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YOU ARE WEALTH
NEWSLETTER

WHAT'S SO GREAT ABOUT CONTINUITY PRODUCTS?

Two words: Recurring Payments

If you're like many online marketers, you might think the key to success is having a huge list of subscribers and tons of customers.

And of course, both of these things are good.

But if each customer only buys from you one time, then much of your time, energy and resources will be spent on forever finding and selling new customers.

If, however, you can increase how often each customer buys from you, then you can make more sales while doing far less prospecting.

For example, imagine if each customer buys from you 6 or 8 times instead of once. And imagine if you only have to sell them once for this to happen…

…you can begin to see the power of subscription payments.

And it gets even better…

- Because your average customer value is higher, you can actually afford to 'buy' new customers through targeted and tested ad campaigns. This literally takes the ceiling off of your income.
- People who buy from you on a subscription basis are much more likely to buy other products from you as well.
- You can spend far less time hunting for new customers, and more time cultivating the customers you already have.
- You continue to get paid until the customer does something to stop these payments. It takes effort on their part to overcome their own inertia and figure out how to unsubscribe. Often, it's easier for them to put it off, sometimes for months and even years.
- If the service or product you're selling brings a tremendous amount of value, they're not going to want to cancel. Ever.
- You have an excellent idea from month to month of what your income will be. You've got financial stability. You can plan ahead.

Continuity products can be clubs, memberships, subscriptions, software and so forth.

It's a product or service that the customer subscribes to, usually on a monthly basis.

As an affiliate, you receive a percentage of the sale each month as the customer renews.

As a continuity product owner, you receive payments as long as the customer stays subscribed. You receive full payments if you made the initial sale and partial payments if your affiliate made the initial sale.

Some of the best continuity programs for affiliates involve a service or subscription that is a valuable part of the customer's business. For example, if someone is making money with their list, they're not going to give up their autoresponder.

Some marketers make ongoing 4 and 5 figure payments each month from just one of these continuity programs, such as Aweber.

Other marketers start their own continuity program and find financial security within months and sometimes even just weeks.

A huge weight is taken off your shoulders when you KNOW that next month "X" number of dollars will be coming in, even if you don't sell anything new.

And you can use that money not only to live on, but also to reinvest into your business. Use advertising to drive more customers onto your lists, where you guide them into more continuity in your quest to help them and accelerate your early retirement.

In this issue of the Internet Marketing Newsletter, we're giving you a list of 22 stable, reliable continuity programs to get you started.

We're going to reveal how you can make residual income by simply giving away training.

We're going to go in-depth on how you can start your own continuity newsletter easily and cheaply, even if you've never created a product before.

And we'll reveal the one key secret used by a certain young man to rapidly build the world's biggest social network and make his fortune.

You can use this exact secret to build your own continuity programs and sell your affiliate programs as well.

Enjoy!

22 IM Recurring Payment Affiliate Programs

We've compiled a list of internet marketing affiliate programs that pay recurring payments. Most but not all pay these commissions for as long as your referrals stay with the service.

Many of these programs offer a free trial period, making them easy to promote. Simply offer your readers 'X' number of free days of 'Y' service to try it out for themselves.

This list is just to get you started, and is by no means exhaustive.

And while we've tried to be as accurate as possible, programs and the commissions they pay can change literally overnight. So please explore these for yourself and by all means choose only the ones that are an excellent fit for you and your readers.

Answer Base – Q. and A. software that can grow search engine traffic as well as cutting down on customer service requests. Pays 50% of first payment, 15% lifetime commissions.

https://answerbase.com

Ashop – Makes it easy for online merchants to have their own store. Pays 25% lifetime commissions.

http://www.ashopcommerce.com/

Aweber – The godfather of all autoresponder services, the name practically speaks for itself. Pays 30% lifetime commissions.

http://www.aweber.com/

Click Funnels – Russell Brunson's program to build entire sales funnels, start to finish. Commissions are 40% per month or year, which adds up really fast considering he charges $97-$297 per month for the service.
https://www.clickfunnels.com/

Convert Kit – Email marketing for blogging professionals. This is a terrific autoresponder for bloggers and marketers, and pays 30% commissions.
https://convertkit.com/

DreamHost – Reputed web hosting company offering premium hosting and a dedicated version of WordPress called DreamPress. Make $97 per referral or 10% recurring, as well as $5 for each referral your referrals get.
https://www.dreamhost.com/

Elegant Themes – Offers premium WordPress themes and plugins. Pays 50% commission, and you get paid again when your referrals renew their licenses.
https://www.elegantthemes.com/

Get Response – Another great autoresponder, offering a 30 day free trial which is an excellent selling tool for you, the affiliate. Pays 33% lifetime commissions.
https://www.getresponse.com/

HootSuite – Multiple social account management tool. Pays 15% recurring for 12 months.
https://hootsuite.com/

Improvely – Conversion tracking and analytic tool to track organic traffic and ad campaigns. Pays 50% on first payment, 10% recurring.
https://www.improvely.com/

Lead Pages – A very popular landing page creator. To be an affiliate you need to sign up for the service. Pays 30% commissions.
https://www.leadpages.net/

PowerMyAnalytics – Measures your advertising return on investment with better and more detailed tracking. 20% lifetime commissions.
http://www.powermyanalytics.com/

Qhub – Q. and A. software that integrates with WordPress and can be embedded on your Facebook fan page. Pays 50% commissions and another 10% on their two-tiers program.
http://qhub.com/

Semrush – An SEO and SEM tool with high conversions. Pays 40% recurring commissions.
https://www.semrush.com/

Shopify – An ecommerce platform that offers total control over the look and feel of your online store. Pays 20% commissions.
https://www.shopify.com/

Snip.ly – Drives conversions through content curation by adding a call-to-action to every link you share. Pays 20% commission.
http://snip.ly/

SocialOomph – Social tool for scheduling posts, getting social insights, monitoring multiple accounts on one dashboard. Pays 40% recurring plus 5% from referral revenue.
https://www.socialoomph.com/

Social Pilot – This is a social media automation tool, popular among entrepreneurs and bloggers. It lets you schedule updates on multiple social-media accounts, as well as auto-publishing using RSS. Pays 30% commission.
https://socialpilot.co/

Tailwind – Pinterest scheduling tool for tracking, improving your pins and scheduling. Saves time, gains more blog traffic from Pinterest. Pays 15% recurring and $0.20 per free trial.
https://www.tailwindapp.com/

TD Web Services – Managed WordPress hosting, business hosting and dedicated servers. Pays 35% commissions.
https://tdwebservices.com/

Thrive Themes – Offers a suite of products for bloggers and internet marketers who use WordPress. Their specialty is conversion optimization and their products sell well. Pays 50% commissions on purchases and 25% recurring commissions.
https://thrivethemes.com/

Upcity – Local inbound marketing services and SEO software. Pays 20% lifetime commissions.
http://upcity.com/

The very best method for promoting these programs is to first use them yourself. Then you can give a first-hand accounting of what you like about the programs, and why you're recommending them to your readers.

Of course, there are plenty of recurring payment affiliate programs in other niches besides Internet Marketing. Whatever niche you're in, make a search, find two or three you absolutely love, and promote them like crazy.

Soon you'll be earning monthly income for referrals you made weeks and even months ago.

How to Make Residual Income Giving Away Training

This one is all in the choosing – that is, finding an affiliate program that perfectly suits the technique you're about to discover.

Ideally, you want to pick an affiliate program that offers residual income. Frankly, you always want to choose residual income if you can get it.

Did you know that some marketers make 4 and 5 figures per MONTH with autoresponder and hosting affiliate programs? That's because once customers sign up to get an autoresponder or hosting, they seldom switch. And as long as they're marketing, they need the service.

So, the trick is, find something that pays well and pays often. Preferably something that offers benefits other programs don't have.

HINT: Look for our section in this newsletter on 22 Internet Marketing affiliate programs that pay you ongoing residual income.

Now then, once you've got your affiliate program, you're going to tailor training around the program.

Here's the trick – don't make the training "how to use xyz program." For example, don't make it, "How to use Aweber."

If you do then most of the people who get your training will already have Aweber and they won't be buying it from you.

Instead, tailor your training to the benefit the program offers. In this case, your training would be "How to quickly build a list and start making money," or something along those lines.

Then give them a step-by-step training, using Aweber in all of your examples.

Put in an affiliate link to Aweber so they can sign up. And you might also put in a link to a free service, just to be fair.

True, the free service won't work the same way as Aweber, but they can still get the same result.

Now give your training away all over the place. And offer it to all of your list members as well.

I've seen marketers earn 4 and 5 figure monthly income using this method.

How to Start and Run a Paid Newsletter

The easiest method of all to earn recurring payments is by promoting affiliate products that charge the customer month after month, and pay you a percentage of that fee.

But there are several drawbacks to going the affiliate route:

- You're not building a name of your own
- You share in profits of your own sales
- You can't get affiliates - or if you can, you only earn about 5%

- You have no control – the owner of the affiliate product you're promoting can close the program, change the program, change the commission structure, eliminate the affiliate program altogether, etc.

Generally, these things don't happen if the program is doing well. But they have happened in the past, much to the surprise of the affiliates who worked so hard to promote the program and bring in the customers.

(Hint: While you can never know for sure what's going on with a particular product, it's always best to promote established programs that at least appear rock solid.)

The solution, of course, is to start your own recurring payment product.

And one of the easiest and perhaps most fun ways of doing this is to start a paid newsletter.

"Will people really PAY for a newsletter when they can get information for free online?"

Absolutely.

There are factors to consider, of course, like choosing the right niche, and we'll cover that in a moment.

Assuming you have a great niche and you're targeting the right people, here are several reasons why subscribers are happy to pay you for your newsletter:

- You're saving them time. It could take them hours or days to gather the information you can give them in your newsletter.
- You're giving them information they otherwise would never find. People don't always know where to look to find what they need. And in fact, they don't always know what's available to them unless there is an expert to guide them.
- You're saving them money. If your newsletter can save them money and let them keep more of their hard-earned cash, you've got a winner. For example, teaching people how to save on utilities, home improvements, car buying and so forth. Bottom Line has sold millions of books in this exact niche.
- You're making them money. Newsletters on the hottest stock tips, Forex tips and commodity tips consistently do very well.
- You're giving them insider's info
- You're giving them the latest news in their industry.
- You're giving them a benefit they dearly want

Your newsletter doesn't have to provide all of these benefits to be successful. But the more you can touch on, the better.

"How do I choose a niche?"

As Gary Halbert once said, look for the starving crowd. You want a niche where people are eager for information – so eager, they'll gladly pay for it.

Here is a short list of examples – there are hundreds more but this should get you started in the right direction:

- Investments – this can be stocks, forex, commodities and so forth
- Property investing – how to make money buying and flipping properties
- Make money online and internet marketing – best to choose a powerful sub-niche here, like traffic generation, SEO, etc.

- Coding – for example, Ruby related training, etc.
- Professional – geared towards one type of professionals – accountants, chiropractors, dentists, speakers, etc. Would cover the latest in the industry.
- Writers – niche this down to fiction, copywriting and sales, technical, etc.
- Travel – niche this down to types of travel, traveling cheap or free, destinations, etc.
- Health – choose a sub-niche, perhaps a chronic problem such as diabetes.
- Exercise – choose only a niche in which people are super-fanatical, such as weight lifting.
- Hobbies – choose one in which people spend a lot of money, such as golf

The best indicator that you've chosen a good niche? Research if there are already paid newsletters in the niche you're considering. If there are, odds are you have a winner.

"How do I get new subscribers to my paid newsletter?"

There is of course the traditional route – set up an affiliate program and then work on bringing in affiliates. This can be quite effective. The only downside is you're splitting your profits with the affiliates. But the upside is you can make far more than if you try to get all of your subscribers on your own.

There is another method, and you can do this alone or with affiliates. It's called the "freemium" method, and it works like this:

Initially you don't offer prospects your paid newsletter. Instead, you offer a free version of your newsletter. This version still has great content and it's still valuable. But it doesn't have all the whistles and bells of the paid version.

For example, if you're offering daily stock tips, you might only give half of your tips away in your free version. And you might not send that version until after the markets open.

But your paid version has all of your tips, including your very best ones. And it's sent an hour before the market opens.

If you take this route, remember that your free version has to offer good value. This way your free subscribers will think, "If what he's giving away is this good, just imagine what's in the paid version!"

Offering a free version is a tremendous way to build credibility with your readers. Plus, if gives you the chance to offer your paid version each time you send out the free version.

And it also builds your list – big time. Perhaps some of your subscribers to your free version never sign up to your paid version – they can still purchase the other offers you might make to them.

HINT: Place a value on your free version. For example, if your paid version is $15 a month, your free version might be worth $7 a month, or $84 annually. This can help to convince people to grab the free version (while it is still free).

Also, do not tell prospects and visitors they are signing up for the 'free' version. Give your free newsletter a power name, and give your paid version an even more important sounding name.

Which leads us to…

“How do I name my newsletter?”

That will depend of course on our niche. But see if you can put the main benefit in the title. For example, “Europe on $30 a Day” and “Stock Investing for New Investors” both tell you exactly what the newsletter is offering.

Your paid version should have practically the same name with one addition – add a power word such as “insiders” or “top secret” or “platinum” or “elite.”

So, you could have “Commodity Investing 101” as your free newsletter, and “Commodity Investing 101 Insider’s Edition” as your paid version.

“What tools do I need to do this?”

Of course, you’ll need a payment system. You can take payments yourself with PayPal, or use a service such as Clickbank.

If you want affiliates, you’ll need an affiliate system. JVZoo and Clickbank are perhaps your best options, but there are many others to consider as well.

You’ll need an autoresponder for capturing email addresses and sending out emails. Aweber and GetResponse are the old standbys and highly regarded. MailChimp has a free option. And the new kid on the block – ConvertKit - has great features that let you easily segment your lists and a whole lot more.

And you’ll need a way to deliver your newsletter. You can of course simply attach it to your email, but these sometimes get eaten by spam filters.

It’s generally better to host your newsletter somewhere and let readers download it. ConvertKit will host it for you, or you can store it with Amazon’s Simple Storage Service (S3) Or store it on your website.

And if you want to get fancy, set up a member’s area on your site for your paid subscribers.

The options are nearly endless – it’s just a matter of how complicated you want to make it. In the beginning I would recommend keeping it as simple as possible, and getting fancy later.

“How do I advertise the paid version?”

You can send out emails to your list if you like. And you especially want to advertise the paid version in the free version of your newsletter.

Don’t get obnoxious about it – simply place a banner at the top of the first page and again at the bottom of the last page that encourages readers to sign up.

It might say something like, “Subscribe to Your-Newsletter-Name Premium and get (insert several benefits).”

When they click that link, it takes them to a landing page that covers why they should subscribe. This doesn’t need to be a long form sales letter. Remember, they already know you and like your stuff or they wouldn’t have clicked the link.

So simply talk about all the things in the paid version that they’re missing out on. You can do this written or video. But if you choose video, offer a written version below for those who don’t like videos.

“When they sign up for the paid version, do I still send the free version too?”

No, because your paid version will include all of the content of the free version PLUS the premium, paid content.

So, while your free version might be, say, 6 pages, your paid version will likely be twice that, or more.

Some Autoresponders, like Aweber and ConvertKit, will let you set it up so that subscribers are automatically removed from the free list and added to the paid list when they buy a subscription.

“Beyond affiliates, how do I get subscribers to my free newsletter?”

If you already have a list then of course you’ll want to start there.

Social media is a great place to offer your free newsletter, both with paid advertising and through the contacts you make. This works especially well if your newsletter comes out frequently – write teasers for each article with a link to the newsletter sign-up.

Having a blog with relevant articles is an excellent idea. Optimize each post to get found in Google to get free traffic. Advertise your free newsletter heavily on your blog.

Guest post on relevant blogs, and offer their readers your free subscription.

Depending on your niche, find the best places to advertise your newsletter.

This will get easier as you discover how much each new subscriber is worth.

For example, if each subscriber to your free version is worth $5 on average over their lifetime, then you know what you can afford to pay to bring each one in.

“Should I offer incentives to join the paid version?”

Incentives work great, especially when combined with a deadline. For example, you might have a special report or a book that you’re giving away for free to current and new subscribers. But there’s a deadline, and if they don’t join the paid version by that deadline, they lose out.

Then a few months later you might offer that same book plus a new book to new subscribers, again with a deadline.

And of course, anything you give to new subscribers, you should also give to your current paid subscribers.

Another incentive that works like magic is giving them the first month for just $1 trial. This converts amazingly well, especially if it’s combined with the free incentives.

Then a couple of times a year you might run a special where they can pay for an entire year at a discount. This will give you a big influx of cash.

And again, make this offer to existing subscribers as well because it’s only fair.

If you do run a sale, be sure to have the usual price on the page, cross it out and put in the new price in red. This simple trick alone can increase your conversion rates by several percentage points.

“How do I keep people from canceling?”

There will always be some who cancel, it’s the nature of subscriptions. But there are definitely things you can do to lower your attrition rate.

The first thing of course is to always give great content.

Next, give them surprises. For example, giving them the book, you’re giving away to new subscribers.

Third, keep them anticipating what’s coming. So, if you do a monthly issue, devote one section to teasers of what’s coming next month. This is really important because it keeps them engaged and looking forward to the next issue.

Lastly, stay abreast of what’s happening in your niche, so you always know what the latest news is and what your readers need and want. If you can become so vital in their lives that they can’t imagine NOT being subscribed, you are doing great.

“How often should I publish?”

This is going to depend on what makes sense for your niche.

If you’re publishing a financial newsletter with specific buying and selling tips, you might want to publish daily, 5 days a week.

If you’re publishing something less time-sensitive, you can publish weekly or even monthly.

“How much should I charge?”

Find the other paid newsletters in your niche and see what they’re charging. Subscribe and see how much value they’re delivering for that price. Then price yours accordingly.

The sweet spot is to charge the same or less, yet deliver more value.

Of course, if you’re delivering tremendous value compared to the other paid newsletters, then by all means charge more.

And in your sales copy, tell your prospects that you charge more because you deliver all these things the other newsletters don’t deliver. This sets you apart and positions your newsletter as the leader in your niche.

The main thing is.., test. Test different price points and see which one makes more money.

For example, test $9.99 against $14.97 and see which one brings in the most revenue.

Sometimes you’ll be surprised – it can happen that you will actually get MORE subscribers at the higher price. But you won’t know until you test.

Another technique is to increase your price with each sale until you hit a preset target. For example, you might start at $9 a month and increase by a penny or two with each sale until you hit $14.97, and then hold the price there.

One last note on price – if you hold it under $10, you’ll have a psychological advantage in the marketplace.

First, in most (not all) niches, people are generally more likely to subscribe to a lower cost newsletter.

Second, if it’s less than 10 bucks, they’re less likely to sweat it.

Think about this – a subscriber is short on cash this month, and he's thinking he needs to cut something out.

He has two monthly subscriptions – one is $97, one is $9.

Which one does he take the time to cancel?

I know people who are paying less than 10 bucks a month for things they don't even use or read.

And they've been doing it for YEARS. They're just too lazy to figure out how to cancel. After all, it's only 9 bucks (or whatever) so why bother? At least that's how they think, and it's a real advantage when you're selling a subscription type of product.

"Should I just go for a really low price so I can get as many subscribers as possible?"

Generally, no, but again it will depend on your niche.

If you're giving away your newsletter too cheaply, people won't value it. First, they may not buy because they think, "If it's this cheap, it can't be very good."

And if they do buy, they don't pay much attention to it because they don't have much of an investment in it.

Another thing – it can sometimes take the same amount of effort to sell a high priced newsletter as a low priced newsletter.

And you have to ask yourself – who is your target market? Is it value shoppers who want the cheapest price? Or is it people who want the information you can provide, and are willing to pay for it?

People are willing to pay a premium if they see the value.

As you can see, the answer to "how should I price my newsletter?" isn't an easy one. See what's available in your market, compare what you're offering to what's already out there, position yourself differently from the rest and then decide on price.

And lastly, test, test and test some more.

"How do I increase my revenue?"

Promote appropriate affiliate products to your paid and free subscribers. One note here – only promote that small handful of products that you really, truly believe in.

Your main goal is to build and keep the trust of your readers, not make a quick buck and lose all credibility.

Create your own products. Whatever niche you choose, assuming you chose carefully, there is room for new products. Find out what people want, what their problems are, what their goals are. Then create products accordingly.

Put offers on the thank you page. Once someone buys the subscription, they're obviously already in a buying mood. Why not offer them something else to purchase?

Sell advertising inside your newsletter. You can do this once you have a good number of subscribers. Just make sure you're delivering as much content as ever – ads don't count as content.

And also, be sure you only take advertising from products and businesses you trust. After all, you're giving them access to your customers – if they don't treat your subscribers right, you're going to hear about it from irate readers.

"Other than the usual ways, how do I find affiliates?"

Your best affiliates will often start out as subscribers. Let them know that you do have an affiliate program, and give them all the tools they need to promote your newsletter.

You can also approach blog owners in your niche – if they've been building and nurturing their list, they can be a tremendous source of new subscribers. And many of them are happy for the monthly money they'll make as your affiliate, too.

Depending on your niche, you can sometimes approach product owners, too. This is really common in the make money niche, but let's look at another niche – golf.

Let's say someone invents this handy little golf gizmo and sells a ton of them. But then what? If you approach this person and ask if they'd like to offer your golf newsletter to their list, they'll probably be thrilled.

Your free subscription can work as a bonus to other people's products. They give away your free newsletter to their buyers.

Then when those readers sign up for the paid version, the person who referred them gets a monthly commission.

"How much commission should I pay?"

At least 50%. 60% or more is better.

I know some people will balk at this, but consider… most of the subscribers' affiliates bring to you are people you likely would never reach otherwise.

Also, they are helping you build your list of both free newsletter readers and paid newsletter subscribers. And you can market other products to both of those lists.

In fact, you could give away nearly all of the subscription fee to affiliates and still make very good money simply by promoting your own products and select affiliate products to your readers.

"Where do I get the content for my newsletter?"

You can write it yourself, of course.

You can also record it if you prefer. Yes, you can do video newsletters and audio newsletters.

You can hire ghostwriters.

You can get guest writers, which are like guest posters on blogs.

And you can ask to use other people's articles, republishing them in your newsletter. Make sure you get full permission and give them an author's box with their short bio and URL.

One of the easiest ways to get great, new, fresh content is to interview experts. You can do this via phone, Skype or email.

There are added benefits to interviewing experts besides getting great content.

You're also meeting the movers and shakers in your niche, who might tell their own list about your newsletter.

You're building relationships with these movers and shakers, opening up opportunities down the road.

And you're becoming known as an expert by association. When people see your name next to experts they know, they assume you are an expert as well.

"What's the most terrific thing about running your own paid newsletter?"

For one thing, you can call yourself a publisher, which sounds awesome at cocktail parties.

For another thing, you control your destiny. You control what goes into your newsletter (aka: how GOOD it is). You control how aggressively you market it. And you control your income.

Want to give yourself a raise? Go get more subscribers. It's that easy.

And it's great knowing that what you do today will result in you making money not just today, but for months to come as those subscribers continue their subscriptions with you.

Plus, through your newsletter you'll become a known authority in your niche. Other marketers will be contacting YOU, asking to do deals with you, promote you and so forth.

There are a lot of benefits, and it all begins with getting that first paid subscriber.

The Secret Sauce of Recurring Revenue

Now I'm going to give you one single, solitary tip that is probably worth more than all the other advice I've given here about how to make recurring revenue.

And this applies whether you're selling affiliate products or building your own subscription business.

It's so simple and yet so profound, most people will miss it entirely.

They might think it's silly. Or great. But in 5 minutes they'll forget it and never use it.

And for that they will be poorer. Literally.

You - I'm hoping – will recognize the genius is this simple, innocent looking giant of an idea.

Ready?

First, a clue…

When Mark Zuckerberg was building Facebook, he focused on one ultimate mission.

Why?

Because having one ultimate mission is the key to success.

It's the power of focus.

If you think about how many priorities you have… family, friends, faith, fitness, financial, home, work, etc., you have a lot of priorities.

And each of these comes at the expense of the others.

Having a lone, singular mission isn't a luxury, it's the absolute pre-requisite to success.

Everything needs to align to that single mission, even those things that don't at first seem to be a part of it.

You can make your friends and family co-conspirators in your mission. You can use your mission to get rid of the job you hate and repair the house you love, and so forth.

It's all tied together.

Now then, here comes the diabolically simple, yet crucial piece of the puzzle…

…if you're thinking your mission is to, "Deliver tremendous value to this particular group of terrific people known as your customers by delivering them benefits x, y and z" then you haven't narrowed your mission down nearly enough.

Mind you, that's a very nice start and you definitely want to keep that to guide your business decisions.

But we've got to ratchet it down even further, down to its bare-boned absolute cannot fail essence.

When it comes to recurring income, it could not be simpler.

That single mission that Mark Zuckerberg focused his entire team on to build Facebook into the giant it is today?

Was a number.

Just a number.

That's it.

It was the number of users they wanted to get.

So simple. So elegant. And so effective.

You can carry this number with you everywhere.

You can share it with everyone.

You can make co-conspirators of everyone you know by simply sharing this number.

Whether you're selling affiliate products or building your own residual program, decide on the number of subscribers you want.

You can do this by deciding how much you want to earn each month, and how many subscribers it will take to get that income.

Write that number down in 12 inch letters.

Post it in front of your desk, on the fridge and on your television set.

Heck, write it backwards on your forehead if you want, so you can see it in the mirror.

And. Then. Go. Get. That. Number.