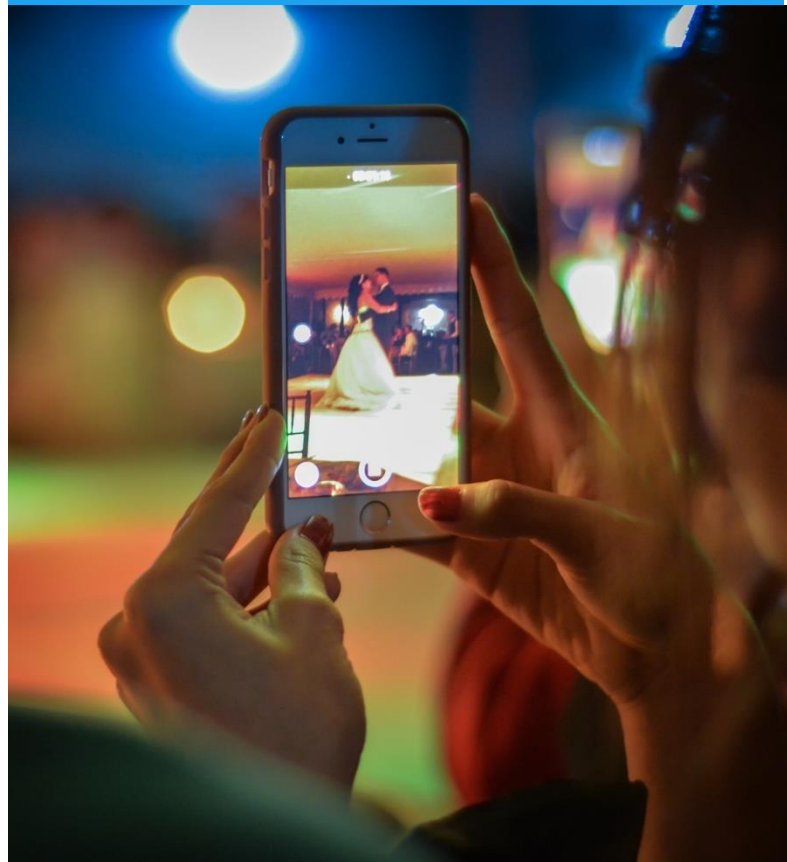
These days people watch all lengths of videos, as long as they are interesting. Think about Netflix and the other movie and television services – viewers stay glued to those videos for hours at a time, which is great training to watch your videos, too.

But that doesn't mean you can bumble and stumble and ramble on. Here are seven tips for getting your videos watched and acted upon:

1. Continue to favor short videos. If you can make your video shorter while still delivering the same content, do it.
2. Don't get crazy with the intros. Have you ever clicked on a video only to get a 30 second intro before the actual video started? Did you stay for the whole 30 seconds? Most people don't. Start your videos off with a bang, delivering immediate content to get the viewer hooked.
3. Don't bury your lead. Burying the lead is an old newspaper term for hiding your biggest point somewhere in the story, instead of leading with it. If your video is going to show them how to double their profits, start with that – not with how you grew up on a Kansas wheat farm.
4. Use energy and enthusiasm throughout your video. Steven Wright the comic can get away with speaking in a dry, monotone voice because he makes it funny. The rest of us need to inject plenty of energy to keep viewers watching.

5. Don't hide your call to action at the end. No matter how great your video is, not everyone will watch it all the way through. If you want them to click on something, try inserting a clickable annotation within the first few seconds or at least within the first minute. People in a hurry will appreciate this.
6. Do you have a long training to present? Break it up into a series of shorter videos.
7. Have you got a great speech or show to share? Don't break it up. Instead, allow your audience to sit back and enjoy the full experience of it.

The best rule of all – never, ever, ever be boring – not even for a second. If you can follow just this one rule, your videos will be viewed and shared like gangbusters.



Income Claims, The FTC and Jail

Some of you might remember the wild west days of the Internet, where you could make ANY income claim and pretty much never have to worry about the feds coming after you.

"Bank 10 Gazillion Bajillion dollars in 2.3 Seconds!"

Yeah, in some ways those really were the wild west days...

The days of people throwing up a website, creating a crappy product and ripping everyone off to the tune of hundreds of dollars apiece...

...and then disappearing down the rabbit hole from which they came.

No, we don't miss those days a bit.

These days advertisers have to be...

(get ready for it, this is a lulu of a shocker)

...advertisers have to be HONEST.

Gasp! Shock! Oh, the horror!!

Wait a minute – isn't that a GOOD thing?

So many times, I've heard people moan and groan about the Federal Trade Commission (FTC) playing cop and being mean when someone makes income claims.

For example, legendary marketer Frank Kern was sued by the FTC because he advertised specific income results. Yes, he might have made 5 or 6 figures from what he was teaching, but the vast majority of people won't.

To be fair, I'm sure there are cases where the FTC gets over-zealous or even spiteful and targets a marketer who means well.

But you have to admit, the trust level overall these days between product creators and product buyers is arguably higher than it used to be, because of the FTC regulations in place.

And this is a wonderful thing, because people are generally LESS skeptical when they read about a new product that *doesn't* claim to make millionaires out of paupers at the press of a button.

Now then, if you're new to marketing or you haven't been paying attention to what you can and cannot do in your advertising, here are some guidelines to keep you out of hot water with the FTC.

And please note: I am not a lawyer, nor do I play one on Netflix. This isn't legal advice. This is simply me wanting to keep you out of jail with some good common sense.

Let's get started:

1. If you're making income claims of any kind, be fully prepared to back them up with documentation that will satisfy a court of law - just in case.
2. If you're making income claims, state clearly that the income claimed is one example of what might be accomplished, and absolutely no guarantee these results can be duplicated. Just because someone can win a gold medal in running, and then teach me to run, doesn't mean I can win a gold medal, too.



6. It's okay – and even a most excellent idea – to let people know that many will make absolutely nothing with your system. After all, there is work involved, and if someone doesn't consume your product and put it to work, they're not going to make anything. This is common sense and yes, your reader already knows this. Expressing this demonstrates your honesty and makes everything else you say more believable. Plus, it's true. And near as I can tell, the FTC likes truth in advertising. A lot.
7. If there are expenses related to making this money, clearly state what those are. For example, did you earn \$10,000 but you paid affiliates \$5,000? Then don't say you earned \$10,000 without immediately revealing you paid half of that to affiliates. Or simply say you cleared \$5000 after paying affiliates.
8. Reassure your prospects that your money-making method takes WORK. Believe it or not, this will usually increase your conversion rate, because people believe it takes work to make money. If you make it sound too easy (even if it is easy) they won't believe you. And if they do believe you and buy the product, and then realize it's not as easy as you made it sound, there will be complaints – some of them straight to the FTC.
3. Be brutally honest about how long it took you to achieve your results. Oddly enough, this not only keeps you honest, but it can also be a great selling point. "I had to try 27 different techniques before I got it right and I made my first dollar. Fortunately, I'll teach you only the 27th method, the one that works for me. Because you won't be wasting your time with the other 26 methods that didn't work, your learning curve should be far shorter and less bumpy than mine was.
4. With everything you write or say, ask yourself if you are telling the whole story, because a half-truth is in fact a LIE. From the FTC website (bolding is mine): *The Federal Trade Commission Act allows the FTC to act in the interest of all consumers to prevent deceptive and unfair acts or practices. In interpreting Section 5 of the Act, the Commission has determined that a **representation, omission or practice** is deceptive if it is likely to: mislead consumers and affect consumers' behavior or decisions about the product or service.*
5. Whenever possible, don't make an income claim your primary benefit. Let's say you teach a course on how to do marketing for offline businesses. Hopefully that is your BIG benefit – teaching offline marketing. Any income claims should be secondary to that benefit.



9. Whenever possible, don't make an income claim your primary benefit. Let's say you teach a course on how to do marketing for offline businesses. Hopefully that is your BIG benefit – teaching offline marketing. Any income claims should be secondary to that benefit.

10. Can you sell your product without making income claims at all? That's terrific – do it. Very few products MUST contain income claims.

Okay, I need to talk about #10 – back in the day if you wanted to sell an Internet Marketing type of product, you just needed to make some realistic income claims along with a plausible story of how it works, and you made sales.

As marketers we got complacent. We had a sales technique that worked – making income claims – and so we used that most every time we were selling an IM type product.

Bottom line – we got lazy and we forgot how to sell without income claims.

So, let's say Bob has a nice little method to earn \$1,000 a week. And that's what he's earning, too. He writes up the process he uses and makes a product out of it. So far, so good. But how does he market it?

One method he might use is to tell his story while never revealing how much money he makes. "I had a good job with a copier company, but I wasn't happy. So, I tried this and that, and finally found a method that worked. In fact, it replaced the income from my job, so I could tell my boss goodbye forever. Now, I don't know if you'll do as well. Heck, you might do better, since I'm no Einstein. But if you're interested, I will show you step by step what I do and how I do it. Expect to invest about 10 hours a week doing this. There is a learning curve – it took me 8 weeks to get up to the income I currently earn. You can scale it up if you want to. Frankly, I'm kind of lazy so I haven't done that yet, and I don't know how much that would earn you. Etc."

You get the idea. You're being REAL. No wild claims. Just good old fashioned honesty.

Will you get as many sales this way? It depends. But the sales you do get will stick, and you'll sleep like a baby at night.

Other things to keep in mind, straight from the FTC's website:

- **Disclaimers** and disclosures must be clear and conspicuous. That is, consumers must be able to notice, read or hear, and understand the information. Still, a disclaimer or disclosure alone usually is not enough to remedy a false or deceptive claim.
- **Demonstrations** must show how the product will perform under normal use.
- **Refunds** must be made to dissatisfied consumers - if you promised to make them.
- **Advertising directed to children** raises special issues. That's because children may have greater difficulty evaluating advertising claims and understanding the nature of the information you provide. Sellers should take special care not to misrepresent a product or its performance when advertising to children. The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus has published specific guidelines for children's advertising that you may find helpful.

A good rule of thumb – when in doubt, leave it out.

One last thought – what if you became known as the painfully, brutally honest marketer who always told the 100% truth? What would happen?

My guess is two things: Initially you would make fewer sales, but you would also get far fewer refund requests.

Over time people would flock to you, read your every word, watch your every video and act on your every recommendation.

And the FTC would have no need to knock on your door with one of those nasty warrants.

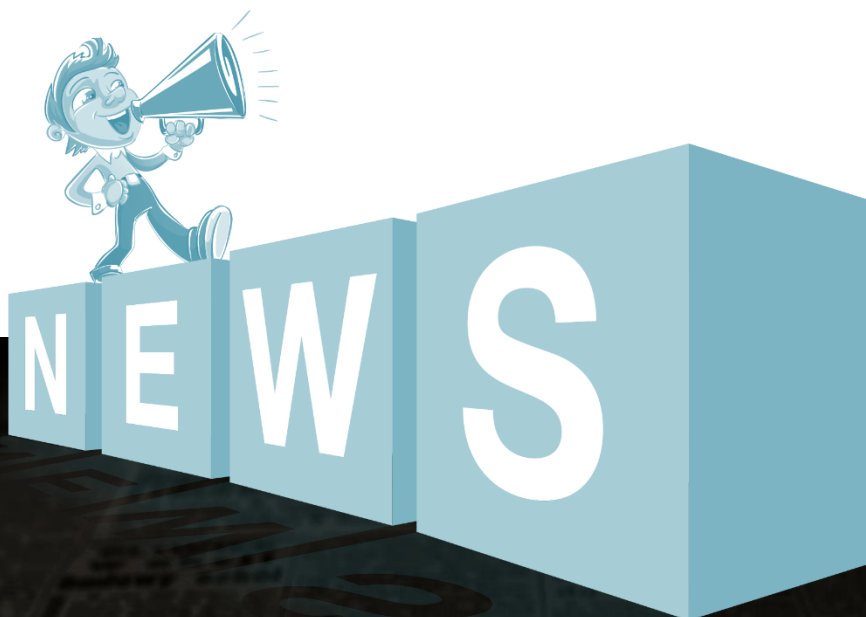
I think you'll agree that putting your good name and honest reputation ahead of immediate profits is not a bad approach to marketing at all.

Success leaves clues.

It leaves a trail anyone can follow, if they're willing.

But most people simply aren't willing. The couch is too comfortable. The television is too seductive.

Sleep is too important. Success can wait another day, another year and another lifetime.



You Know That Video You Posted on Facebook?

Well now Facebook is going to remind users to continue watching it.

<http://www.adweek.com/digital/facebook-continue-watching/>

Google Unveils Hangouts Meet, Hangouts Chat for Business

New communications tools allow users to participate in videoconferences and text chats.

<http://www.adweek.com/digital/google-unveils-hangouts-meet-hangouts-chat-for-businesses/>

CAN-SPAM ACT

– YOUR STAY OUT OF JAIL CARD

Plus, how I get away with contacting perfect strangers for business reasons, without getting into trouble (so far)

Does CAN-SPAM laws sound like the most boring topic ever?

Yes.

Do you need to know it as well as you know your conversion stats?

Only if you want to avoid SERIOUS fines or worse.

Let's see if we can inject some fun into this topic while keeping you and your business out of hot water with the U.S. government.

First of all, if you want to win bets with fellow marketers at conferences, bet them that they can't tell you what CAN-SPAM stands for. Frankly, until I looked it up a second ago, you would have won that bet with me.

CAN-SPAM is the, "Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003." Its legislation passed by the U.S. Congress that regulates commercial email.

9 out of 10 marketers will tell you they know what the CAN-SPAM Act entails, until you start asking them questions. Then usually all they can tell you is this:

1. Don't send unsolicited emails
2. Place your business address on the bottom of every email
3. Make it easy for people to unsubscribe to your list.

And that's a pretty good answer, but it's not enough to keep you out of trouble.

Here's what you need to know:

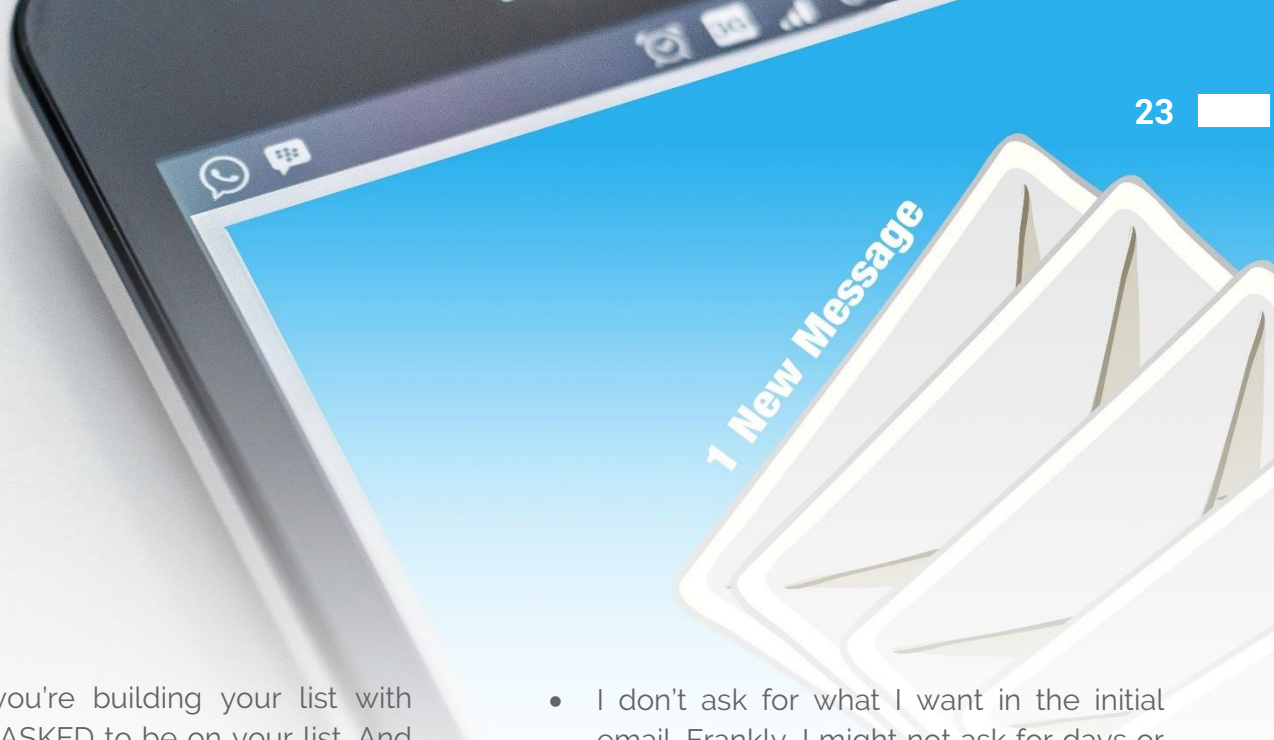
- Each violation of the Act can result in a fine of up to \$40,654. That's PER EMAIL. I'm guessing I have your attention now?
- The Act doesn't just cover bulk email – it covers ALL commercial messages, which the law defines as "any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service, including email that promotes content on commercial websites. Whew, what a mouthful.



- Spam is defined as “unsolicited commercial email.” Thus, any email you send that is commercial in nature and the recipient didn’t ask for is technically spam. Right about now there are readers thinking to themselves, “Oh #\$\$%, I think I may have sent spam.” Yup. If you’ve been marketing for any length of time, there’s a good chance you sent spam and didn’t even know it. That’s because...
- There is NO exception for business –to–business email. This means ALL email, such as an email asking another marketer to promote your product, must comply with the law.

Here’s a rundown of CAN-SPAM’s main requirements. I want to get this EXACTLY right so I’m going to take it right off of the FTC’s website:

1. *Don’t use false or misleading header information. Your “From,” “To,” “Reply-To,” and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.*
2. *Don’t use deceptive subject lines. The subject line must accurately reflect the content of the message.*
3. *Identify the message as an ad. The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.*
4. *Tell recipients where you’re located. Your message must include your valid physical postal address. This can be your current street address, a post office box you’ve registered with the U.S. Postal Service, or a private mailbox you’ve registered with a commercial mail receiving agency established under Postal Service regulations.*
5. ***Tell recipients how to opt out of receiving future email from you.*** *Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future. Craft the notice in a way that’s easy for an ordinary person to recognize, read, and understand. Creative use of type size, color, and location can improve clarity. Give a return email address or another easy Internet-based way to allow people to communicate their choice to you. You may create a menu to allow a recipient to opt out of certain types of messages, but you must include the option to stop all commercial messages from you. Make sure your spam filter doesn’t block these opt-out requests.*
6. ***Honor opt-out requests promptly.*** *Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipient’s opt-out request within 10 business days. You can’t charge a fee, require the recipient to give you any personally identifying information beyond an email address, or make the recipient take any step other than sending a reply email or visiting a single page on an Internet website as a condition for honoring an opt-out request. Once people have told you they don’t want to receive more messages from you, you can’t sell or transfer their email addresses, even in the form of a mailing list. The only exception is that you may transfer the addresses to a company you’ve hired to help you comply with the CAN-SPAM Act.*
7. ***Monitor what others are doing on your behalf.*** *The law makes clear that even if you hire another company to handle your email marketing, you can’t contract away your legal responsibility to comply with the law. Both the company whose product is promoted in the message and the company that actually sends the message may be held legally responsible.*



1 New Message

Now, I know you're building your list with people who have ASKED to be on your list. And when they want to leave your list, you have that handy dandy link they can click.

But...

What about those times when you've contacted someone – say, another product owner, a business owner, a blog owner, etc., – and proposed something?

"I have this URL which is really close to yours, wanna buy it?"

"I have this great product your list would love, wanna promote it?"

"I have this terrific service that will bring you new business, wanna look at it?"

These are all technically spam. And if reported and acted upon by the FTC, you could get into trouble.

Now, most folks will never bother to report you, even if they are miffed. But it only takes one or two to start trouble.

So, in this case, what might you do?

First, I'm no lawyer. Remember that. This is NOT legal advice. But I can tell you the methods I use:

- If I get a referral from somebody, I use that referral in my initial email. "Jake told me (this and this about you) and he said I should contact you and see about possibly setting something up." No one (in my experience) is going to mind getting this email because you've mentioned the mutual friend. Heck, it wasn't even your idea.

- I don't ask for what I want in the initial email. Frankly, I might not ask for days or even weeks. Instead, I focus first on building a relationship. "Hi Ellen, I see you're in the __ field and I just wanted to introduce myself." No one ever has enough professional contacts, so this nearly always gets a positive response.
- I give them kudos for something they've accomplished. "Rashim, I just finished reading your book and I loved it. Here's what you taught me (Here I list my 3 biggest takeaways). Anyway, just wanted to thank you for writing this great book, I'm going to recommend it to my fellow marketers." This nearly always gets a response.

In any email I send, I put my contact info including website, social media and Skype. Whether I ask them to contact me or not, they almost always do, and usually it's by email after they've checked out my website.

Out of respect for their time, I keep initial emails short and to the point. I don't solicit. I do close with something like, "If I can be of help to you, please let me know." Don't worry about offering your help – professionals generally don't take advantage of each other, and if they were to ask for something crazy, you could always say no.

If I had to sum up how to send an unsolicited email to a fellow marketer in three words, it would be this:

Make it personal.

Want To Know What Will Grow Your Business Faster Than Anything?



Cloning.

No, not cloning sheep or mice, but cloning yourself through outsourcing.

Hiring other people to do various tasks in your business will grow the business like nothing else.

Most people think of outsourcing as an expense that eats away at the bottom line. They avoid jumping on outsourcing because they see it as an expensive luxury instead of a unique way to solve problems and grow fast.

Make no mistake: Outsourcing is no luxury!

It is the KEY to transforming what you do from a J.O.B. to a viable, scalable business.

Systematizing your business so that other people can do the work without you being involved in the details does two things for you:

1. Systems help you create business assets that can be sold because the business doesn't rely solely on you!
2. It frees up your time so that you can enjoy more of life...

And that's why you're in business, isn't it, enjoying life?

Unfortunately, most small business owners never experience the power of outsourcing. They never experience a team that's fully invested in the business's success.

And they don't build the business with systems in mind.

Outsourcing comes with benefits...

Your goal as a business owner is to earn more and work less, I hope. Scaling your business with outsourcing leads to:

- More time
- More money
- Getting more done

But you have to do it right.

If you continue to run your business as a solopreneur doing everything yourself, eventually you'll discover that you've created a really difficult job and work for a really bad boss.

The alternative is creating a scalable and sustainable business which means you must do the things that bring the best financial return. Those things are important.



When you start paying attention to all of your Urgent vs Important tasks, you soon discover that the Important tasks are usually the ones left undone.

Urgent always wins...

Unless you put a plan with a team in place to minimize the urgent tasks, and handle them when they do come up, it's nearly impossible to focus on the important...

Let's be clear on what Urgent AND Important means...

This is an emergency.

In the consulting world, clients often called this "**Crisis Management**".

The people working the late nights because a manager deemed it Urgent and Important called these events "**Hair-on-Fire Management**".

That kills a staff's morale.

When you build systems and put people in charge of those systems, they become accountable. And they work to ensure less urgent activities.

Your freedom and success live in the Important but NOT Urgent quadrant.

So, should you.

Unless you have systems, and people working those systems, most of your activities are the same that you've done many times before needlessly.

Our businesses are full of processes and tasks that create revenue and expenses.

The goal is to control the expenses and create more revenue...

Scaling your business is the best way to grow your revenue.

Making more money requires leverage – cloning yourself.

Unless you start leveraging other people, your business will stay small and revenues more than likely will be thin.

When you start scaling and expanding, you'll find outsourcing makes that happen.

Revenue



How do you get started outsourcing?

To [get more information](#) about the importance of outsourcing, [visit this link](#) to get started with outsourcing and discover how to...

- Start small
- Identify repetitive tasks
- Find good help

Example: Start Small

Find a task that needs to be done but is not urgent or important to your business. (This is something that can't hurt your business if it's messed up.)

For example, imagine that you have a PDF document with 200 resource links that you'd like to transfer to a spreadsheet.

That's a perfect task for outsourcing.

You're looking for someone that you can build a long-term relationship with, so you want to see how they handle the project.

- Do they turn it around before the deadline?
- Do they require a lot of hand-holding from you?
- Do they find a better way to do the task?
- Is their price reasonable?
- Is the communication top notch?

If that experience was positive, try them on something else.

Example: Repetitive Tasks

Look at your calendar. Is there something you have to do each month, week, or day that can't be done by automation (computer), but is done the same way every time?

Here are some examples:

- Product download
- Indexing your forum
- Managing Facebook group memberships
- Bookkeeping
- Transcription of your monthly call
- Support desk responses

And more.

Create a process document, or make a video of the task activities.

You're beginning to build a business operations manual. And that's one of the keys to building a real business asset that adds value.

Example: Find Good People

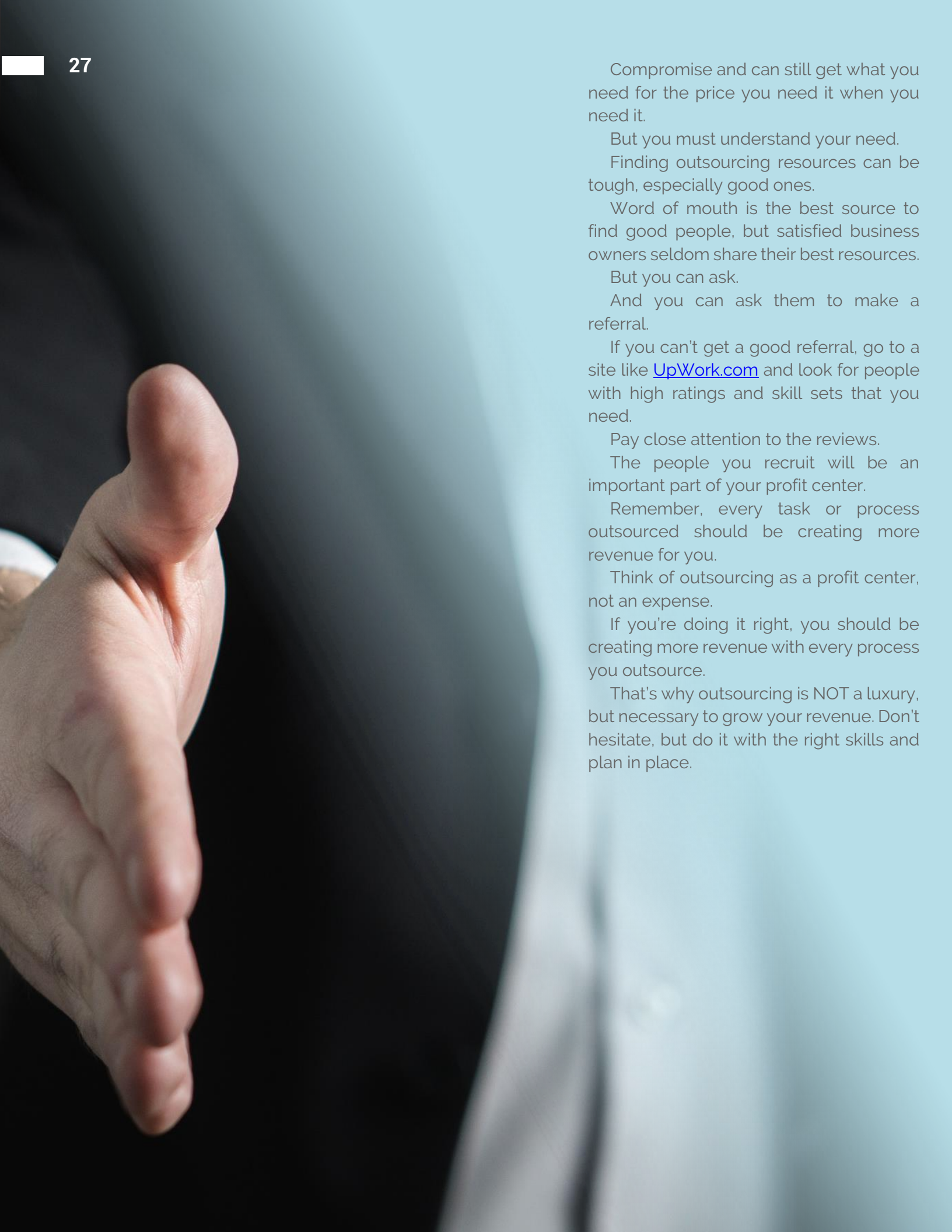
What is more important to you? Cost, Quality or Speed?

As the saying goes, you can have two of those. Never all three.

When you're looking for good help, make sure you understand:

- Does this require outstanding quality?
- Does it have to be done fast?
- Can you pay top dollar?

Monthly Budget		
PROJECTED MONTHLY INCOME		
Income 1	€ 2,500.00	
Extra income	€ 500.00	
Total monthly income	€ 3,000.00	
ACTUAL MONTHLY INCOME		
Income 1	€ 2,500.00	
Extra income	€ 500.00	
Total monthly income	€ 3,000.00	
HOUSING	Projected Cost	Actual Cost
Mortgage or rent	€ 1,500.00	€ 1,400.00
	€ 60.00	€ 100.00
	€ 50.00	€ 60.00
	€ 200.00	€ 180.00
	€ 50.00	€ 48.00
		€ 2.00
		€ -
		€ -



Compromise and can still get what you need for the price you need it when you need it.

But you must understand your need.

Finding outsourcing resources can be tough, especially good ones.

Word of mouth is the best source to find good people, but satisfied business owners seldom share their best resources.

But you can ask.

And you can ask them to make a referral.

If you can't get a good referral, go to a site like [UpWork.com](https://www.upwork.com) and look for people with high ratings and skill sets that you need.

Pay close attention to the reviews.

The people you recruit will be an important part of your profit center.

Remember, every task or process outsourced should be creating more revenue for you.

Think of outsourcing as a profit center, not an expense.

If you're doing it right, you should be creating more revenue with every process you outsource.

That's why outsourcing is NOT a luxury, but necessary to grow your revenue. Don't hesitate, but do it with the right skills and plan in place.

Five Profitable Tips for Uploading Your Book Into the Kindle Marketplace

Before you can start cashing in on the Kindle marketplace, you obviously need to first get your ebook successfully converted and uploaded.

Plenty of would-be authors balk at this step.

Some of them even scrap the whole idea of being a Kindle author simply because they don't want to deal with these technical details.

Listen, it's not that hard. And the Kindle Direct Publishing program has plenty of documentation to help you out, which you can find here:

<https://kdp.amazon.com/self-publishing/help>

Those help files plus the following five tips will make sure you get your book uploaded right the first time...

Tip 1: Format your book correctly. Your readers are going to get a first impression about your book just based on the way it appears on their Kindle screen. If the book is difficult to read, most readers won't bother finishing it. And they may even leave a poor review for you.

Certainly you won't get any repeat buyers!

That's why you need to pay attention to Kindle's formatting requirements.

In particular:

- Don't use fancy fonts. Stick to one basic font, such as Arial or Times New Roman.
- Don't change the font size. Readers can adjust the font size up and down manually using their Kindle. If you force font-size changes, the formatting may not work correctly – and your book will be hard to read.
- Don't use page numbers. Because Kindle readers can adjust the font size, any page numbers you put on your pages will be irrelevant.

Example: If readers increase their font size, then they're increasing the number of pages in your book. Thus adding page numbers only confuses readers.

The bottom line is to keep it simple. Don't use fancy or unusual characters, fonts or formatting.

Tip: Need step-by-step formatting and conversion instructions? Then go to: <https://kdp.amazon.com/self-publishing/help?topicId=A2RYO17TIRUIV1>.

Tip 2: Test your book. As you've going through the steps of uploading your Kindle book into the marketplace, you'll come to a screen where you have the option of previewing the book.

Do it!

And if you have your own Kindle, be sure to buy your book and preview it again, just to be sure that you formatted it correctly.

Tip 3: Get a good cover. Don't just slap any old cover on your Kindle book.

This cover makes the first impression on your prospects, so you want to make sure it looks professional.

If you're not a professional graphical designer, then go to elance.com and find a professional to create your cover for you.

Tip 4: Title your book carefully. Many of your prospects are going to make their buying decision just based on the title of your book.

That's why you need to create a title that speaks to your target market and shares a benefit.

Examples:

- The Secrets of Seeing Everything Europe Has to Offer When All You Have is a Rail Pass, a Backpack and a Sense of Adventure
- How to Quickly and Easily Houstrain Your Puppy (Even if He's Stubborn)

Tip 5: Pick the right category. Sometimes your prospects search the Kindle marketplace for specific keywords, such as "lose weight" or "online marketing."

And sometimes they simply browse the marketplace by category. That's why it's so important that you put your book into the right category.

Sometimes it's not always easy to decide how to categorize your book. When in doubt, research your direct competitors.

Then place your book in the same category as these competitors.

Little-Known Pricing Strategies That Boost Your Kindle Book Sales

Imagine this...You work hard to create a book for the Kindle marketplace.

Maybe it's even a book that's selling well in other formats, such as a hard copy book or even a PDF ebook that you sell directly on your website.

But then you load it to Kindle, set the price...

And nothing happens.

You don't get the flood of sales you expected.

You don't even get a trickle.

And you might even have the disappointment of being unable to make even one sale!

Now, if you know your content is solid – if you know this is the type of book that's already selling well elsewhere – then don't scrap your book just yet. All you may need to do is tweak your pricing strategy a bit in order to kick start your sales. Let me explain...

If you've looked at the Kindle pricing requirements (*some of which are [listed here](#)*), you'll notice that you actually get to choose between a 35% royalty rate and a 70% royalty rate.

If you choose the 30% rate, then your book must be priced between \$0.99 and \$200 (*provided your book meets the other requirements, such as file size*). If you choose the 70% royalty option, then your book must be priced between \$2.99 and \$9.99.

Since a lot of Kindle authors are looking to sell a book for less than \$10, many of them choose the 70% option. And then in order to get the highest possible profit per sale, they set the book price at \$9.99.

That might work for authors who have household names, like Stephen King or John Grisham. But if you're just breaking into a market, this pricing strategy likely will produce a disappointing trickle of sales for you.

You see, people are willing to spend \$10 on a hard copy book, simply because they realize there are printing costs involved. Indeed, most hard copy books cost at least \$9.99, so the market is used to paying that much.

But take a look at the Kindle marketplace and you'll quickly discover that there are a lot of books going for cheap – such as 99 cents. Some are even free. And the Kindle marketplace readers sort of expect to get deals like this.

Indeed, if you're a new author, a buyer may not be willing to "bet" \$10 on you. But he will "bet" 99 cents, because he figures he can get at least one dollar's worth of value out of your book.

Now you can see where this is all leading. Here's a pricing strategy I'd like you to consider:

Step 1: Set the Price to 99 Cents. This is temporary. And no, this won't make you rich. But this is a strategic move.

Step 2: Market Your Book Like Crazy. Now advertise your 99 cent book everywhere and anywhere that your target market congregates. You want to get a flood of sales, good reviews and buzz.

Step 3: Adjust the Price to \$2.99. Once your 99 cent book is selling well, consistently, then raise the price to \$2.99 (*and take advantage of the 70% royalty rate*). Readers will happily pay this amount, because their friends and your book reviews say it's well worth the price.

Step 4: Put Out Additional Books at \$2.99. The last step is to cash in on the momentum by publishing other books in the same niche. Now that your readers know you, they'll happily pay \$2.99 – and even more! – for all other books you load to the Kindle marketplace.

In Summary...

If you want to make money in the Kindle marketplace, then look at the long-term picture.

Price your first book low, establish a great reputation and then raise the price to enjoy the 70% royalties.

Don't forget to publish other books in the niche to further cash-in on your great reputation!

EPILOGUE

Heroes And Gods Are Not Just Known For Their Feats.

Greek mythology is often associated with the courage of heroes and gods, but it is also a catalogue full of deception, trickery and lies. In fact, liars are so prevalent within Greek mythology that when ancient Greek philosopher Plato imagined his ideal and perfect city, he wanted to remove all poetry that existed because of all of its representations and ideas of cheating, lying and swindling others in order to satisfy human needs.

The conclusion is that being a God or hero in the world of Greek myth does not mean being truthful not does it mean that goodness prevails. You can get known for a whole lot of unhelpful reasons.

On that note, perhaps the most famous liar in Greek mythology is the story of Odysseus, the character who features at the center of the Homeric epic "The Odyssey," which retells of Odysseus' return to his homeland (the isle of Ithaca) after the end of the Trojan War. Odysseus was cunning and clever, so much in fact that centuries later the Roman poet Virgil would give him full credit for the creation of the Trojan horse idea.

Even when Odysseus finally returns to his own kingdom after a decade of wandering, he still lies and dresses in the clothing of a beggar, attempting to fool everyone including his own wife Penelope.

There is no difference between these famous characters and what is going on today in the world of Marketing. Everyone is selling themselves or selling something on or offline – whether it be an impression of themselves or a product/service. And of course, we all want it to be the best, we want it to look good and be accepted and received well by our target markets.



But there is a flaw in this desperation; one that will catch up on you if you are not careful. The need to exaggerate or deceive is not always a conscious one, sometimes it can happen by accident and the result is that you can get over amorous about what you are offering because you are thinking about the money.

People like this will post unrealistic quotes, images, text and promises, hoping that their efforts will just be seen as glamorous selling and excitement.

Don't be tempted to do this.

For a start, post realistic images – Images speak volumes and there is no harm in displaying them loud and clear and with a great spin. But be careful. Post inviting and *realistic* photos of what consumers can expect when visiting your business or investing in your products. Because the lesson we learn from every ancient story is this – the truth always comes out and if you hype people up to expect a holiday in the Caribbean and fulfil their sense with that promise – once they buy and see the caravan instead of the exotic setting, they are going to think you are a douche.

And that is as gentle as I can put it. Be beautiful with your words but not deceptive, otherwise you will end up an infamous liar like Odysseus and honestly, that is not the label you want to have.

Authenticity and accurate representation are the modern hero of Internet Marketing.

See you next month!



**BE
HAPPY**

**THE INTERNET MARKETING
NEWSLETTER**

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