

September 2016

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YOU ARE WEALTH NEWSLETTER



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BELIEVE IT OR NOT, YOU DON'T NEED TO KNOW IT ALL TO HAVE A SUCCESSFUL BUSINESS

INTRODUCTION

Many people think that they need to have all the answers to be successful in any capacity; business wise or in life. While we all require some knowledge, there some people in the world that have made it without. That is, without qualifications, studying, school or even full expert knowledge of the field they want to be in.

In fact, the majority of the world's richest people know that they don't need to have all the answers in order to gain success, and what's more, they use that to their advantage. They may have a certain specialism in their field, but using Henry Ford as an example, having a solid team of people who fill out your knowledge gaps is far more important than having all the answers for yourself. Henry Ford was the founder of Ford Motor Cars and was a very wealthy man in his time.

A Chicago paper published some articles after the First World War, claiming that Henry Ford was an "ignorant pacifist". Mr. Ford rejected the idea that he was ignorant and retaliated by bringing a libel suit against the paper, even taking the not-so-common approach of putting himself on the witness stand to prove that he was in fact, a very clever man with nothing to hide.

The court lawyers asked Mr. Ford a series of pointless general knowledge questions and accused him of being a man who runs a car company with no real knowledge or experience with cars, the industry, academics or mechanics.

The answer he gave silenced the court and became a very famous statement –

"If I should really WANT to answer the foolish question you have just asked, or any of the other questions you have been asking me, let me remind

you that I have a row of electric push-buttons on my desk, and by pushing the right button, I can summon to my aid men who can answer ANY question summon to my aid men who can answer ANY question I desire to ask concerning the business to which I am devoting most of my efforts. Now, will you kindly tell me, WHY I should clutter up my mind with general knowledge, for the purpose of being able to answer questions, when I have men around me who can supply any knowledge I require?"

This retort was genius. The fact was – Ford didn't have all the answers and that was OK. He had instead kept his mind free from clutter and employed experts in their fields

to answer his questions while he focused on keeping his company running smoothly. If he needed to know about brakes, he would push the button for that expert, if he needed someone to explain engines to him, he had another. He used the specialized knowledge of others as an external brain to store extra information in and it made him the success he was.

You Too Can Be Like Henry Ford

We now live in the greatest information age of our time. You can google any question you may have, so without qualifications – we are becoming experts just by searching.

The point is this – do not avoid a certain field or reject a job opportunity or investment because you feel you are not up to scratch, use other experts and research to find out as much as you can about your industry. Knowledge is power and if you think you don't have it and it is stopping you from moving forward? Find someone who does and get up to speed.



IN THE NEWS

NEW EMAIL PROTOCOL MAY PREVENT YOUR EMAILS FROM BEING DELIVERED

Thanks to 'phishing' emails, new email authentication standards are being put into place. Soon you won't be able to use a Gmail or Microsoft email address in the 'from' field in your autoresponder anymore. Of course, if you're already using your own domain name, you're well on your way to compliance.

Your next step will be to protect your brand by publishing a DMARC record. Here's more info...

<http://smallbiztrends.com/2016/09/what-is-dmarc.html>

INSTAGRAM NOW HAS MORE THAN 500,000 ACTIVE ADVERTISERS

And with 500 million people using Instagram each month, and 300 million using it daily, it's no wonder Instagram has passed Twitter in active advertisers. Are you there yet?

<http://marketingland.com/instagram-now-500000-active-advertisers-192401>

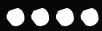
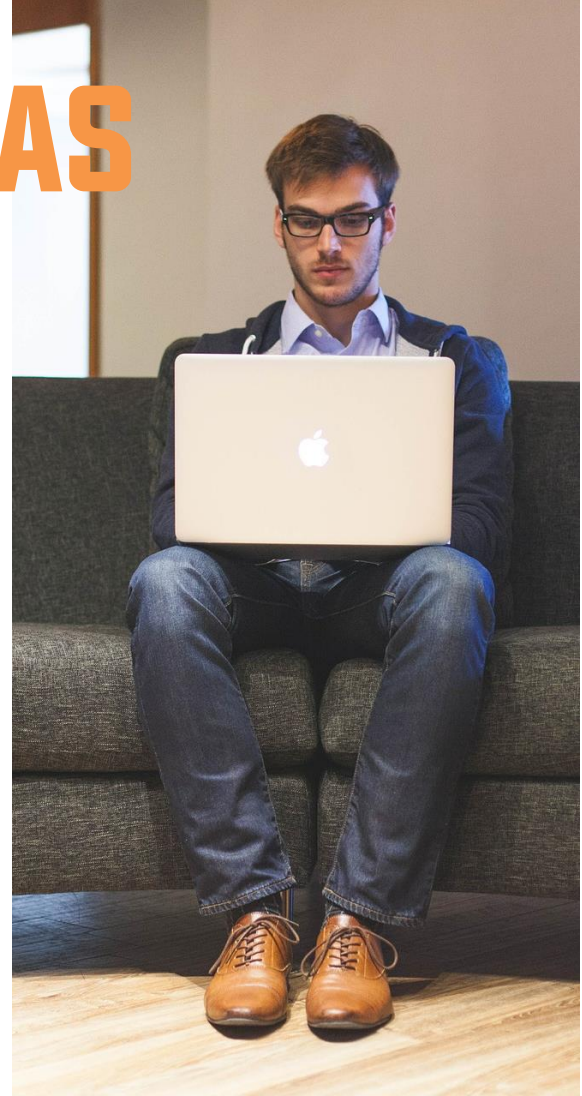
HOW TO START YOUR OWN BUSINESS?

IDEAS

If you are struggling with starting your project or business, rest your head. By following these simple steps, you will have a successful beginning:

1. Define the reasons, except making the money that you feel motivated by.
2. Pick a simple business idea.
3. Make a good business plan that will help you throughout the procedure and organize the events. Do not make it too complicated or long.
4. Gather an efficient, passionate team that will support you and your visions.
5. Finance your business properly. Do not waste money on unnecessary things but do not settle for low-quality material because of its price.
6. Start!
7. Promote your business through Social Media, banners, flyers and all the possible ways that you can think of.

This is only the beginning of your journey so be prepared for many challenges you will be facing in the future.



IN THE NEWS

GOOGLE'S AUTONOMOUS CAR GETS INVOLVED IN AN ACCIDENT

Everyone has high expectations of Google, whether it's about a new app or a new feature. This time, one of their self-driving cars, Lexus SUV, was not able to prevent a traffic accident, which left many people shocked. Although it is not the first time a self-driving vehicle has gotten into an accident, the reasons were majorly slow drive or being stationary at a junction. However, this time, it occurred after the driver of other vehicle passed through the red light and crashed into Google's car.

<https://www.theguardian.com/technology/2016/sep/26/google-self-driving-car-in-broadside-collision-after-other-car-jumps-red-light-lexus-suv>

5 MONEY-MINDSET HACKS FOR ONLINE MARKETERS



You can work like a horse, make all kinds of plans, stay up late and get up early. But if your head isn't in the right place, you'll never get ahead.

It's really that simple.



A second job?

Forget about it. Unless that second job is digging gold bricks out of the ground, you'll never get ahead. Lack of sleep, lack of a life, an abundance of stress, poor eating – the last thing you need is a second job.

And you know it. It's why you've got your own online business or you're starting one.

So, is mindset even important? Shouldn't you be concentrating exclusively on the mechanics of your business?

The fact is this: Without the proper mindset, the mechanics really won't amount to much. If you don't believe you can do something then the odds of you actually accomplishing it are slim. And if you do momentarily succeed, your own self-sabotage will reverse that victory in a hurry.

Here then are 5 money mindset hacks you **MUST** have to permanently increase your income in a dramatic, gratifying fashion:

1. Believe in yourself and your abilities.

To say this is key is an understatement. If you don't believe in yourself, you will actively find ways to fail, whether you realize you're doing it or not.

We all deal with being vulnerable, feeling uncertain and fearing failure.

But you've got to trust that by moving forward despite these feelings, you'll figure it out. It's a matter of stacking small victories one on top of the other. Each victory should give you some small boost in confidence that you can use to earn the next victory, and so forth.

This is why having a big hairy goal often doesn't work – you don't believe you can accomplish it because you've never done anything like it before. But if you break that big hairy goal down into tiny simple goals, and then accomplish them one by one, soon you will believe that yes, you truly can do anything you set your mind to.



2. Lose your money blocks

If you're perpetually short of money, you've likely been programmed to have a negative relationship with it. During your childhood you heard things like, "Rich people are crooks," and "Money is the root of all evil."

Two things you can do to lose your money blocks are...

Reprogram yourself. The subconscious believes whatever it hears over and over again. To reprogram your subconscious takes work, but it's worth it. When you think, "I have to work hard to make money," correct yourself with a statement such as, "It is so easy and fun to earn money." Choose 2 or 3 positive affirmations and turn them into mantras that you say to yourself throughout your day and as you fall asleep.

Find friends who are good at making money. Connect with others who are on the same entrepreneurial path you're on. Talking to, relating to and being around people who easily make money will help you to see it's alright for you to make money as well.

3. Declutter your life

This one is simple – if you have a lot of useless stuff lying around your office, your home and your car, you don't have room for the abundance you're seeking. You don't have room to grow. Money loves speed, clarity and clear space. It hates clutter. Get rid of everything in your life that serves no purpose and organize the rest.

4. Be ever so grateful

Let go of resentments. Forgive positively everybody of everything, with no exceptions. Holding resentments only hurts yourself – it doesn't hurt the person you refuse to forgive. And be grateful for everything you have in your life, as well as those things about to come into your life.

5. Forgive yourself for your financial past

The person you most need to forgive is yourself. And you might have to do it over and over again. Forgiveness is a funny thing – today you forgive yourself, tomorrow you're berating yourself again for the less-than-wise decisions you made. Any time you find yourself beating yourself up, forgive yourself. You did the best you could at the time. Remind yourself that the past can never be undone, and you can't live there, either. But you do have today, so make it count.

Now, most readers will nod their heads at what they just read and forget about it.

But a few – perhaps you – will take this advice to heart and begin making the changes necessary to realize your financial goals.

For you, this could be the start of a whole new financial life – one of abundance.

HOW TO GET YOUR OWN AUDIENCE THROUGH FACEBOOK?

Follow these steps and get more likes and fans on your Facebook page:

1. Know your audience well.
2. Customize your Facebook profile.
3. Create valuable content on your Facebook page
4. Use Facebook Live program to interest your audience
5. Respond to comments and encourage participation within your community.
6. Use Twitter to promote your Facebook page.
7. Use your Website to promote your Facebook page.
8. Use Facebook advertising to get more people visiting your profile.
9. Hold the contests on your Facebook page.
10. Promote your Facebook page using e-mail.
11. Promote your Facebook page in the offline world.



SNAP INC IS LAUNCHING A NEW PRODUCT - SPECTACLES

Seems like the race for a new viral product is not stopping. Snapchat has announced a new gadget that wakes different feelings and thoughts among potential users. Spectacles are specially designed glasses with built in cameras that will capture the moments of wearer's life from his/her perspective.

After the images of the newest product leaked, Snap Inc rushed to present their new diamond before they even planned. The functions are quite simple – by tapping the rim of the glasses, you will start recording the 10 seconds long video immediately and by tapping 3 times, you will record a maximum length, 30 seconds video. The light in front of your glasses will appear while recording so the people around you can be aware.

<https://techcrunch.com/2016/09/24/more-than-just-specs/>

HOW TO WRITE A LEGITIMATE PRODUCT REVIEW



We're all familiar with the "reviews" that are actually sales material in disguise.

That's not what we're talking about here.

If you want to write legitimate, believable reviews that attract search engine attention, increase traffic and build your reputation as an influencer and thought leader, here's how to do it - complete with template:

1. Realize you're going to be spending some time on this. Commit to using the product yourself and writing a bare minimum of 1,000 words.
2. Choose the product. It should be something you want and you can use, while also being of interest to your readers.
3. Know your audience. What are they most interested in? What are their goals? Keep them in mind during the entire process because you're doing this review for them.
4. Be unbiased and objective. Don't bring preconceived notions to your review. Start with an open mind, looking for all of the positives and all of the negatives. Remember, your reputation is on the line so be honest.
5. Use the product. Some reviewers try to get away without using the product, and it always shows in their reviews. Don't fake it - use it.

6. As you're going through or using the product, keep these questions in front of you:

- What does the product do?
- How is the product different from similar products?
- How difficult or easy is it to use this product?
- What makes this product worth the purchase?
- What's wrong with or missing from the product?
- Who is this product intended for?
- Where can this product be purchased?





7. Take notes as you're using it. You won't remember everything later when you go to write your review. Plus, your notes will make the writing process much faster.
8. Don't rely on PR and marketing material. Yes, you can use their photos. But write your own review from scratch.
9. List the good and the bad. You might make a Ben Franklin style list, placing the pros on the left side of the page and the cons on the right. Remember, even if you are acting as an affiliate for the product, your review will be much more believable when you also list the cons. And your reputation will remain intact for future promotions, too.
10. If it's relevant, include technical information. Just ask yourself – would your readers want to know this?
11. Provide examples of the product's use. You could write about different situations it might be used in, different outcomes it could facilitate and so forth. If you put the product to use yourself, write about your experience and the results you achieved.
12. If you're selling the product as an affiliate, be sure to disclose that fact.

Product Review Template:

Writing a professional looking review isn't difficult when you follow this simple outline...

- Introduce the product and write something interesting about it
- List the key product features
- Talk about the benefits of using the product
- If relevant, include information on the author as well as author case studies
- Discuss the good and the bad; pros and cons
- Explain who would best be served by the product
- Include pricing and purchase information

Unbiased, honest, in-depth reviews aren't the fastest posts to write because of the research and testing needed. But placing your readers' interests ahead of your own can help you build a solid reputation as an industry leader.

And in the long run your readers will love you for it, trust you because of it and be more likely to buy your highest recommendations.

Boost Conversions by Removing the 'Buy' Button?

I know of a/b split tests where making this one simple change increased conversions and it might do the same for you.

On things like banners, opt-in forms and sales pages, (you're going to think I'm crazy) test LEAVING OUT the button.

That's right – don't use a button.

Instead, test it with a blue hyperlink.

In the few tests we've seen, using a blue text link converts about 5% better than using a 'click here' type of button.

5% might not sound like much, but if you're throwing a large amount of traffic to your banners, opt-ins and sales pages, it can really add up.

And as with anything else, be sure to test it yourself and see what kind of results you get.

HOW TO LAUNCH YOUR OWN ONLINE STORE?

The online sale is a very popular and serious business. However, selling the products is not easy, no matter if it's online or offline. Therefore, consider two questions: Do you have a good idea? Are you looking forward to learning on the way? If your answer is "Yes" to both questions, you are ready to follow this guide and set up your own online store:

1. Decide whether you are going to start selling your own or the products of others.
2. Create a brand - the name and domain of your online store.
3. Choose a hosting company.
4. Choose a drop shipper.
5. Select a CMS for your website. A good CMS (Content Management System) will greatly facilitate things.
6. Choose the payment systems. The most frequent and recommended ones are PayPal, Wire transfer, and direct payment via Credit Card.
7. Create a blog and Social Media profiles. You will be using them to get more traffic to your online store since its launch and promote it afterward.
8. Create advertising campaigns

Creating and launching the online store is just the beginning. The important role in its potential success are playing the search engine optimization, online and Social Media marketing. Get ready!

IN THE NEWS

GERMANY RESPONDS TO WHATSAPP AND FACEBOOK AND DEMANDS USERS' PROTECTION AND PRIVACY

WhatsApp's official announcement from August this year pulled out some of the important privacy concerns among users that are not willing to share their private data in commercial purposes of these companies.

To be more precise, WhatsApp has announced that they would share personal information of their users with Facebook, which includes the phone numbers.

The German data protection agency has responded briskly and demanded from Facebook to delete all the collected data coming from WhatsApp that belongs to German users. Johannes Caspar, the Commissioner for Data Protection and Freedom of Information in Hamburg, is concerned about the privacy of 35 million Germans using this app. He mentioned that Facebook's management has promised not to use any data from WhatsApp back in 2014 when they started owning the company and is not breaking the deal.

<https://www.theguardian.com/technology/2016/sep/27/germany-orders-facebook-stop-collecting-whatsapp-phone-numbers-user-data>

4 WAYS TO KICK YOUR SOCIAL MEDIA MARKETING UP A NOTCH

Social media can be a great place to build your audience and your list. The trick, of course, is to be seen. Here's how to make that happen...

1. Get in the game

If you're not posting, then you're invisible. Increase your social media activity and your followers will grow.

To do this: Choose a posting schedule and stick to it. For example, 5 times a day on Twitter, 3 on Facebook and 3 on LinkedIn. Use a content curation app to schedule your posts. And know your audience so you can give them what they want.

2. Join the right communities

From a business standpoint, communities are where the valuable conversations take place.

Find your communities and join those groups to discuss your niche.

Don't promote yourself or your products the moment you join.

Instead, participate in the discussions and mention your product only when it's the answer to someone's question.

Your goal here is to build relationships with your targeted audience.

Don't forget Sub-Reddits in your industry, Quora and the communities on GooglePlus.

3. Use great eye candy

You already know that visuals attract eyeballs and make your content more shareable.

No doubt you're already using a visual on every post.

But is your visual pulling its weight?

Instead of grabbing the first picture you see, think about what you want your visual to convey. What emotion should it evoke?

4. Build your own advocacy group

Studies show that social media advocates increase the credibility of your messages. It's a form of social proof when other people Tweet your latest blogpost or post a link to your latest podcast.

Not to mention the extended reach of your advocates.

And did you know your message is more likely to go viral if others are promoting it rather than you? It just makes sense.

So, start building your own team of people who post for you. They could be happy customers, vendors, virtual assistants and so forth.

You might even have a reciprocal agreement with other marketers to promote each other's content.

There you have it; four ways to take your social media marketing to the next level. Post more often, join the right communities, make the very most of your photos and build your advocacy groups.

Write these down and choose one to do this week, one next week and so forth, until all four are an integral part of your social media marketing efforts.



DATA PROVES AMAZON REVIEWS WITH "FREE OR DISCOUNTED DISCLAIMER" ARE EXTREMELY BIASED

Did you know that more than half of all new reviews submitted to Amazon are incentivized reviews?

Third party review clubs have popped up all over the internet. "Get Products in Exchange for Reviewing them Online" they tell their visitors.

According to Amazon, this is acceptable as long as the reviewer discloses this fact.

But here's the major flaw in the system - product owners can **CHOOSE** who reviews their products. Thus, reviewers are motivated to post positive reviews, so they can continue to receive free stuff.

Post an honest review that's not positive, and you may never receive a freebie again.

Post a positive review regardless of whether or not it's honest, and the free stuff keeps coming.

For example, one reviewer has over 1600 reviews, all of which are 5 stars except for one lone four star review.

So how biased are these reviews?

ReviewMeta analyzes online reviews and helps identify which ones are honest and which ones are less than honest.

On a study of 1.7 million reviews on 807 products...

7% received a lower rating from their incentivized reviews

6% received the same rating from their incentivized reviews

87% received a higher rating from their incentivized reviews

So, what does this mean for you?

If you are selling products on Amazon, you can get incentivized reviews and they will almost assuredly boost your star rating.

But beware. As more and more shoppers realize what's happening, there is a possibility it could hurt your product sales in the long run.

Best bet: Get incentivized reviews in the beginning just to get your first reviews. After all, a dozen or so incentivized reviews still looks better than no reviews.

From then on, let your reviews happen naturally.

And if you are buying a product on Amazon, you might want to insert the URL into the ReviewMeta analyzer to see what the reviews say minus the incentivized reviews.

For example, Xfinity Internet has an original rating of 3.7 stars. But the adjusted rating when you remove incentivized ratings is just 1.4. Ouch.

Marketers beware - there is no substitute for having a genuinely great product.

<http://reviewmeta.com>

<https://www.youtube.com/watch?v=kdLI62JKpCk>



HOW TO STAY PRODUCTIVE ONLINE?

If you are working as a Freelancer or your job is mainly related to your laptop, you know how hard it is sometimes to complete the work that may not even be that difficult.

In order to stay productive without getting overwhelmed with work, follow these steps:

1. Exclude yourself from the reality. Avoid the distractions and interruptions.
2. Do not try to do everything at once. If you do this, eventually you will have too much work that you need to finish quickly and this may lead you to a project failure.
3. Have a clear vision of what you should do. Sometimes we keep writing or designing without a clear idea of what we are doing, which is a mistake.
4. Stay disciplined and responsible. Do not leave the things for later or just do them whenever you feel like. If you want to be successful, discipline and responsibility must play a big role in your life and career.



IN THE NEWS

FACEBOOK LIVE ALLOWS ANDROID USERS TO STREAM THEIR GAMES THROUGH BLUESTACKS

As the popularity of Live Streams is growing, there is a new feature many gamers are surely excited about. Facebook Live allows you to stream your Android and other games through Bluestacks now. This desktop emulator has been efficient and useful to many users trying to upload their pictures to Instagram via PC or Mac, chatting on Kik messenger and doing other things that you could only do from your phone before. Now, it's going to be way easier for mobile users to stream their games and get their own audience!

<https://techcrunch.com/2016/09/22/you-can-now-stream-android-games-to-facebook-live-from-your-pc/>



ARTICLE

3 THINGS YOUR CUSTOMERS WANT TO HEAR FROM YOU



You might not be telling your customers everything they want to know – and it's hurting your sign-ups and your sales.

Yet these are 3 easy fixes you can do in a day...



1. Tell them what they get when they join your list.

Sure, you're telling them they get an incentive like a report or a video...but are you telling them you're going to be emailing them? Are you telling them how often, and what to expect in those emails? Most marketers don't, and it's resulting in unsubscribes.

If you're not telling your visitors that grabbing your freebie means they get emails from you, then you need to do it in the very first email you send to them.

Make a bullet list of all the great things they'll discover in your first 10 or so emails. And let them know how often you'll be sending email.

Done right, this small step not only prevents unsubscribes – it even makes subscribers anticipate your emails and open and read them.

2. Tell them how you are different.

You've got competitors – probably LOTS of them.

Your customers are having trouble understanding what makes you different from all the other guys.

And when they can't tell the difference – they don't buy.

So clearly communicate your biggest difference. Communicate it well and communicate it often.

Be specific. Don't just say, "Our traffic generation product is terrific."

Instead write, "Our traffic generation product stands apart from all others because it details 42 specific traffic generation techniques in step-by-step format. No question goes unanswered. And we even give you an assessment of which 3 technique will be the most profitable for your exact business.

Wow – I'm sold! Seriously, somebody make this product and I'll buy it.

3. Solicit feedback.

At the end of any purchase, service or project, let your customer know that you want their feedback on their experience. Tell them you're going to be sending a survey so you don't take them by surprise, and so they know you really do want feedback. This puts them in the frame of mind to give you that feedback when they do receive the survey.

There are three kinds of feedback – good feedback, bad feedback and B.S. feedback. The hard part is telling the bad apart from the B.S.

Bad feedback is legitimate complaining about your product or service and shows you where you need to improve. Bad feedback is priceless and can.



earn you a fortune if you listen and if you make the appropriate changes.

B.S. feedback is a troll who is having a bad day or a bad life and wants to take it out on you. You should ignore this totally because it's only going to make you feel lousy if you let it.

How do you tell the difference? Sometimes it can be difficult. Ask yourself if acting on the feedback will improve the product or the customer experience. Have others given this feedback? Does it seem like a legit complaint? If not, file it in the round folder, as they used to say (that's the trash can.)

Good feedback is of course wonderful to receive, but don't let it go to your head. Instead, find ways to do MORE of what they are praising for an even better customer experience.

And there you have it – 3 things you should be telling your customers: What they're going to receive in emails and how often they'll receive it, what makes you head and shoulders better and different from the competition, and that you sincerely want their feedback.

These 3 small changes can add up to a much larger bottom line for you.

If there was a way to make almost guaranteed money in the make money online, internet marketing niche – would you be interested?

The concept is simple – take away the work and offer a 'done for you' solution.

People want to make money online. They want to create products to sell, create blogs full of content, create Amazon affiliate sites and so forth.

They want all these things – but what they don't want is the WORK of DOING these things.

They don't want to write their own book, or record their own video product.

They don't want to set up their own sites and write their own site content.

They don't want to write sales pages and emails and guest blog posts.

They don't want to create plugins, build membership sites, set up funnels or list build.

But they WANT all of these things.

All you do is supply what they want and you've got an easy sale.

To start with, you might want to do the work yourself.

But once you get a job or two done, you can consider outsourcing the work to someone else.

Now you just take the orders, order the work done, and deliver.

You've provided much wanted services, and it's not taking much of your own time.

All because you're helping new marketers avoid that thing they dislike the most – work.

And giving them exactly what they do want – their own business.

HOW TO (ALMOST) GUARANTEE YOU MAKE MONEY IN THE MMO/IM NICHE

HOW TO DEAL WITH UNSATISFIED CLIENT?

For self-employed professionals and owners of small businesses, difficult customers are a professional reality. Although you probably rarely make mistakes and treat all the customers with the proper professionalism, sooner or later you will come across a client whose expectations were not met or they will be having some kind of issue regarding your collaboration.

In order to keep your professionalism and control yourself even when you don't think the customer is not right, you should consider the following steps:

1. Listen to your customer. Maybe you two simply had different visions about your project. That does not mean any of you is right or wrong.
2. Take your time to think of the response. This advice especially applies to online communication. Do not respond immediately and think of a polite answer.
3. De-escalate. Rushing into responding to a rude comment on the same way will not help in these situations.
4. Find the solution and discuss calmly with your customer. There is surely a way that will not affect any of you and perhaps you can continue collaborating in the future.



IN THE NEWS

TINDER COMES UP WITH AN IDEA OF BETTER MATCHMAKING

Tinder users will have access to a new feature soon, Tinder Boost. Its purpose is to make the experience easier for every individual looking for their perfect match, saving their time and getting the best out of the period they actually spend online.

The profile of every Boost's user will be displayed first to all the matches in their area for 30 minutes. The price of this feature is still unknown and it is being tested in Australia, whose audience will have an opportunity to purchase it first.

<https://techcrunch.com/2016/09/27/tinder-boost-lets-you-pay-your-way-to-the-front-of-the-line/>

HOW TO HOST WEBINARS AND BROADCAST VLOGS FROM YOUTUBE LIVE

Google Hangouts on Air has announced it is moving to YouTube Live.

So how do you broadcast with this new technology? Like anything else, it can seem complicated at first. But after your initial set-up and first broadcast, you'll find it's actually a breeze.

Here's how...

1. Access YouTube Live from Your Dashboard

- Sign into YouTube
- Click on your channel's profile picture (top right)
- Click Creator Studio button
- In the left sidebar menu, click Live Streaming

2. If this is your first time, you'll see a Get Started screen

- Verify your identity with a phone number
- You'll get a link so share for live streaming to audiences that looks like this: youtube.com/c/username/live

3. Learning the system...

- Get to know the Dashboard
- Review the live streaming checklist on the top right
- Familiarize yourself with the chat window – this is where listeners engage with you when you're live streaming
- Notice at the bottom of the chat window you can send messages, emoticons and URL's
- You do have the option of turning chat off

4. Add event details

- In the information box you can configure details about your YouTube live event
- Start with the event title, a description, scheduling, category and privacy options

5. Click on Stream Options at the top

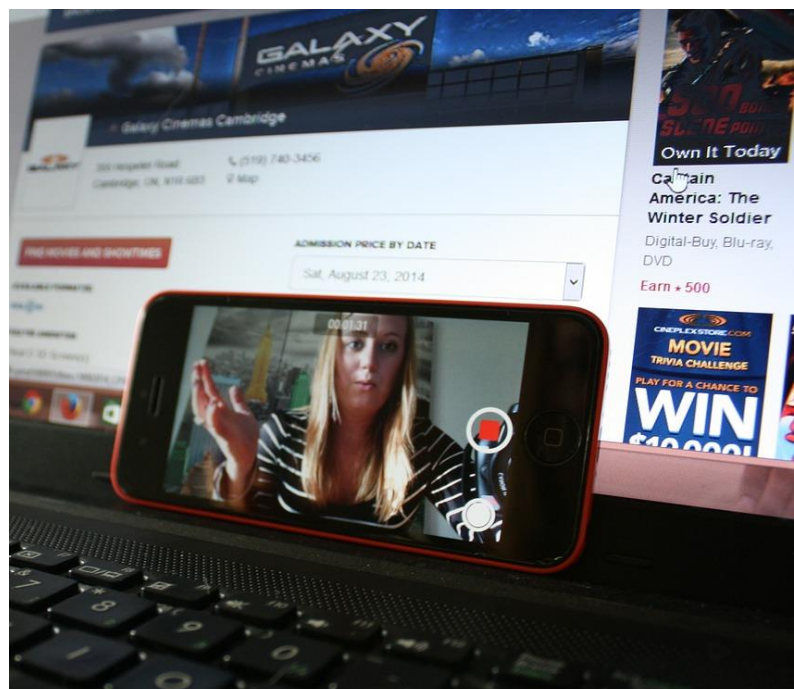
- Enable DVR so viewers can see back in time, up to 4 hours
- Choose stream optimizations and delay if applicable

6. Optional – Click on Monetization at the top to add Google AdSense

7. Optional – Add cards to your live event for a strong call to action

8. Set up your encoding software

- YouTube recommends several different software options for broadcasting from your desktop, including Open Broadcast and open-source software for both Macs and Windows users
- Click on Encoder Setup and enter the information
- Then enter this information into your Open Broadcast software



9. You're ready!

- Simply start streaming from your software. Choose input sources such as your desktop, webcam or audio input.
- You should see a preview of what your YouTube Live audience will see.
- Click the Start Streaming button and you are LIVE!
- While streaming you can view analytics to see how many people are watching.
- And you can grab the live URL to share, too.

10. Once your YouTube Live event is over - your video will be added to your video uploads and optionally available to YouTube viewers.

11. When you click on your live event video - you'll see the analytics button beneath the video. Click this and you'll see the engagement of viewers during the live session.

12. Download your video to share elsewhere

- You can repurpose your YouTube live videos by going to your Video Manager, clicking on the drop-down arrow next to Edit, and downloading the MP4 file of your video.
- Share your videos on Facebook, Slideshare and any place you can upload video.

Wired called YouTube the sleeping giant of livestreaming. It's a great way to connect with your audience and make them feel a part of something new, exciting and fun.

And it's a great way to build your YouTube video library as well.



IN THE NEWS

BLACKBERRY IS PREPARING A NEW ANDROID DEVICE

After the release of the Android DTEK50 phone, Blackberry is looking for a way to fit into the Smartphone world with a new version, DTEK60. Reportedly, the information and specifications of the new phone have recently leaked on Blackberry's website and from what it seems, it's going to be much better than the previous version. With 21-megapixel rear and 8-megapixel front camera, 4GB of RAM and 5.5-inch QHD screen, this phone seems to have the necessary quality as it has passed through the FCC as well. We are still waiting for an official confirmation of the company and looking forward to a new device on the market.

<http://www.theverge.com/circuitbreaker/2016/9/27/13081306/blackberry-dtek60-rumor-leak-specs>

HOW TO USE YOUR PERSONAL STYLE TO MAKE BETTER PHOTOGRAPHS?

It is hard to imagine a professional photographer that is not passionate about his job. Today, with so many excellent devices and utilities, every photographer can make unique pieces that define him and his style.

In case you haven't found a way to define yours yet, follow these steps:

1. Think of your style first. What do you enjoy photographing and it may not even be profitable? There is a difference between taking pictures of someone's birthday party and taking pictures of strangers or nature that you enjoy.
2. Start following your own style. Take more pictures of the places, items or events you really like looking at after. You will notice the pleasure after taking the photos that inspire you.
3. Express yourself with your photography. Being an artist that you are, you will be proud of every piece you've taken.
4. Get inspired by others. You may like their ideas and see the things from different perspectives.
5. Never stop learning. Whether it's about the techniques, styles or devices, you should always be up-to-date and keep expanding your knowledge about everything you are passionate about.

WHAT'S THE DIFFERENCE BETWEEN A \$1,000 A MONTH MARKETER AND A \$100,000 A MONTH MARKETER?



Belief and perseverance – at one time, the person earning 6 figures a month wasn't earning a cent online.

But because they BELIEVED they could do it, they persevered.

They stuck to it and they kept going until they were successful.

Ideas – if we all have access to the same resources on the web, then the difference can be as simple as the one resource we have that no one else shares – our mind.

When you carry a notebook with you and jot down several ideas a day, every day, your mind becomes an idea machine.

And some of those ideas are truly worth millions.



Not as much as you might think.

Both marketers have the same access to the internet.

Both have the same access to software, websites, plugins, courses, etc.

And both have the same access to writers, graphic artists and techies.

So, what's the difference?

Why does one earn 100 times more than the other?

3 things...

They don't even have to be original ideas. Sometimes a small tweak to an existing idea can make all the difference.

Ever notice how one app sells half a million copies and a very similar app doesn't sell 50 copies? What's the difference? Something small. Maybe how it was slanted, how it was presented, or even the name can make all the difference.

One more thing about your own ideas- you tend to love them more, and thus work harder to see them to fruition. They're like your own children versus someone else's kids. You'll work hard and longer to support them and see them change the world.

Write down your ideas and hang onto them. Read them often. Truly they can make the difference between being broke and being rich.

Experience – there is no substitute for experience. It's experience that brings confidence to keep growing.

You start one small project and it's a success. So, you start a bigger project, and it fails. But from the failure you learn something really important.

So, on your third project, you take what you learned from the first two and you have a breakthrough, and so it goes.

One last thing that makes the difference – **Action**.

Doing what it takes. Hard work as well as smart work.

Now someone out there just read these words and said, 'bullshit.' Why? Because I didn't talk about Luck.

Sure, luck plays a part. Some people are lucky enough to be born rich. Some people are lucky enough to get really terrific breaks. For the other 98.5% of us, we get to create our own luck.

Yes, it would have been nice to get the special breaks a few enjoy. But when you don't get them, you can either sit on the couch or weep or go make your own breaks.

It's up to you.

THE 79 CENT METHOD TO GETTING STUFF DONE

Do you have trouble completing tasks? Try this...

You've got a ton of stuff to do to set up your funnel...

- ...create a lead magnet
- ...write squeeze page copy
- ...build a squeeze page
- ...install tracking software
- ...write follow up emails
- ...create an OTO
- ...create an OTO sales page
- ...create an OTO download page

And so forth and so on.

It's a big project, and when confronted with such a big project, what do most people do?

They start on something – maybe the lead magnet – but they hit a snag.

So, they set it aside and work on something else; maybe the squeeze page.

But now they have questions about how to do it.

So, they start on the follow up emails...

You see where this is going. Does it sound familiar?

Here's the 79 cent method to getting stuff done:

Buy a pack of index cards.

Break down everything you need to do into steps.

Write each step on a card, in order.

Now pick up the top card and lay it right in front of you.

Put the rest of the stack inside your desk.

You don't get card #2 until you finish card #1.

No exceptions.

NO exceptions.

Now when you run into an obstacle, you'll find ways to get through it or around it so you can get that card off of your desk and move onto the next one.

Having trouble setting up the squeeze page? Go to Google for answers, or check YouTube for a 'how-to' video.

Just.Get.It.Done.

I noticed 2 things back when I first used this method.

First, I got things done. It was great! And such a relief.

Second, I built confidence. Every time I ran into an obstacle, I found the answer and powered through.

I can't tell you what that did for my belief in my ability to make things happen.

After a while, I couldn't wait to get to the next 'problem' so I could solve it.

And even today, if I notice I'm procrastinating on a project because it seems too big, I pull out my blank index cards and start writing.

It works every time.



20 WAYS OBAMA'S PR TEAM NAILS ONLINE MARKETING

There are some brilliant ideas here you can use in your own marketing.

For example, #2 – "Share with a friend the one that means the most to you" is a great way to get your campaign to go viral.

http://www.huffingtonpost.com/zach-kitschke/20-ways-obamas-pr-team-na_b_12040366.html



IN THE NEWS

INSTAGRAM REPORTS 500,000 OF ACTIVE ADVERTISERS

Seems like the things have been changing significantly in the online marketing during the following year, as Instagram reports 500,000 advertisers buying the ads from this company on a monthly basis. The fact that in February 2016 this number happened to be 200,000, shows us the increase of Instagram relevance and user base. Over 1.5 million accounts were turned into business profiles, which allows them to purchase ads within the app and organize their posts in a better way.

In the other hand, Facebook claimed to have more than 3 million advertisers and Twitter around 130,000 in the past year. However, none of these two companies changed or improved their figures since then. It is more likely that Instagram is going to keep expanding in the marketing field and get even more advertisers to successfully promote their businesses through this app.

<http://marketingland.com/instagram-now-500000-active-advertisers-192401>

8 TIPS TO DOUBLE YOUR PRODUCT SALES ON **JVZOO AND WARRIOR**

1. Make an offer that provides great value to the buyer and works as the perfect opening for a 'done for you' service that you can promote at a later time. For example, you might teach them how to make money with an Amazon affiliate site, and later email them with an offer to build their site for them. (You can outsource the service.)
2. Have an upsell/oto. It should be related to the main offer but not necessary for the main offer to work. If you don't have an upsell, get one, even if it's not related. It will make more money for you and for your affiliates
3. Choose a price point for your main offer between \$7 and \$19. Dime offers starting at \$7 and maxing out at \$19 do well.
4. Place clickable affiliate links inside your PDF that open in a new window. You want to encourage your buyers to become affiliates.
5. Place a link in your product that leads to a related, higher priced product for additional sales. The last page of your PDF is a good spot, as well as placing the link on the product download page.
6. Have an affiliate page with email swipes and banner swipes. Yes, people still use banners to promote products from their blogs.

And many affiliates will simply copy and paste your email copy to their list. Make it super easy for affiliates to find your affiliate page – don't make them hunt for it.

7. Use our own list, or buy traffic to drive your offer into the top ten for the day. This will get you more affiliates.
8. Email and PM affiliates more than once. First, do it well before launch to let them know it's coming. Do it again just before launch, as well as after launch so you can tell them how well your offer is doing (and let them know they are missing out.) Always be super nice and polite, and never, ever pushy.

If your last product on JVZoo didn't do as well as you hoped, use these 8 methods to relaunch an updated version.

Or start with a fresh product and this comprehensive approach to maximizing your earnings as well as substantially growing your list of buyers.



DISCOVERING IM IDEAS FROM THE CRAZIEST PR STUNTS OF ALL TIME

Sometimes the shortest path to your next great internet marketing idea can be found in the annals of public relations history.

We've sorted through 100 different PR stunts to bring you the most inspiring and entertaining exploits to stimulate your thinking and give you that one great idea you're searching for.

1929 - Torch of Freedom anyone?

There was a time when it was not socially acceptable for women to smoke cigarettes in public, because it wasn't considered 'lady-like.'

So, in 1929 Edward Bernay, one of the fathers of PR, got good looking women to light up cigarettes in New York's Easter Parade, and he hired photographers to send the photos to news outlets around the world.

He also renamed cigarettes "Torches of Freedom" for the women's liberation movement. Sales of cigarettes to women skyrocketed.

How can we use this? First, if it appears that your product is being used by others, then prospects are more likely to buy it. It's social proof, and it can be highly effective.

Second, take great care when naming your product. Would you smoke a cancer stick, coffin nail or lung buster? Of course not. But if you were a woman in 1929, or even 1990 when they revived the 'torches of freedom' name, you might very well smoke it.

1986 - Human chain for charity

More than 7 million people across 16 states made a human chain to raise money for the hungry and homeless. Even President Reagan joined in, with everyone paying \$10 for their spot in the chain. (Do the math!)

How can we use this? With social media, it would be easier than ever to organize something like this to raise money.

Your website would of course be the sponsor. Imagine the free publicity! Tie it to a current event, such as relief for a natural disaster.

1996 - Taco Bell buys Liberty Bell

Taco Bell took out a New York Times ad that stated, "Taco Bell Buys the Liberty Bell." The ad explained that they were renaming the historic landmark the, "Taco Liberty Bell." The publicity was enormous as people rushed to complain. By noon Taco Bell admitted it was an April Fool's joke. Over a thousand media outlets covered the story, and millions of dollars in additional sales were generated over the next two days.

How can we use this? The possibilities are endless. You can spread your 'news' on the internet or actually take out an ad like Taco Bell did, or both.



You might announce that your website has just purchased a historic landmark, or is going to do something at a landmark (leap the Grand Canyon on your brand of vacuums?) or declare national naked day or whatever your imagination inspires you do to.

The trick is to tie it to your brand like Taco Bell did.

1998 - Burger King announces left handed Sandwich

How people fell for this one I don't know. Burger King announced they'd redesigned the Whopper to make a version better suited to the needs of left handed people. It was of course an April Fool's joke, but that didn't stop 32 million Americans from going to Burger King that day.

How we can use this – a website for left handed people? Tall people? Red-headed people?

How about your products – maybe you can modify them to suit a special group of people. For example (and I'm being serious for a moment) you could take your marketing course and tailor it just to chiropractors, just to dentists, just to plumbers, etc.

And in a humorous April 1st mode of thinking, you might claim to alter your books for dyslexics, swapping the words around so when they're read by dyslexics, they come out right. Make sure you're on the correct side of political correctness if you try something like this.

1999 – Half.com buys town for \$100,000, sells company for \$300 million

Half.com paid a small town in Oregon, called Halfway, to change its name to Half for one year. They gave the town of Half \$100,000 and a package of other financial subsidiaries. The publicity on this exploded, and shortly thereafter eBay bought the company for \$300 million.

How we can use this – obviously most of us can't afford \$100,000 to buy a town for a year, although if we could, the return on investment could be mind boggling if Half.com's experience is any indication.

You might pick out a very, very small town - Ideally one that isn't even incorporated - and offer some kind of package (perhaps a marketing package to tourists?) If they will change their name to your website URL. The key here is of course the free publicity, not only for your site but also for the town itself.

And you can always offer a piece of the pie to the town should you sell your site for big bucks due to the free coverage you receive.

2000 – BA Can't Get It Up

British Airways sponsored the London Eye (the ferris wheel) but they had an issue getting the wheel up. After several attempts while the press was watching.

BA had a plane fly over with a banner that read, "BA can't get it up," turning a PR nightmare into a good laugh

How we can use this – when everything is going wrong, find a way to laugh at yourself and others won't mind.

And more specifically, next time your site is down, go ahead and email your list and tell them you can't get it up.

They'll enjoy a good laugh and they won't soon forget you or your site.

2008 – Shreddies Goes from Squares to Diamonds

Shreddies - a 70 year old breakfast cereal - got people talking about their product again when they turned their square cereal 45 degrees. This was the "new and improved Shreddies," and tons of positive feedback poured in. Customers even reported the diamonds tasted better than the squares.

How we can use this – rename your products, rename features on your products, put a new spin on something old... seriously this one should set your brain on fire with possibilities.

If tongue-in-cheek claiming that a cereal has changed shape by rotating it 45 degrees can create an influx of free PR and boost sales, imagine what you can do.

3 GOLDEN RULES OF MY \$300 K BLUEPRINT

If I said you too can soon be making \$300,000 a year, you wouldn't believe me, would you?

But, believe me, it is true. As a product developer, \$300,000 into your bank account (each and every year by the way, not just once) is perfectly possible.

I know that, right now, it sounds a bit of a fantasy. But trust me, it is not. And in this series of articles - the \$300K Business Blueprint - I am not going to just tell you that you can do it - I am going to prove it to you.

Of course, there is a catch! To make that kind of money you have to follow a pretty strict business blueprint. One that has been tried and tested and proven to work. So, in this series of articles, I will reveal this blueprint to you and explain exactly how it works including precisely what you need to know about products, prices, overheads and marketing.

\$300K On The Back Of An Envelope!

This blueprint is actually pretty simple, so I really could outline it to you on the back of an envelope! But why make life difficult for ourselves?

Let's get started: Enter our target income (\$300,000) and divide it by the number of days in the year - 365 (we're overlooking leap years for the sake of argument).

What do you get? Well, I make it \$821.92. In other words, you need to sell near enough \$822 of product a day to make \$300,000 a year.

Play around with the figures a bit if you like. For example, monthly, you'd need to take \$25,000 a month to gross \$300K a year. Weekly, it would be \$5,769.

Whichever way you look at it one thing is clear: You need to pull in a fair wedge each and every day to reach \$300,000 a year.

BUT STAY WITH ME NOW. IT CAN BE DONE. AND I'LL SHOW YOU HOW.

Let's start with the \$822 a day target. It seems like a lot of money. And it is. But on the other hand it can be achieved very easily if you go about it the right way

Say your product - whatever it is - makes you \$10 a sale. You'll have to get 82 sales a day (or a whopping 30,000 a year) to reach your \$300K. And I can tell you - if you haven't already realized - just processing 30,000 sales a year (to say nothing of actually making them) is a hell of a lot of work.

BUT What if you sell a product that brings you \$50 a sale. Still not a lot to a customer. But a whole lot easier for you. Because now you only have to get 17 sales a day. Or what if you sell a product costing \$137. Now you only have to make six sales a day. The whole thing has already become a whole lot easier!



So, this is the first golden rule of my \$300 K blueprint:

Selling low cost products is a back-breaking no-no! Concentrating on higher value products - say \$50 or so and up - while at the same time eliminating the low-priced ones - is much more realistic for a business like yours and mine.

NOW LET'S TAKE THE WHOLE THING A STEP FURTHER. IT GETS EVEN MORE EXCITING, I PROMISE YOU.

So, let's say you've decided to go with a product that makes you \$50 a sale. If you have just one product that means you have to pull in 6,000 different customers to make your \$300K. ($6,000 \times 50 = \$300,000$. Don't take my word for it. Remember to use that calculator if you want to check anything I'm saying!)

Now what if instead of having just one product you have a range of ten products all appealing to the same customer. Products cleverly devised so that each customer mostly buys more than one. Say that on average each customer buys just two products (not a lot when you have ten to choose from). Then now you only need 3,000 customers. Or, if they buy three, you only need to find 2,000 customers.

That's the second golden rule of my \$300K blueprint:

Having a range of products will slash the number of customers you need to find each year to a much more realistic level.

Better still, if you have multiple products (let's say ten), then the number of daily sales needed for each product is drastically lowered. With one product earning \$50 per sale, you need to make 6,000 sales of that one product per year to make \$300,000. But if you have ten products earning \$50 each per sale you need only 600 sales of each product in a year to reach \$300K. In other words, an average of less than two sales per product per day!

And that's the third golden rule of this blueprint:

The more products you have the fewer individual sales you have to make to maximize your revenue. Not only does that mean less selling. It means fewer orders to process, less admin. and lower overheads too!

Let's look at the figures again: If your product makes you \$50 per sale, you will need to process 17 orders a day to achieve your \$300K. But if each individual order is for three products from your range your individual order value shoots up to a very impressive \$150 per order and that means you only need to make six sales a day to make \$300,000. Wow!

To sum everything up in one simple sentence: By selling a range of higher priced products to the same customers, something which initially seemed unrealistic becomes very, very, VERY realistic indeed.

The thing is, in this business, most people don't know these three basic golden rules. So, they set out with a lot of hope and expectation of making \$300,000 a year or whatever. And they mostly fail. For the same reason. Because they don't have a blueprint. They'll try to sell just low priced eBook or CD type products around \$10 or so with low profit margins. And in their misguided way will believe that they can find (and process) 30,000 (or more) new orders each and every year. It's unrealistic, expensive and doomed to failure from the start.

One more thing. Don't worry if you have already made some of these mistakes. It's not too late to put them right. One of the best things about being a product developer is you have the ability to chop-and-change and reinvent your business whenever you like. At any point in time you can choose what kinds of products you will develop and market, who you will market those products to, what you will charge and what new profit targets you can set.

22 QUICK WAYS TO INCREASE YOUR CONVERSIONS



Here are 22 proven strategies to get your visitors to do what you want – whether that's giving you their email address, sharing your content on social media or buying your products.

Before you read the following, allow me to offer 3 words of caution: Empty your cup.

Just as a full tea cup can hold no more, a closed mind can't increase conversions.

Imagine 3 people read this article.

The first person says, "I've heard some of these before," and dismisses the entire list. But is he doing these things? No. Are his conversions increasing? No.

The second person reads this list and says, "These won't work." Again, her cup is full and her conversions never improve..



Getting traffic to your squeeze page, website and sales pages is terrific.

But if that traffic doesn't convert, what good is it doing you?

The third person? Is you. You read through these and say, "That's a good idea, yeah, I've been meaning to do that. I'm glad for the reminder."

And then you get busy.

Think your conversions will improve?

Absolutely.

Let's get started...

1. **Use testimonials and case studies.** A lot. Don't just have a section for testimonials – work them into your copy, into your videos, everywhere.
2. **If you don't have testimonials and case studies, get some.** Even if it means giving your product or service away or at a steep discount.
3. **Use a guarantee.** Or two. Or three. What sounds better, "If you're not happy, you get your money back" or "You are 100% covered by our TRIPLE guarantee."
4. **Don't make your guarantee contingent on anything but their satisfaction.** Don't say, "When you do every step in the program exactly as outlined, we guaranteed you will get x results." Instead, tell them if they so much as don't like the font, they are fully covered. This takes all the fear away. Yes, refunds may increase slightly. But sales will increase even more.
5. **Give them an ongoing bonus.** Refunds do affect your true conversion rate, so reduce refunds by offering a terrific bonus that they get only if they don't refund. For example, a valuable year-long membership can work well.

6. **Use action verbs.** Instead of, "Get yours today," say, "Grab yours" "Reserve yours" or "Claim yours today."
 7. **Reaffirm the sale repeatedly.** Write an autoresponder sequence that kicks in after the sale. Each email should reaffirm how smart they were to buy the product, provide testimonials and show them something about the product they may have missed. "Did you see the trick in video 4 on how to get your mother-in-law to stop harping on you? Sally Smith used this exact technique and here's what happened..."
 8. **On opt-in forms, use as few fields as possible.** If you can just ask for their email address and first name, do it. If you need more info, consider asking for it later.
 9. **Use a two part opt-in.** The first page announces the bonus and has a button to grab their copy. They click the button and it takes them to the second page where they put in their email address. These almost always out-perform one page opt-ins.
 10. **Pay a graphic designer to create a professional looking cover.** Whether you're giving away a book or selling a course, your cover should look as good as a New York Times Best Seller. If it does, your conversions will increase – sometimes dramatically.
 11. **Test and retest possible headlines. Sure, you've heard it before.** But how many headlines have you tested on your squeeze page? Your sales page? It's possible there is a headline that will literally double or even triple your conversions – you just need to find it.
 12. **Use video.** On landing pages and sales pages, have a short, simple video showing that there is indeed a real live person behind the brand.
 13. **Create dedicated landing page for everything.** You're doing a guest blog post? Create a page that says, "Welcome readers of ABC blog." You're running a PPC ad? Create a dedicated page that perfectly matches what the ad said.
 14. **Include subscriber or social media follower counts.** Anytime you can provide positive social proof, you'll increase conversions. That said, if you have 5 followers or 10 subscribers, wait until your numbers are more impressive to share them with the world.
 15. **Use strong, clear calls to action.** Never assume they'll fill out the form if you don't tell them to.
 16. **Lose the hype and "get real."** Customers can spot hype a mile away. So instead of "BUY THIS NOW," try, "If you want (benefit) then I've found ABC product works well." Then tell them why it's not for everyone.
 17. **Prevent them from comparison shopping.** Let them know that your product has no competition because you do things or offer things no one else does. (Do this only if it's true. If it's not true, make it true.)
 18. **Get visitors excited.** Use emotionally charged language, tell stories and create desire. Get visitors eager to have your product or service.
 19. **Don't use boring generic images.** You know the ones – a stick figure at a computer, 4 people in suits sitting around a table, a lightbulb, etc. Use interesting images that capture attention and make the visitor look twice.
 20. **Test a single column layout.** MECLabs tested having a sidebar versus not having a sidebar. The version with only one column won – and generated an astonishing 681% increase in conversions. But further tests showed this is not always the case – thus the need for testing it on your own pages.
 21. **Include headshots on your webpages.** Again, you want to show there is a real person behind the brand.
 22. **Spend serious time crafting your "about me" page.** Include your bio, come across as a real person, include plenty of contact info, and talk about what you want to help the reader accomplish. Done right, your "about me" page can be your greatest selling tool.
- Pick out exactly 3 and write them down. Do one of them today, one tomorrow and the third on the following day.

RESOURCES



95+ Places to Find Images for Every Small Business Need

Many of these are free, but be sure to read the fine print to be sure.

<http://smallbiztrends.com/2015/11/places-to-find-images.html>

2016's Worst Social Media Marketing Mistakes

As a marketer, it's better to learn from the (colossal!) mistakes of others than to make your own...

<http://www.cio.com/article/3122428/social-networking/the-10-nastiest-social-media-marketing-mishaps-of-2016.html#slide1>

You Tube introduces a new program...

...that rewards users with "points" for mass flagging videos. What can go wrong?

https://www.youtube.com/watch?v=Wh_1966valA

Attention Local Marketers:

Google's local schema guidelines have been updated: What now?

<https://www.searchenginejournal.com/googles-new-local-schema-update-means/173522/>

Google Pulls Up the Keyword Research Ladder on Low-Spending AdWords Accounts

Have you noticed something strange about Google's Keyword Planner lately?

<https://www.rocketmill.co.uk/google-pulls-up-the-keyword-research-ladder-on-low-spending-adwords-account>

How to Appear in Google's Answer Boxes

Capturing an answer box in Google can mean increased clicks and traffic to your site. Here's how to do it:

<https://moz.com/blog/how-to-appear-in-googles-answer-boxes-whiteboard-friday>

7 Thank You Pages that Take Post-Conversion to the Next Level

When your customers are in a buying mood, it's the best time to boost your revenue even further.

<http://unbounce.com/conversion-rate-optimization/7-thank-you-pages-that-take-post-conversion-to-the-next-level/>

25 Inspirational Resources for Copywriters

Expand your mind and your copywriting toolkit...

<http://unbounce.com/landing-page-copywriting/25-inspirational-resources-for-copywriters/>

Penguin 4.0 is Finally Here

What does it mean for your site?

<https://searchenginewatch.com/2016/09/23/penguin-4-0-is-finally-here-google-confirms/>

EPILOGUE

GOT MILK?

Once there was a king who wanted to bathe in a giant swimming pool of milk rather than water, he had heard it was great for your skin, but it was too large a task to do alone. He first told some of his workers to dig a pond. Once the pond was dug, the king made an announcement to his people saying that one person from each household had to bring a glass of milk during the night and pour it into the pond. So, in his estimations, the pond should be full of milk by the morning. After receiving the order, everyone went home.

One man prepared to take the milk during the night but milk was very rare in this town and he wanted to keep it. He thought that since everyone would bring milk, he could just use a glass of water and pour it inside the pond instead. Surely, because it would be dark at night, no one would even notice. So, he quickly went and poured the water in the pond and came back happy. In the morning, the king came to visit the pond and to his anger, the pond was only filled with pure water! What happened was that everyone was thinking the same thoughts as the other man that "I don't have to put the milk, someone else will do it."

When it comes to business help, do not think that others will take care of it all for you. I'm not saying to receive no help, help is great but it starts with you. If you don't do things for yourself or at least oversee them, no one else will do it and if they do, you cannot complain that they did it wrong because you used something or someone outside of yourself to make it work.

There are only so many experts, workers, software, systems etc. that you can use to get ahead, all that will come later when you are rolling in millions. Meanwhile, if you want quality, get your hands dirty, do the learning, do the work and feel genuinely rewarded from it. This will avoid mistakes caused by others, it will encourage you to take responsibility and it will give you a sense of achievement.

If you have many automatic processes working for you and it is working, perfect.

But if there is anywhere in your life that you can step in and say – "Can I do more here? What can I do today that I didn't bother with yesterday? What extra mile of work can I put in just for now? Then every day will have purpose and every moment will feel in your control.

Plus, it takes the burden off some people who are helping you that have their own paths to go on which some of us forget in the blindness of our own success journey.

Life is all about what you put in, the better you work and the more love you put into it yourself, as a personal promise, the more your life (and your bath) will be full of delicious milk.

See you next month!



**BE
HAPPY**

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