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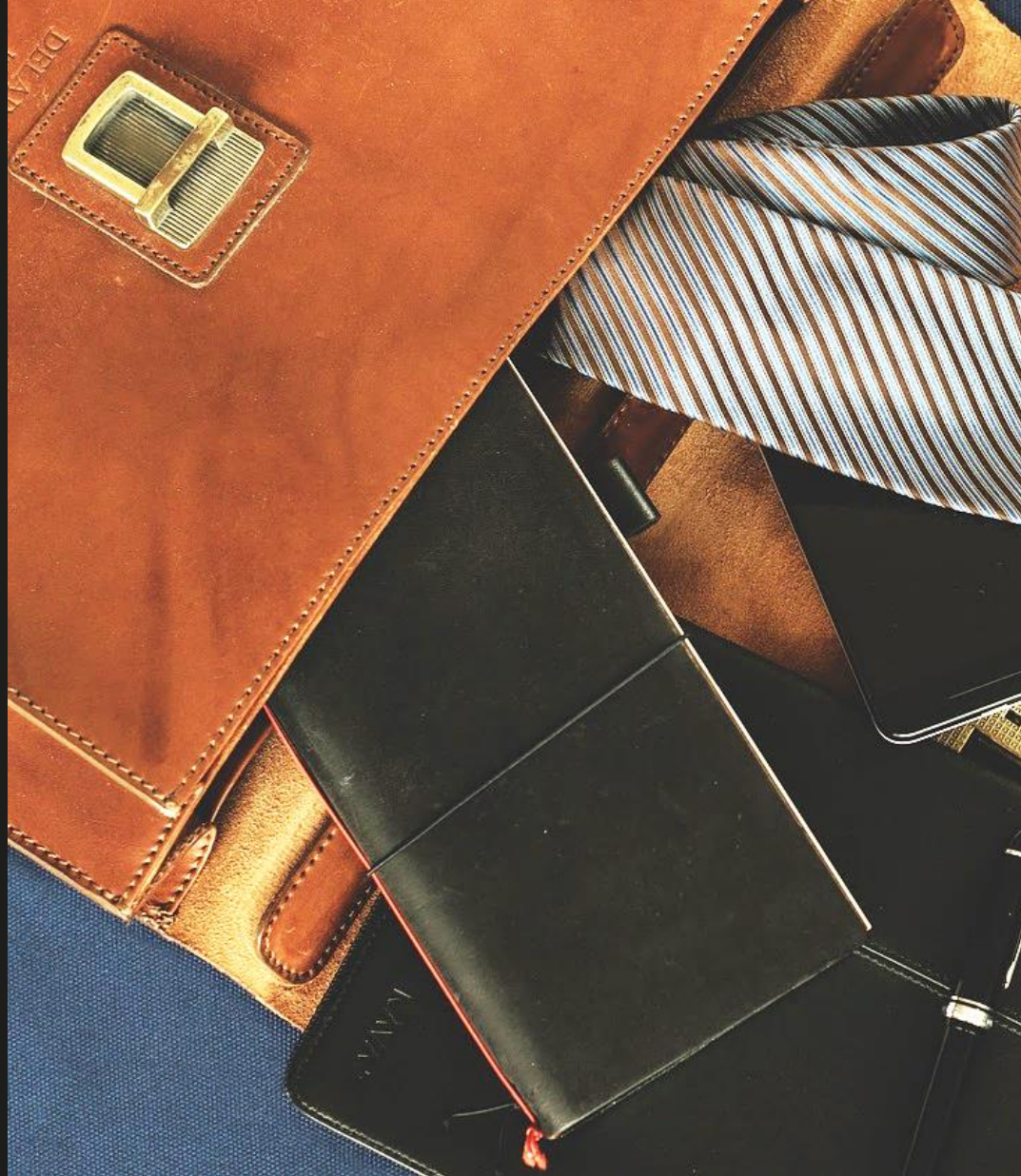
YOU ARE WEALTH NEWSLETTER



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ARE YOU ON A MISSION?

INTRODUCTION

Rosa Parks was a woman, a relatively ordinary black passenger on a bus going into town one day in 1955.

At this time, black people had to give up their seats on public transport for the white passenger; a rule that most followed to keep the peace. But not Rosa. One day, she had had enough. Her mission was to encourage the civil rights of black people in her community and she felt that this rule was both unfair and demeaning to her cause. So, when the bus driver got angry and told her to give up her seat for a white person, as was normal – she did something unheard of. She said no.

This small message to the people around her was the sparking of the Civil Rights Movement and was a key action in the future equality that stemmed from this fight.

Sometimes, in life, you have to be congruent with what you want others to see and experience. Sometimes your business name is not nearly as important as what you stand for. In fact, a well – written or explained mission statement can be the most vital part of your Marketing strategy and it can change customer loyalty.

For example, the first store branded as "Trader Joe's" opened in 1967. This Californian store, despite having a very unexciting name quintupled the number of its stores between 1990 and 2001, and multiplied its profits by ten. Trader Joe's sales for 2009 was estimated at \$8 billion, and placed Trader Joe's 21st on the list of "SN's Top 75 Retailers for 2011. In 2010, Fortune magazine estimated Trader Joe's sales per square foot of floor space to be \$1,750 – more than double that generated by Whole Foods Market even though technically they were much bigger with more advertising coverage.

Why? Because they had a very clever mission statement that customers believed in and backed.

Their statement was this:

"The mission of Trader Joe's is to give our customers the best food and beverage values that they can find anywhere and to provide them with

the information required to make informed buying decisions. We provide these with a dedication to the highest quality of customer satisfaction delivered with a sense of warmth, friendliness, fun, individual pride, and company spirit."

This statement puts the customer and the customer experience central to the reason that they do business and their customer service policies back that up.

If you wish to succeed online in the same way, you must ensure that no matter how small you are or what product/service you may be selling – that you include a mission statement. One that shows the potential clients what you stand for, what you wish to achieve for them and how you plan to do so. This makes you believable, it gives you value and shows that you have ethics.

Not every online business has a mission statement. They think they don't need one. They focus all their energy on branding, naming and selling their products and forget that being personal and driven in a very transparent way can absolutely double or triple your profits.

If you are one of these brands that have not yet developed a mission statement – I suggest you get working on one. It is also good to help you understand where you are at and where you want to go. Research some of the most effective mission statements and see what the biggest companies are portraying on their websites and through their ad campaigns.

People like to buy from genuine businesses who know and are congruent with what they are doing. It makes you unique to your message and shows people that you are not all about making money – you have some aims and objectives too that are very important and should be known.

If one black woman on a bus can spark an entire change in the world, who's to say that your well designed mission statement won't change the face of how you do business and how important you become to the customer?



IN THE NEWS

UPDATE: AMAZON BANS INCENTIVIZED REVIEWS

Last month we reported on how incentivized reviews on Amazon were skewing the overall number of stars products were receiving.

An independent company, Review Meta, took it upon themselves to design software that eliminated incentivized reviews and gave a truer picture of what real customers thought of a product.

Now Amazon has decided to ban incentivized reviews, which is great news for Amazon buyers.

But what about Amazon sellers? Sorry folks, looks like you'll have to get your reviews the old fashioned way – great products and asking customers to please post a review.

<http://reviewmeta.com/blog/amazon-bans-incentivized-reviews/>

NEW TITLE LENGTHS IN GOOGLE!

Google has increased the width of the main search results column from 500 pixels to 600 pixels.

This could move search results higher on the pages.

And it definitely means you now have 70 characters to work with in your title length, not just 55-60. Descriptions have also increased by 16-20 characters.

Get more info here:

<http://www.thesempost.com/google-increases-width-main-search-results-column/>

HOW TO RECOVER YOUR E-MAIL ACCOUNT?

IDEAS

1. First, you should know that all e-mail servers establish a set of guidelines that allow retrieving e-mail relatively easily and safely. Normally if we lose our password, the server offers several alternatives. For example, Outlook gives us the ability to set a password reminder in two ways. The first way is to send the reminder to an alternate e-mail address that the user provided when registering.
2. The second way to retrieve your Outlook e-mail includes answering to the security question that was also established at the time of registration and account creation. The procedure to recover a Gmail account is similar. At the time of registration, you will have to indicate the method or methods you want to use for account recovery. The methods proposed by Google are:
 - Cellphone
 - Account recovery email
 - Alternative email address.
3. Finally, if the server is associated with your Internet Company, you can use the same procedures to recover your e-mail account.



IN THE NEWS

IOS 10.1 FINALLY BRINGS SOMETHING NEW AND USEFUL

The first important update for iOS 10 has been released finally. As it was expected, the focus of a new version is the amazing Portrait mode for the iPhone 7 Plus. This update is available for over-the-air function in the Settings map and can also be used by plugging the device into iTunes.

In case you are impatient to get this new update for your iPhone 7 Plus, you can go to "Settings", find "General" and proceed to 'Software Update". By following these steps, your iOS 10 will upgrade to 10.1 as soon as possible. In the other hand, if you don't own an iPhone 7 Plus, you could still do it, whether it's on your iPad or iPhone. The newest version fixes some problems that 10.0 has, such as several bugs and your device will also get significant security updates.

<https://techcrunch.com/2016/10/24/apple-releases-ios-101-with-the-iphone-7-plus-portrait-mode/>

ARTICLE

HAVE YOU GOT A TROLL? CONGRATULATIONS



You send out an email and someone writes back that you're a liar.

You post on your blog and someone says you're an idiot.



You create a new product and someone says it stinks and it doesn't work.

Congratulations, because you are doing something RIGHT.

If you're trying to please everyone, you're pleasing no one.

People who are having a real and positive impact on the world are inevitably met with trolls and haters.

If no one experiences discomfort when they see your work, then your work isn't having an impact.

Think of every successful person and company you know. Every single one of them has trolls and haters. And likely every single one of them knows that those trolls and haters are clear indications that they are on the right track.

Maybe you don't have 'haters' after all. Maybe you have 'fans in denial.' It's all a state of mind.

Remember, when people hate on you, it's because you have something they want.

And here's how to have fun with your haters: Realize that the less they like you, the more religiously they will be checking your page.

So, smile. And maybe write them this note:

"Dear haters, I have so much more for you to be mad at. Just be patient."

A tiger doesn't lose sleep over the opinion of sheep.

Is someone trying to bring you down? They're already beneath you, and they probably secretly wish to BE you.

So, love your haters.

They are often a true measure of your success.



HOW TO MAKE 10X MORE MONEY WITH THE SAME CONTENT

There are lots of great ideas here so please pay close attention...

Let's say you write an email to promote a product. Your email is basically a review of the product, and with it you make lots of sales.

Now you're done, right?

Nope.

Take that very same email and repurpose it into a review. Post the review on your blog under "reviews" and optimize it for SEO.

Don't panic – you're basically optimizing for just a couple of key phrases like "XYZ Product Review."

Done right, you'll get free traffic to your reviews, and sales, too.

Capture the email addresses of visitors when possible and of course capture your buyer's emails addresses so you can sell them more stuff.

Now think about what you just did – you wrote one email, made some sales, put the email on your site, made more sales and got more people on your list.

Not bad.

But we're just getting started.

Let's say you write a 35 page report on traffic strategies. You sell the report for \$10, and you make lots of sales.

It's a good start. But you are leaving **SO MUCH** money on the table I think I'm going to cry.

Here's what you can do...

At the end of your report (which is a really great report, btw) offer the reader personal one-on-one coaching tailored to them, based on the report.

Charge a whole lot more than \$10.

A LOT more.

And don't panic. You already have the information you need – it's in the report you wrote. All you'll be doing is working with this client on-on-one to tailor a solution for their business.

"Let's do A, then B, then C." You're simply acting as a coach or consultant. They're getting the result they want and you're getting a nice 3 or 4 figure fee.

But we're not done yet.

Take the content from your report and make a video course. Put the course on Clickbank and rake in sales.

Now take the content from your report and create a webinar with it. At the end, offer your personal coaching service. Or an upsell. Or whatever you want that fits.

Are you getting the point?

These are just a few examples of how you can repurpose your best content to earn yourself 10 times more money.

You don't necessarily need more content. You just need to use the content you do create wisely.

HOW TO USE SOCIAL MEDIA MARKETING TO PROMOTE YOUR APP?

1. Use Ads campaigns. The first way to be noticed by a large number of people is the paid advertising. Ads campaigns on social networks allow a very precise target audience segmentation. If you do well, you can be sure that the ad will reach to interesting people.
2. Update your content frequently and stay active.
3. Give priority to the visual medium. Rich Media content attracts more attention simply because consuming this content is much easier to make people stop and read about your application. The page layout, captions, text formatting and other details have the potential to create additional traffic if they are well balanced and used to create a point of emphasis.
4. Pay attention to the draws and promotions. Among the most notable developments, you can offer a reward for a limited time (it is highly recommended). With this type of publications, new followers will be achieved in a short period of time.
5. Explain the functionality of your app precisely and make your audience see how easy it is to join and use it.
6. Let the facts speak for you. By providing high-quality services, people will talk about you and bring new users willing to try your app.



YOUTUBE MERGES WITH DISH DVR

YouTube is the main and most visited video website without any doubt. Whether we are looking for a song lyric or a favorite scene from a movie, it's our first destination! Now, this company is willing to upgrade even more and join Netflix and similar services on the Dish Hopper 3 DVR. Firstly, the service will be available on the main menu as a standalone "app" and on the channel 371 as well.

Sending videos to your DVR from your YouTube mobile app will be possible too so you can quickly share whatever you are currently watching with everyone else.

Apart from Netflix, Vevo, Pandora and Weather Channel apps are supported by The Hopper 3. Adding YouTube to this group is an excellent and pretty evident move.

<https://techcrunch.com/2016/10/21/youtube-is-now-available-on-your-dish-dvr/>

THIS SUBJECT LINE WORD INCREASES OPENS 61.8%



20 Down And Dirty
Tips For Hot Subject
Lines That Get
Opened

Obviously if the subject line of your email doesn't get the open, it's all over.

No clicks. No sales. No anything.

But with the right subject line, you can get your readers to open and devour your emails.

Here then are 20 down and dirty tips for hot subject lines that get results...

1. Short is better

40% of emails are opened on mobile, and they'll get cut off if they're too long. Aim for 50 characters or less.

Another reason shorter is better – it's more eye-catching. Compare these two subject lines and ask yourself which would catch your eye:

"Warning!"

"Warning, that early morning habit of yours might be causing a serious problem"

For the best of both worlds, consider this... with most email programs, you can place "Warning!" in the subject line, and use "That early morning habit of yours might be causing a serious

problem".

For the best of both worlds, consider this... with most email programs, you can place "Warning!" in the subject line, and use "That early morning habit of yours might be causing a serious problem" as the first line of the email, which will show up as preview text.

As always, test.





2. Still don't believe that shorter is better?

According to Contact Monkey, subject lines with 3 or more words are opened 15% less than those with 1-2 words.

3. Don't get cute

Some emailers like to begin their subject lines with "fw:" because they believe it increases open rates. But according to Convince and Convert, it actually reduces opens by 17%.

However, Contact Monkey also reports that the top five subject lines in their recent study all included "Re:" This just goes to show you the importance of testing.

4. Create urgency

Subject lines that evoke a sense of urgency and exclusivity receive a 22% higher open rate, according to Email Institute. Use deadlines such as "today only" and "12 hour giveaway" to encourage readers to act now.

5. Do NOT use the word "newsletter"

A study from Adestra found that email subject lines containing the word "newsletter" received an 18.7% decrease in open rates.

Why? Maybe because recipients think it will take too long to read, or they can always read it later; which of course they seldom do.

6. Use the person's name in the subject line

Yes, it's an old school trick. And yes, for a while it seemed like it wasn't working as well as it did.

But these days, people get so many emails that once again having this little bit of personalization can make a difference. In fact, Adestra found that personalized subject lines were 22.2% more likely to be opened.

Just don't do it every time or it will lose its effectiveness.

7. Words to avoid –

"Meeting" reduced opens by 7% according to Sidekick.

"Quick" reduced opens by 17%.

"You" reduced opens by 5%.

8. Words to use –

"Tomorrow" increased opens by 10% according to Sidekick.

"Free" increased opens by 10%.

9. Test to find the right sender name

If the recipient doesn't recognize the sender name or doesn't have a positive association to it, the email likely won't get opened. If your business name implies a benefit "Your Best Body" then try sending from that name, as well as "Joe Smith, Your Best Body" and your full name "Joe Smith." See which one gets the most opens and then stick with that.

10. Never use noreply@yoururl.com as your sender name

It creates a terrible impression, looks anything but personable, and prevents recipients from adding it to their address book.

11. Use list segmentation

You don't want to send news of your children's clothing sale to a guy who only purchased men's work shirts. Personalize each person's experience according to the action they've taken – which list they've joined and which product they've purchased.

12. Who says you need a subject line?

According to Sidekick, emails with no subject line were opened 8% more than those with a subject line. But use this trick sparingly, if at all. And remember, preview text will be visible, so make it good.

13. 3 words to use

Using the words "Sale," "Video" or "New" in subject lines boost open rates.

14. Make readers feel like they're on the inside

The psychology of exclusivity is a prime motivator. Give your subscribers a sense of belonging to your group, your tribe or your inside circle.

In other words, make them feel special with subject lines like this:

- "An exclusive offer just for you"
- "My personal gift to you"
- "For members only, you're invited!"
- "Private: For beloved customers ONLY."

15. Don't bait and switch

Any promise made in the subject line needs to be fulfilled in the email.

For example, don't put "**27 Free eBooks**" in your subject line, and then try to sell them 27 eBooks which will 'seem like they're free because they'll make you so much money.'

I've actually received this email – and unsubscribed because of it.

16. Tell them what's inside – and make it good

Did they just join your list to get a free book? Then your subject line might be, "Your new eBook inside!"

Are you announcing a new service that is perfect for them? "Joan, this service is tailor-made for you."

17. Use numbers

"Increase your traffic 200%" is better than "How to increase your traffic."

18. Use action verbs

Think of a subject line as a call to action - you want the language to inspire people to click on the email. By starting with an action verb, you've got a much greater chance of motivating them to click.

For example, which of these stimulate you to want to know more... "Notice: The New Nissans are here" or "Drive a Brand New Nissan Today"?

19. "Daily" and "Weekly" in subject lines boost open rates

But the word "Monthly" hurts them, according to Adestra.

20. Oh yes...

The subject line word that increased opens by 61.8% according to Adestra?

Believe it or not, it's the word "alert."

Again, don't over use it, but instead reserve it for those times when it really, really counts.

You motivated your readers to open your email with a great subject line, but now what?

It's all about your first sentence. And your second, and your third...

You've heard how the purpose of the first sentence in a sales letter is to get them to read the second, and the second is to get them to read the third.

Treat your emails the same way, like every sentence count.

Because it does.



HOW TO ADAPT YOUR WEBSITE TO MOBILE DEVICES?

When adapting a website navigation through mobile devices, you should have several options that will depend on your ability to develop or your budget:

1. If you have budget constraints, the best option is to turn to companies that specialize in this type of development and are able to achieve professional results.
2. In case you prefer to reduce the cost and accounts with full knowledge to edit the CSS, you can do for yourself. It is a hard work because you have to adapt all the components of the web.
3. You should have a developed WordPress that lets you choose different plugins that take care of adapting the web. WPtouch or WordPress Mobile Pack are some of the examples.
4. You can resort to online tools that perform this type of service. Some of these tools are:
 - **MoFuse:** Quick and easy through the web of MoFuse, only enter the URL and complete a few more steps to adapt the web.
 - **GoMobi:** The operation is the same as MoFuse, only enter the web and complete a few steps from the web will have adapted.
 - **Mobi Ten:** This option is not as simple as the previous two ones. The process takes more time and is more complicated.

IN THE NEWS

360-DEGREE PHOTOS AND VIDEOS ARE NOW AVAILABLE ON INSTANT ARTICLES

Great news for publishers that use Facebook's Instant Articles have arrived! They can now include 360-degree photos and 360-degree videos to their content, which they could not do before. Josh Roberts, the product manager has officially announced the new feature through the Facebook Media blog post. As stated, all the users with latest versions of their Facebook application on Android and iOS will have an opportunity to see these articles with the new feature. The readers will have a navigation option by tapping and dragging the screen of their device, after turning it around.

He also announced more updates regarding Instant Articles and improvements coming in the next few months. They are looking for an ideal way to improve the experience of publishers that use their platform and are hoping for even more of them to start using it in the future.

<http://www.adweek.com/socialtimes/instant-articles-360-degree-videos-photos/646425>

WHERE THE REAL MONEY IS MADE

I can't stress the importance of what I'm about to tell you enough.

If you look at entrepreneurs who have made fortunes – I mean **SERIOUS** wealth – in almost every case the money came not from inside the business, but from **SELLING** the business.

You've heard numerous news stories of internet companies selling just 1-3 years after their initial start-up.

And the businesses you hear about sell for 7, 8 and even 9 figures.

If this sounds out of reach right now, picture this scenario: You start a business today, and in 6 months to 2 years you sell it for 6 figures.

Would that make a great payday for you?

Now you might be thinking that selling your business is something you don't need to worry about until long after you start it.

Not so.

If you are starting a business right now, you should also be considering your exit strategy.

After all, you could get bored with what you're doing and want out. Or maybe you need quick cash. Or you decide to go in an entirely different direction.

So, you decide to sell your business.

If you've laid the groundwork, you should be able to sell quite quickly and for a very good price.

Here's what you need to know:

1. **Don't think of it as flipping a website.** Think of it as selling a **BUSINESS**. That's because buyers don't want website. They can build their own website cheap enough. What they do want is a ready to go, money-generating cash-cow business, so make your plans accordingly.

2. **Make your business transferable from Day**

1. Every product should be its own entity – after all, a single product can actually be an entire business.

Give it a website of its own, its own list, its own customer base, its own affiliate program and affiliate list, etc.

3. **Don't brand it exclusively with your name.**

It's fine to attach your name to your XYZ product, but don't call it "yournameproduct." In other words, "Bob Smith's Traffic Cockroach Mania Course" is fine. "Bob Smith's traffic course" is not. In the first case, the product is Traffic Cockroach Mania, a name that anyone can sell. In the second case, the product is Bob Smith's Traffic, a product forever branded as belonging to Bob Smith.

Imagine you're Bob Smith, and you sell your traffic course business to someone else. That person then sells the course. Who do people ask for help? You. After all, your name is on the course.



Then let's say the buyer alters the course and now it stinks. Who will people blame? You.

Now you see why your name needs to be completely separate from the product name.

Yes, it's a bit strange to think about your exit strategy when you're just starting a business.

But when it comes time to sell, you'll be glad you did.

One more thing – what if you have a partner?

Write into your agreement what will happen if you sell. Just look at the possibilities and agree on how it will play out if one of you wants to sell to the other, or if you both want to sell to a third party.

You can make a good amount of money by making each of your businesses as stand-alone as possible, and then selling them when the time is right.

In fact, selling your business can potentially earn you more than you made running the business.

Not a bad payday by any means.

CAN YOU SELL COACHING IF YOU'RE A NEWBIE?

A lot of people think that to be a coach or consultant, you must have built a few million dollar businesses and have a ton of experience under your belt.

Not true.

To sell coaching services, you have to be really good at ONE thing.

Just one.

It's up to you what that one thing is.

Maybe you have a unique traffic system.

Or you're really good at guest blog posting.

Or you can make videos that set people's hair on fire.

Whatever your one thing is, if you're good at it, there are people out there that want you to show them what you know.

And they don't just want a 20 page pdf or even a set of videos.

They want one-on-one HELP.

And that's where you come in.

True, in the beginning you might charge lower prices for your coaching.

But as soon as you can show you get results not just for yourself, but also for others, it's time to raise your fees.

And don't even let anyone tell you that you can't coach. Don't even let you tell you that.

People need your help.

It's selfish not to offer it.

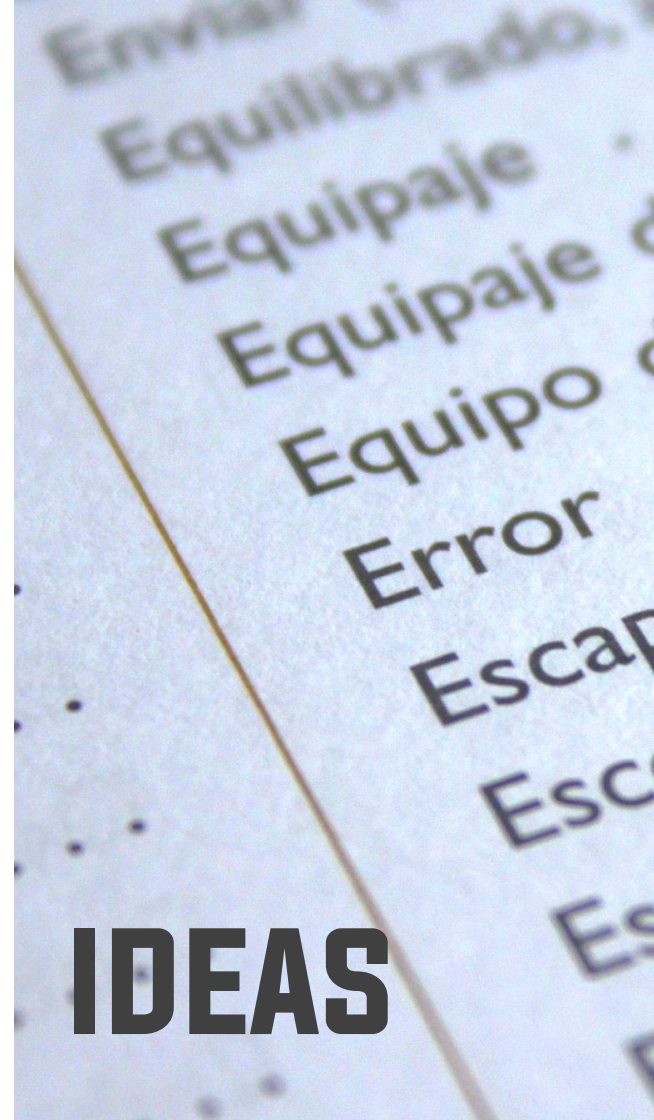
It is a win/win for both you and your new clients to get them off to a fast start.



HOW TO LEARN A NEW LANGUAGE?

Many of us learned a foreign language at school and after many years, we are stuck at the same level and making the same mistakes. What can we do about it?

1. Add the language you're learning to your daily routine. Instead of studying for an hour like you used to do in school, do something different and connect your life with the language.
2. Watch movies without subtitles. It is not useless and you will understand more than you think you will, once you learn the basics.
3. Connect with native speakers. It may not be easy to communicate at the beginning but you will be surprised how much you are going to learn spontaneously.
4. Repeat everything you learn. If you only hear a word once and you never practice it, you will most likely forget how to pronounce it and its meaning. Listen to the native speakers and repeat their words in their accent.
5. This step is for professionals already. You can connect your third or fourth language with others that you are not speaking yet. You probably noticed the similarities between languages and you can use your previous knowledge to start understanding, speaking and writing a new one.



IDEAS

IN THE NEWS

NEW SURVEY EXPRESSES THE TRUST PEOPLE HAVE IN SOCIAL MEDIA

Although the security matters on social websites and apps seem to get stricter, the trust people have in these platforms is not something they can be proud of. Accordingly, 96 percent of total 1,017 American adults responded negatively to a trust related survey regarding Social Media, which is 3 percent worse in comparison to the same survey from 2014. People aged 65 and older form a group of least trusting in this case, millennials seem to trust way less than they did as well.

However, this information is not affecting the popularity of Social Media at all but vice versa. The number of daily active users has grown significantly on every major social website and the general use of Social Media is above the average.

<http://www.adweek.com/socialtimes/trust-in-social-media-security-is-at-an-all-time-low-infographic/646379>

ARTICLE

5 CRAZY-SIMPLE SOCIAL MEDIA HACKS



These are super easy to pull off, yet so effective you'll be kicking yourself for not using them sooner...



LinkedIn: See Restricted LinkedIn Search Results

When you search for people on LinkedIn, you might not see the search results you're looking for. This is because results can be restricted based on your membership level.

But there is a way around this...

The majority of LinkedIn profiles are indexed on Google.

Thus, all you have to do is search Google to find what you're looking for, like this:

Site:linkedin.com "name of person"

And let's say you're looking for social media managers in New York. Type this into Google:

*Site:linkedin.com//pub "social media manager"
New York*

Now you can find the information LinkedIn is hiding from you.

Sweet!

Twitter: Send Tweets Longer Than 140 Characters

No, we don't mean send readers to another site to see what you have to say. We're going to keep our readers right there on Twitter by doing this:

Send out your tweet just like normal, ending it with a (...) or a cliffhanger.

For example,

"Did you know you can send out a Tweet that's longer than 140 characters? First you tweet like usual. Then..."

Reply to your own tweet from your own stream. Seriously. Remove your @name so you don't look like you're talking to yourself (which would be weird!) Like this:

"...you reply to your own tweet in your Twitter stream. Remove the mention of your name and finish your tweet."

Visitors see either tweet in your stream, click on 'view conversation' and see the full length tweet.

Facebook: Reduce Attack Posts and Salty Comments

The Internet can be a rowdy place, especially in social media. But if you go to the Page Moderation section of Page Settings, you'll get some relief.

Simply enter common inflammatory words such as "unlike," "clickbait," "idiot" and so forth.

Then when a banned word is used, the comment will be hidden from the general public.

The comment still appears to the person who left it who is none the wiser. And their friends will be able to see it as well, but no one else.

And it's better than deleting the comment and banning the troll, since they'll then email you and complain you're stepping on their freedom of speech.

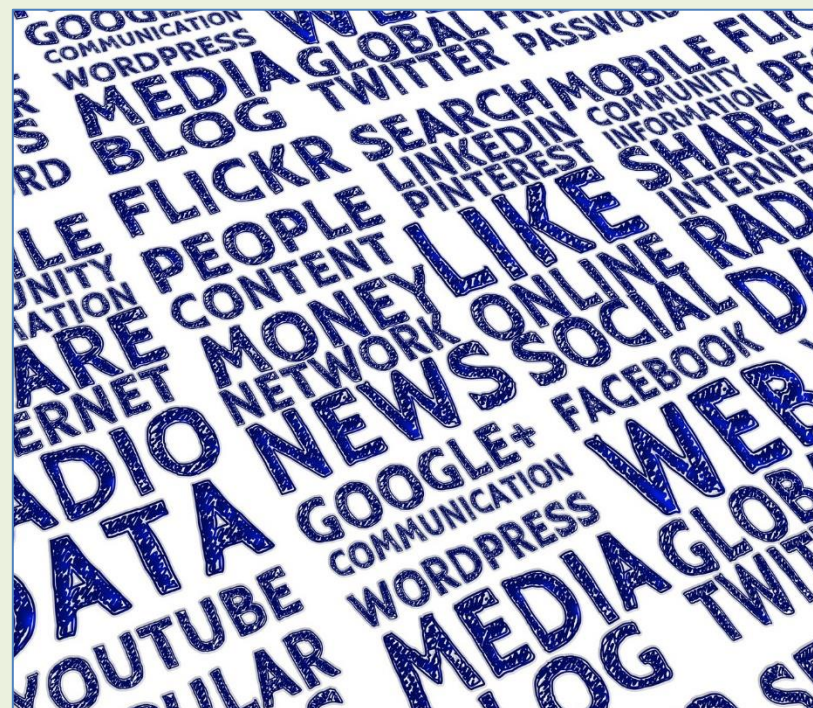
It can be difficult to move viewers off of YouTube and onto your website.

Ask the right questions and you'll discover what will make them go to your website and opt-in to your mailing list.

Any Social Media Platform: Vastly Increase Your Social Media Followers

But what if you're new to the platform? If you have social clout on other platforms, you might do a cross promotion in which you promote them on your established platform and they promote you on your new platform.

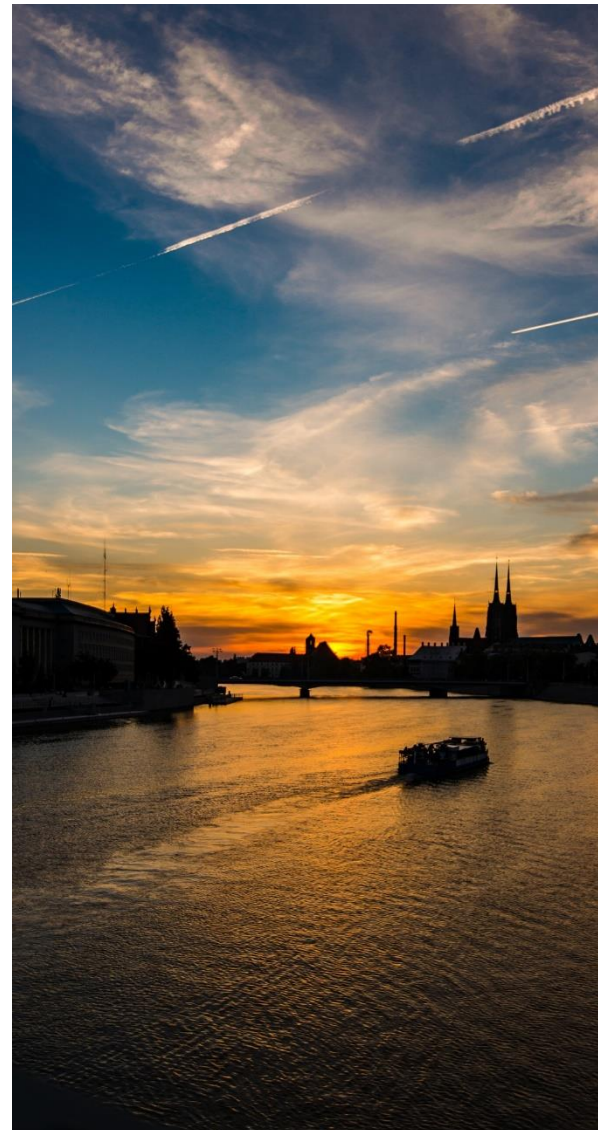
There you have it – 5 genuine social media hacks that can make a real difference in your marketing. Pick your favorite and start using today.



HOW TO DO 360-DEGREE VIDEOS - DIY CRAFT

This is a simple tool to record widescreen videos, or take a sequence of photos. It is made of common wood and a bicycle wheel. It may seem a little odd but if you follow this tutorial step by step, you can make some videos and photos of amazing 360 degrees.

1. The first thing you have to do is look for materials. You do not need to buy new; you can use a wheel and wood planks. The only thing that you should do is clean up a bit and remove the edges of the timber. After that, you can start doing a craft useful for spectacular photographs.
2. Drill a hole in a small table.
3. The hole should be the same diameter as the screw bicycle wheel. You can use the same wheel nut to secure it.
4. In the main support table, you have to make a hole in the center to pass the wheel nut.
5. Screw the small table (with wheel) to the main support table and see how the tool is taking shape gradually.
6. Add the leveling feet.
7. Place the camera on the edge of the wheel. Spin the wheel and record.



IN THE NEWS

DONALD TRUMP'S SHOW LIVE ON FACEBOOK

Donald Trump seems to be a big fan of Social Media and we have seen him use it so many times for his apologies, insults, and many other things. This time he is doing something else – video broadcasts.

As everyone probably knows, the debate night Livestream was available on Donald's Facebook page, which many considered as an indication for a possible Trump TV in the future. The presidential candidate is hosting a nightly video show now. The purpose of the show is to connect directly with his supporters and is hosted by Trump advisers. As announced, it will go live every day at 6:30 PM ET. The opinions about the upcoming show are divided and we are yet the process and success of it.

<https://www.engadget.com/2016/10/24/trump-campaign-launches-streaming-facebook-show/>

HOW TO REDUCE BLOG SPAM AND INCREASE QUALITY COMMENTS

Let's get the truth out: Unless you're writing the next Harry Potter book, one product probably won't make you rich.

Instead, you need to focus your efforts on creating multiple products—including some that you can sell at a premium price.

Here then are the three keys to making your fortune as an information publisher...

1. Create Backend Offers

Most of the world's most successful information marketers all have one thing in common: They set up sales funnels. That means they draw people in with low-priced offers and then sell more products and more expensive products to their existing customers.

Simply put, it's a lot easier to sell something else to an existing customer than it is to find and persuade a new customer to buy something. And that means you should create a myriad of related offers to sell to your customer base.

2. Vary the Format

In addition to offering related offers to your customers, you should also vary the format of these products

First, different formats tend to have different perceived values, meaning you can charge more. For example, you can generally sell a video for more money than an eBook, simply because the video has a higher perceived value.

The second reason for varying the format is because people learn in different ways. Some prefer to read, some prefer to listen, some prefer "hands on" learning and some prefer to watch a video. Also, some prefer to get all the information at once, while others prefer you to spoon it out to them. As such, varying the format helps you attract different types of customers.

3. Command Premium Prices

There are several ways to command premium prices for your products, including:

Offering them in a format with a high perceived value, such as videos, workshops, personal training or physical products.

Offering advanced courses.

Creating a USP (unique selling proposition) that allows you to command premium prices.

Now here's another way to get a premium price: License your content to other marketers. That means you allow other marketers to resell your content and keep all the profits.

Why would you do this? Two reasons:

You can make cash fast. That's because a product that sells for \$100 to your customers could sell for \$1000 if you include resell rights and sell it to other marketers.



DOING BEFORE LEARNING? FROM BROKE TO SIX FIGURES

If you were a college student who never stopped attending school full time... how much would you earn?

Likely nothing. You're too busy learning to earn.

When does a college student start making money?

When they leave school (graduating or not, doesn't matter) and start working.

So why do we think our online marketing businesses are any different?

When you put education in front of 'doing,' you're a perpetual wannabe marketer.

But when you put the doing first, you're building a business.

It's a simple mind shift that can take you from broke to six figures.

I'm not saying you should stop learning – not at all.

What I am saying is you should devote your best hours to working on your business.

And devote your 'spare time' to learning.

Of course, sometimes you'll need a crash course in something. Like when you try to build your first squeeze page.

This is when you go to Google or YouTube, find a video that walks you through what you need to know, and do it as you follow along with the video.

Yes, you're learning. But you're doing it in context with working on your business.

Bottom Line: There is a point when you have to put all the courses and programs aside and get busy doing something.

And while you're actively engaged in that, don't learn anything unless it directly relates to what you're doing.

HOW TO REDUCE BLOG SPAM AND INCREASE QUALITY COMMENTS

Google says that a healthy, active online community is one of the signals they look for to determine your blog's quality. Comments are considered part of your content, so the better they are, the better your blog does in search results.

The problem is, of course, that a lot of comments are either spam or they don't add anything to the conversation. For example, "Great post!" and "Love it!" might feed your ego, but that's about it.

So how do you encourage people to leave thoughtful, well-written comments that add to the conversation?

By using a seed question.

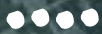
Once you upload your post, be the first one to comment on your own post. For example, let's say you wrote a blogpost on 7 Ways to get Free Traffic.

Your comment might be, "Thanks for checking out my post. I thought I'd kick off discussion with a few questions about how you get free traffic. What's your favorite technique? How much time and resources does it take? And how effective has it been so far? I would love to hear from you on this."

You'll likely find that more of the comments you receive actually ADD to the conversation.

One more thing, and this is a little sneaky – up-vote your own comment to keep it at the top. Odds are others will begin up-voting it as well, but it doesn't hurt to add your own up-votes.

You want your comment to be the first one people read.



IN THE NEWS

TWITTER IS PLANNING TO FIRE MORE EMPLOYEES

When Jack Dorsey came back to the CEO position of Twitter, this company fired over 300 people by surprise. According to a Bloomberg report, something similar could happen this year. Anonymous sources claim to have an accurate information about Twitter letting go of around eight percent of employees.

The corporate future of this platform does not seem quite clear, as per usual. We heard many rumors regarding its possible acquisition by Disney, Google or Salesforce but none of it seemed to be precise so far, at least for the public. We are yet to see the official announcement from Twitter that may reveal more than we know already or confirm the speculations.

<https://www.engadget.com/2016/10/24/bloomberg-twitter-plans-to-lay-off-several-hundred-employees/>

HOW TO CREATE YOUR OWN APPLICATION?

1. Try to look for problems in your daily life and make a list of them. Once you know which problems are the most common, you can start finding a solution.
2. Ensure there is a need of your application on the market.
3. Design your app starting with simple sketches and functionalities you would like it to have. It is important to shape what you have in your mind so that a programmer can begin to understand what you're trying to create.
4. Register as a developer.
5. Find a good developer. The hiring process can be complicated but is surely worth it because this step is very important and can significantly influence the success of your application.
6. Develop your application.
7. After you've completed the crucial steps, test your application. Make sure you are not the only tester and ensure other people tell you their experiences and opinions on your app.
8. Integrate Analytics. You can use tools like Flurry which is available for free or Localytics, which has a free and paid version.
9. Publish your application for Android and iOS
10. Promote your application by adding different icons and descriptions that will attract users.
11. Get positive feedback at the very beginning. It is very important because without feedback, your application and effort can stay unnoticed.
12. Improve your application over time. Collect the feedback and add new features you find necessary.

INTERNET MARKETERS – SHOULD YOU JUMP ON THE SHINY OBJECT BANDWAGON?



One of the things we hear all the time is we need to 'avoid shiny object syndrome' and focus on what we're doing.

And they're absolutely right. Nothing beats focus and work for getting something done.

That said, I'm going to make a case for the fad bandwagon – but not the case you might expect.



First, what do I mean by a fad or trend?

Simple – every time a new social media platform becomes popular, or a new marketing technique is the latest rage, it becomes a marketing fad.

Everybody is talking about it. Some people are doing it. And a few people are profiting from it like crazy.

These are the marketers who are creating and selling the products to feed the 'fad frenzy.'

And they are making a killing.

The fact is, you can do the same if you choose to, without sacrificing your focus on your main objectives.

Here's how:

Keep an eye out for the next up and coming trend.

When you see it, decide if you want to try it. Not in a super-serious, set-everything-else-aside way, but simply as something you do for fun to see if it works.

If it interests you, then play around with it. See if you can make it work, and if so, how well.

Frankly just about every one of the latest greatest marketing techniques does indeed work. It's just a question of do they offer a high enough return for the time and effort involved.

If you're short on time, outsource the experiment and have someone do it for you.

Keep close tabs on the steps involved and the results achieved.

If you have success, record it on video or write it up in a pdf with screenshots.

And sell it as a product.

That's right – I'm going to tell you what a lot of big marketers already know but frankly don't talk about – give the people what they want.

These products on the latest greatest marketing techniques sell like hotcakes.

For example, a while ago there was hardly a Snapchat marketing course to be seen.

Now they're everywhere.

And the people who produced these courses are making bank.

Now to be clear: Do not offer something that you haven't proven works.

This is not a method to scam people – this is a method to give them what they want.

If the technique doesn't do what it says it will do, don't make the product.

Be 100% honest.

And have fun.

Experimenting with new marketing techniques can be a blast.

And now and then you'll run across a new system or technique that you want to add to your own marketing arsenal on a permanent basis.

Think of this testing of marketing techniques as a hobby that can pay off handsomely.

It's a win-win-win because:

- You make a new product with proven results that sells like hotcakes
- Customers get to buy exactly what they want, and you can feel good about selling it to them because you KNOW for a fact it works (you tried it!)
- And sometimes you learn a very valuable new skill for your own business.

So yes, if you're interested and if it won't interfere with your main business, by all means jump on the next new shiny object and see where it takes you!

HOW TO MAKE A PLR KILLING ON JVZOO

You'll notice on Warrior Plus that special offers have to be original content.

But not so on JVZoo.

On JVZoo you can sell pretty much anything.

Which means if you're new to marketing, or even if you're seasoned and just looking for some extra cash, you might be able to get it in a hurry.

Here's how:

Join a good PLR site. It might cost you \$47 bucks or so, depending on the site you choose. Don't look for a bargain here; look for quality stuff.

See what they have that's fairly recent. Anything older than 18 months you probably don't want.

Based on what you see, choose a theme.

For example, weight loss eBooks. Or social media tips. Or traffic plugins.

Grab all the quality stuff that goes with the theme you've chosen.

Create a package of it, and offer it on JVZoo.

Immediately promote it to your list and through social media. You're looking to make some quick sales to get your listing noticed.

If affiliates catch on, you can do quite well.

If you make Product of the Day, you could even get another few hundred or even few thousand sales.

And you can set this entire offer up in a day.

Not bad. Consider doing a bundle a month and you have a very nice side income.

The screenshot shows the JVZoo.com homepage. At the top is a blue navigation bar with the JVZoo logo and a search icon. Below this is a white banner with the text "JVZOO TOP PICK Infiltrate and Crush ANY Niche S Easy to Follow Method Used by Pro Inter". The main navigation bar includes links for Home, Affiliates, Sellers, MarketPlace, Providers, and Support. The hero section has a blue background with the text "Sell it... Promote it... Deliver it..." and a sub-headline "There are no out-of-pocket costs to become a JVZoo seller. You can create as many buy buttons as you like and add as many projects as you want to our marketplace!". Two buttons are present: "BECOME A SELLER" and "BECOME AN AFFILIATE". On the right is a photo of a smiling man. The footer contains several icons and text blocks: "Instant Affiliate Payments", "Global Vendor Access", "Tracking & Statistics", "Stylish Button", "Seamlessly", and "PayPal". A "RECENTLY PAID C" section shows a large "\$1,450" and the text "Become a JVZoo Af".

HOW TO VIEW LINKEDIN PROFILE IN PRIVATE MODE?

LinkedIn allows the user to see who is visiting their profile, which can be embarrassing if we don't want to be noticed. There is a way to avoid being seen and browse the profiles anonymously.

1. Access LinkedIn by entering your email and password. Click your profile picture in the right upper corner and choose "Privacy and Configuration" from the displayed menu.
2. Three options will appear: Account, Privacy, and Communications. Press the Privacy option.
3. You will be offered several new options. Proceed to "Display Options". The next page will offer two choices: "Display your profession and the area you are in" and you can choose to stay anonymous. Click the second option.
4. By completing these steps, you will stay completely anonymous and other users will not be able to see whether you visited their profiles or not.



TIP

QUICK TIP FOR GETTING JV PARTNERS

Someone approached me the other day.

"I've got a great idea for a product. How about you test it, get it developed, and then market it. We'll split the profits."

So, he wants me to see if there is a market for this product, then invest my own money, develop the product and then sell the product. And then give him half the money.

What does he bring to the table? Nothing. Ideas are a dime a dozen. Building a business takes sweat, time and investment.

If you want to get a partner, the first thing you have to do is BE a partner. Be prepared to do some of the heavy lifting yourself, and you'll have a shot.

ARTICLE

WANT TO BE RICH? FORGET PASSION, FOLLOW MONEY

What I'm about to say goes against almost every self-help book out there.

It goes against what you've been told time and time again.

And it might even go against your moral code.

Then again, if you want to be rich, you might want to consider where your 'moral code' came from.

The advice everyone loves to trot out and display to anyone who will listen is, "Do what you love, the money will follow."

Hmmm...

What if you love writing poetry? Or gardening? Or making baskets?

What if you love crochet? Or cats? Or hiking?

Yes, you can make money in all of these niches.

But... how much?

Making money and getting rich are two entirely different things.

Making money is getting the bills paid and maybe being able to scrimp enough together to take an annual vacation.

Getting rich is, well, getting **RICH**. Whatever that means to you – a 6 figure income, 7 figures in the bank, 8 figures in investments and real estate – you decide.

But guaranteed, you're not going to attain any of those levels of wealth if you're focused on the crochet niche.

(Do you even know what crochet is? It's taking a hook and some yarn and making an afghan, sweater, scarf, etc. Enjoyable and relaxing, yes. Profitable, NO.)

Okay, so if the key to getting rich is to follow the money and not the passion, what exactly does that mean?

It means you go where the money is. You find something that is highly profitable and focus on making those profits.

You don't strive to be the best blogger or the best website builder or the best social media maven. You focus solely on where the money is and you do whatever it takes to make that money. (Staying 100% legal.)

We're talking about a mind shift here – a different way of viewing your business.

If your focus is to be the best life coach, then you are a coach.

But if your focus is to have the most profitable coaching business possible, then you are an entrepreneur.

And as an entrepreneur, you're going to quickly realize you need to hire others to be the coaches while you find the clients. Then you'll put systems in place to get the clients while you focus on

scaling, and so forth.

Notice that you are not a coach, you're an entrepreneur. You're not working **IN** your business; you're working **ON** your business.

I know this difference might seem slight to the uninitiated.

But if you look at anyone who has built a business to 7 figures or more, you will see that they set aside passions and followed the money.

They're not experts at the products and services their business delivers. They hire or outsource experts for that.

They are experts at making their businesses big and profitable. That's entrepreneurship.

And what about those who go even further, building one successful business after another?

They're focused on something even beyond money.

Walter White, from the television show *Breaking Bad*, sums it up like this when talking to his partner Jessie...

"You asked me if I was in the meth business or the money business.

"Neither.

"I'm in the empire business."

But that's a step beyond.

For right now, if you want to become rich, focus on where the money is and how best to deliver the stellar products or services that will bring that money to you by the truckloads.

And by the way, if you're really, really passionate about crochet, or poetry, or gardening... you can do as much of it as you want once you build your wealth building business (or empire) and then sell it for megabucks.

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IS YOUR SALES FUNNEL A HOUSE OF HORRORS?

No matter how much it makes you cringe, here's something you must do on a regular basis.

It's vital that you know exactly what you are putting your customers through. What looks like a perfect sales funnel on your end could indeed be a house of horrors from the customers' point of view.

That's why you want to pretend to be your own customer. Go to your sales page, click the buy link and proceed all the way through.

Sure, you were quick to add lots of upsells, down-sells, cross-sells, recommended products and so forth.

But what is it like from the customer's point of view?

Does it take an eternity to get through to the download link?

Does every link go where it should?

Do your customers arrive at your download page only to find the recommended product is totally unrelated, no longer available or even the product they just bought?

Does the opt-in form obliterate the download links?

Do links to other marketer's products on the recommended section lead where they should go? Or are they going to dead pages? Or worse yet, has that marketer changed the page to a squeeze page so he can steal your buyers?

Do the download links work properly?

And what about the wording on each page – are you noticing mistakes that are costing you money?

Going through this process can be painful but also highly profitable. You'll find your mistakes and be able to correct them before another customer has to go through this maze.

It's worth your time because your customers deserve the very best experience possible.

HACKERS SHATTER THE INTERNET WITH ONE OF THE LARGEST CYBER-ATTACKS EVER

Some of the most popular world's websites have been blocked after a huge hacker attack that is believed to be conducted through some of the most common devices, such as digital recorders and webcams. Among the targeted websites were PayPal, Twitter, and Spotify. They are all Dyn's customers, New Hampshire's infrastructure company that serves as switchboard for internet traffic in US.

Apparently, the outages started in the eastern US and then were followed by other US and Europe countries. Reportedly, the users sent many complaints as they were not able to access many internet destinations, such as CNN, Mashable, the Wall Street Journal, the New York Times, Yelp and various businesses in Amazon's domain.

The strategy hackers used included thousands of devices connected to the internet that they previously infected with "botnet", a malicious code. The purpose was to force an especially potent denial of services attack, known as DDoS. The aim of this attack is to invade an online service by sending traffic from various sources. According to Dyn, the attacks were not coming from one but from millions of websites and marks this one as one of the largest Internet attacks he has ever witnessed.

Afterwards, the attack was categorized as resolved around 6pm NY time. However, it is still unknown who stands behind the botnet and what is the reason of this event.

Moreover, a suspicious tweet coming from WikiLeaks implied that the supporters of this team were responsible for the attack, whereas Nixon told Reuters that the national government has no reason to be considered guilty but due to lack of the evidence it is still difficult to give official announcements and information.



SIMPLE TECHNIQUE, BIG SALES

This is super easy and can be done by most anyone trying to get into the Internet marketing arena.

In fact, I know people who make \$5,000 and more (sometimes a lot more) just about every time they do this.

Your results, of course, may vary.

Here's what you do...

Find a good WordPress plugin with PLR rights. It needs to come with a license that allows you to make any changes you want to it, along with the source code. You'll find lots of these in PLR membership sites.

Google the plugin and find out what bugs it has (if any.) People will tend to complain on forums about plugin problems, so this should be easy to research. Make note of any bugs.

Now get creative. Look at your plugin and ask yourself what change or addition you could make that would improve the plugin. It just needs to be one thing that truly makes it your own unique plugin.

And it needs to be something buyers will appreciate having.

Once you have this, go to Upwork and get a quote for what it will cost to make the change to the plugin, as well as fix any issue it has. \$300 or so is fairly typical unless there is a major issue.

If it's not super expensive, get the work done. If it is super expensive, go get another plugin and start over.

Tell your coder to also rename the plugin to the name of your choosing.

Pay for a professional looking e-cover and register a domain name.

Write your sales copy and put your new plugin on Warrior Special Offers or JVZoo.

Plugins tend to sell really well. Gather the names of all of your buyers and let them know you'll alert them when your next plugin comes out.

Rinse and repeat.

Yes, it really is this easy. Your first time you might have a few questions. Like anything else, there is a learning curve. But if you can't make money doing something this simple, frankly, you can't make money period.

RESOURCES



3 Steps That Took This Blog from 14,000 Readers to 400,000

What could you accomplish with 400,000 readers tuning into your blogposts every month?

<https://contently.com/strategist/2016/10/10/3-steps-blog/>

Most Creative/Clever Ads

Need some inspiration? Here are some of the most creative and clever ads you'll ever see.

Watch for the McDonald's ad at 8:38 – creepiest ad ever??

<https://www.youtube.com/watch?v=677XSJkx-ik>

Google Analytics Adds New Surveys 360 to its Collective

People are leaving your website without converting – WHY?

Starting today, you have a new tool for finding out what went wrong.

<http://www.thesempost.com/google-analytics-surveys-360/>

13 Uses for Keyword Research to Help You Win in the Search Engines

Google may put more emphasis on 'entities' than keywords these days, but keyword research can still help you gain search engine traffic. Here's how:

<http://searchengineland.com/13-uses-keyword-research-help-win-search-engines-258124>

How to Run an A/B Test in Google Analytics

You're not sure what's not working, but something's got to improve.

No worries, testing isn't as difficult as you think.

<https://blog.kissmetrics.com/how-to-run-an-ab-test-in-google-analytics/>

5 Hacks to Keep Your Ego from Squashing Your Business

In Ryan Holiday's new book, he shows how your own arrogance may be the biggest roadblock to ultimate success.

Here's a brief interview with Ryan...

<https://www.entrepreneur.com/article/283520>

7 Ways Marketers can Use Twitter Moments

Twitter has opened Moments to all users, taking curation to the next level. How can you use this to benefit your business?

<https://searchenginewatch.com/2016/10/13/seven-ways-marketers-can-use-twitter-moments/>

THE ART OF ZEN

Ryokan was a Zen master who lived the simplest kind of life in a little hut at the foot of a mountain. He was kind and wise and had very little with regards to material goods.

One evening a thief visited the hut planning to rob it only to discover there was nothing in it to steal.

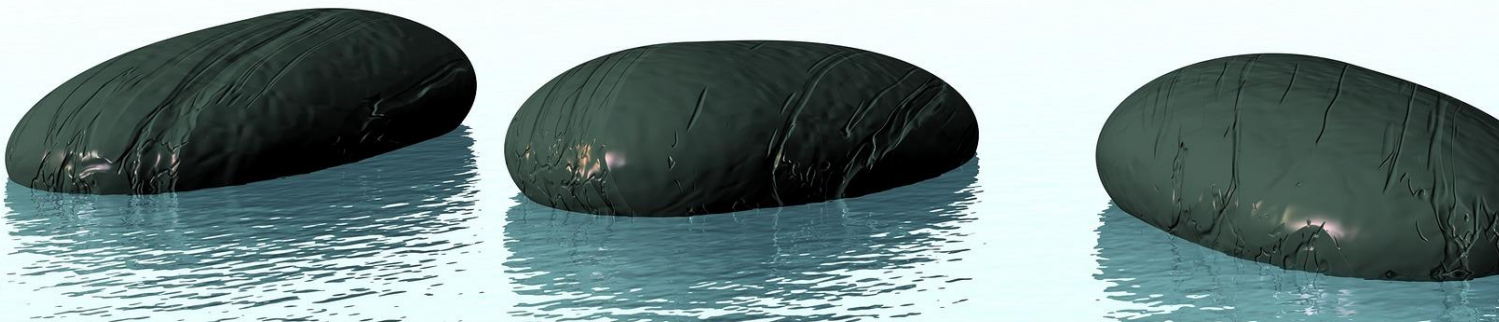
When Ryokan returned, he caught the thief in the act. But he was not annoyed or indeed, afraid. He said to the thief - "You probably have come a long way to visit me," he told the prowler, "and you should not return emptyhanded. Please take my clothes as a gift."

The thief was shocked and bewildered. He took the clothes and gently walked away in disbelief at the master's offer, knowing he now had nothing.

Ryokan meanwhile sat naked, watching the moon above. "Poor fellow," he said, "I wish I could give him this beautiful moon."

Dear Marketer, you may have a product to sell or a very useful service, you may have invented the quickest easiest solution to something or developed the most intelligent and expensive system known to man – but under all that and under all the desires and emotions that people have that drive them to want your stuff and all their shiny features – is how you treat them. That is what they will take away from your interaction. The extra unexpected things that come across to them in your connection.

People are driven by emotions, by how they feel. And deep down all they all want is to be loved. Psychologists tell you that humans are driven not by usefulness as much as they are by desire for love; to be loved, to appear loved or indeed to fill the hole that is empty from a lack of it.



There is a saying in Internet Marketing –

“Good Internet marketing makes the company look smart. Great marketing makes the customer feel smart.”

And there is wisdom in that; that is, it is not so much about what you are selling as it is about how you sell. Make all your interactions not product based but customer based. Give compliments freely and easily. Don't get too uptight in the need to be professional, loosen up a little and get to know your audience. The more the customer feels a part of what you are doing and feels complimented that they chose you (in a genuine way, of course) the more they will want to deal with you.

Always, especially in your sales pitches and scripts, appeal to emotions and benefits long before you ever talk about features. Because it is the emotion that buys your product and not the brilliance of the product alone. Ensure that you are using words that promote a positive feeling in them and not in the products. This is the secret to selling. The customer must feel first – paramount, wanted. This is our core human desire – to be cared for and it is easy to do. It starts with this bit of advice – there are many tips and tricks to making people feel cared for but here is the biggest one – actually care. And maintain that level of care no matter how many people you must deal with – because each person experiences you with new eyes.

See you next month!



**BE
HAPPY**

**THE INTERNET MARKETING
NEWSLETTER**

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