

You Are Wealth

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Featuring

JVZoo

**LAURA
CASSELMAN**
Interview



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Spectres Of The Past



The past cannot be changed, forgotten or erased. However, the lessons learned can prepare you for a brighter future.

This is something that seems to be very difficult to learn and live by. If we look back across the ghosts of events past, we often see that they repeat throughout human history. We still wage wars against each other, still hunt animals to extinction, still seek to one up one another at every opportunity.

But still all those lessons from the past sit there just waiting for us to learn from them, all we have to do is look back and remember them, learn from them and move forward into that brighter future.

The same is true in our businesses, often you leave a corporate world to seek a better balance in your life, or because you do not like the traditional ways of working in the corporate world, but then in building your own future, your own business you adopt many of the same attitudes and practises that made you move on in the first place.

Why is that? What holds us back from accepting the lessons that are there waiting patiently for us to learn them. One of my favourite axioms is that we should work smarter, not harder. Yet every day, I see friends and colleagues working all hours in the same roles, doing the same thing over and over, never moving forward or upwards.

As people with the entrepreneurial mindset we will often see a situation or circumstance and automatically visualise a way to improve it, be it something simple like a buffet line, or something much more complicated like project planning.

Project Management trainers would have you believe that this is a large and complicated task requiring specialist and expensive trainer to get right, you might've heard of phrases like 'agile project management methodologies' and 'Prince 2'. It's all a myth so much of it is simply common sense and by learning lessons from past successes and failures.

Every day in our lives, we do things a certain way, the ways that we have learnt work for us. We learnt this through trial and error, through experience. Yet we still refuse to learn from some of the most fundamental mistakes made in our past.

We still hold on to too much fear in those spectres, rather than accept them as having happened and choose to learn and move forward. Each day in your lives and as you build your businesses, don't be afraid to look into past failures and learn the lessons that are there waiting for you. So, you can move into that brighter future without the fear that you have gone wrong somewhere, every bit of your past 'failures' have served you, I assure you.

Just look for the lessons, not the mistakes.



RESOURCES AND NEWS

Possible Facebook Glitch With HTTPS URLs In Image Posts

Your images may fail to load or get replaced with random images when posting HTTPS links in Facebook.

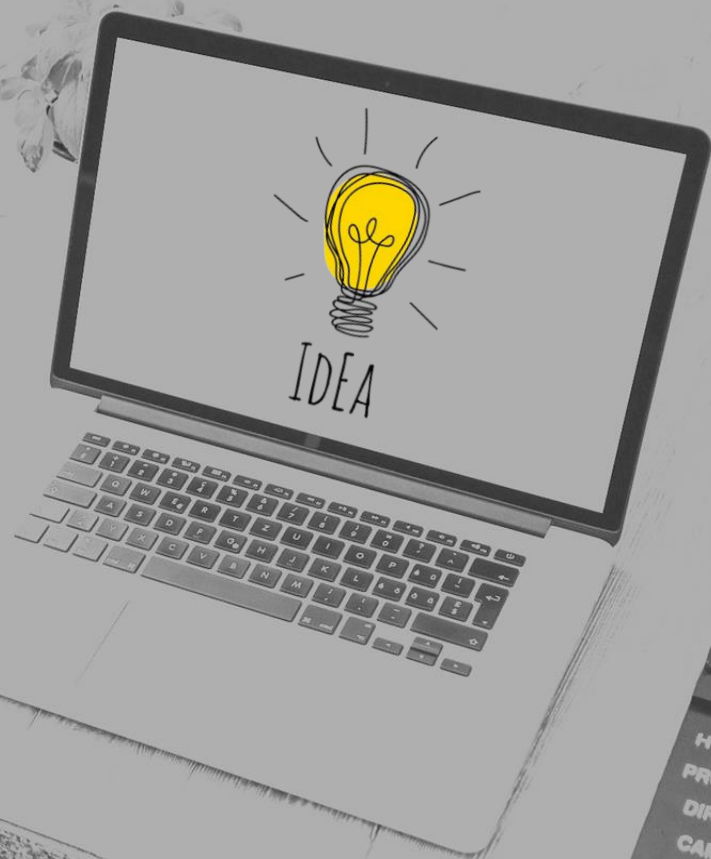
Users have turned to Facebook's Debugger tool to check the HTTPS links, and the results claim either the images in the URLs are corrupted, or the format is not supported. It's been noted that URLs using HTTP seem to work just fine, but URLs using HTTPS do not.

<https://marketingland.com/does-facebook-have-a-problem-with-https-urls-in-posts-with-images-265651>

Google replacing 'Voice Search' on Android with Google Assistant

Goodbye voice search, hello Google Assistant. The company is swapping out the familiar blue and red mic in favor of its Assistant on the home screen of Android handsets.

<https://searchengineland.com/google-swaps-voice-search-on-android-for-google-assistant-319986>



YouTube's Original Content Will Be Ad-Supported and Free

YouTube is going to make its paid content free as of September 24th. Because YouTube's original series have been gated for so long, it's likely that those viewers who held off from paying for the membership will flock to the original content when it is opened for all.

This expected increase in traffic means that advertisers will have a larger audience — and that YouTube can charge accordingly. Given that YouTube already has the broadest ad reach of any ad-supported video service, this is a big opportunity for marketers to get more eyes on their ads.

<https://deadline.com/2019/05/youtube-confirms-it-will-stream-its-original-shows-for-free-with-ads-newfronts-1202606334/>



Are Benefits Hurting Your Sales?

Just a thought...

What do people talk about?

Do they talk about what's right with the world? Or what's wrong with it?

Do they talk about what their government is doing well? Or what the government is doing wrong?

Do they talk about how wonderful it is to be alive? Or do they talk about their aches and pains?

If you want to connect with your audience, you might want to start with a tragedy.

For example, tell the story of how someone was in a horrible, dire situation and how they got there.

Then talk about the solution that got them out.

Your business, just like the TV news, is to get and keep attention. The news business has a motto, "If it bleeds, it leads."

If you want your customer's attention, start with what's bleeding. People are wired to pay attention to the negative in order to survive.

They never notice a herd of cute fluffy bunnies (benefits) when they're being chased by an enraged bull.

But if you can show them how someone else was about to be gored by the bull but was saved by your product, then you've just made the sale.

Give it a try and see what happens.





arpReach

"Anyone can build an email list but ... building and growing a *profitable* list of contacts requires you check and verify every email address is live and valid before you allow them in to your autoresponder.

We help you start and keep your email marketing profitable."

Kevin Polley
ArpReach.com



SendEagle removes all invalid email addresses from your list using our unique email verification scrubbing system to prevent email bounces.

Removes email addresses that don't exist

Removes email addresses that are misspelled

Lower bounce rate increases deliverability and Improves campaign performance and inbox placement.

Jack Hopman,
SendEagle.com

How To Move An Old List Onto An Email Platform

For whatever reason, you have an old email list sitting idle on your computer, and you'd love to move it to an email platform to see if you can revive it.

How do you go about it?

First, put your list through something called an Email Hygiene Service. You can find several of these from a simple Google search.

Your goal here is to remove invalid addresses and spam traps, so that you get better deliverability and higher opens. Plus, you won't be paying for bad addresses.

Once you've cleaned your list, it's time to move it to an autoresponder. Many autoresponder services will NOT allow you to migrate a large, unverified list.

However, a few of them will allow it. As of this writing, GetResponse, ArpReach and SendEagle will allow you to do this.

And ArpReach is a self-hosted alternative you might explore.

When you send out your first email, it's a good idea to explain who you are and how they got on your list, as well as your intentions. Expect to get a good number of unsubscribes, which is fine. You don't want people on your list who don't want to be there.

You might want to give them an idea of what to expect from you in the coming days. Offering bribes can work wonders (I'll be sending you a free ___ and a free___) as well as using enticing, curiosity provoking bullet points.

Most of all, have fun and put plenty of personality into your emails.

If you're having fun writing emails to your list, then hopefully they will have fun reading them, and will stay on your list and click your links.

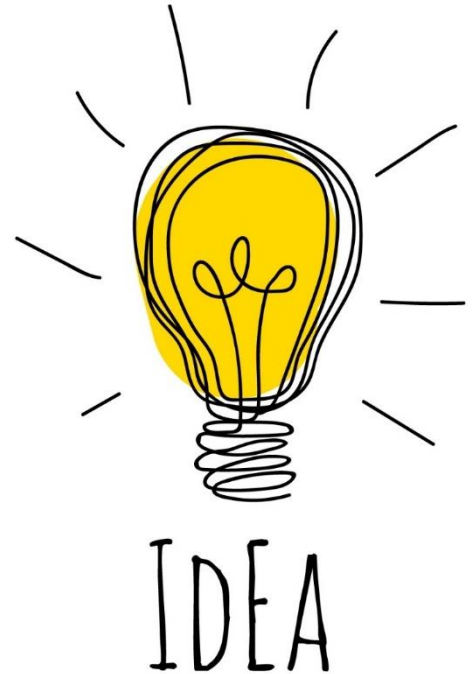
Instagram revamps Boomerang, creates Layout for Stories and more

This opens up possibilities for users to make Stories more dynamic and visually interesting.

For brands, this can help convey more information in a single story, like multiple products included in a single sale.

The feature also enables brands with limited design resources more bandwidth to create these types of posts without needing a custom design each time.

<https://wongmjane.com/blog/ig-story-camera-aug19>



Is Twitter Dying?

Over the last few years, concerns about a declining user base have made marketers question the state of Twitter.

You might have seen reports that Twitter's monthly active users (MAU) have been in decline. While Twitter reported a decrease of 9% in a recent report, they attribute much of the decline to the elimination of spam and bot accounts that the platform has been trying to clean up.

At the same time, Twitter announced they'd be switching to reporting on daily active users instead. That number shows a 9% increase in daily active users, suggesting that while those who log in monthly is going down, users that interact daily has gone up. Clearly, Twitter is doing something right if daily users are on the rise.

<https://www.ignitesocialmedia.com/twitter-marketing/is-twitter-dying/>



5 Steps to Converting Blogposts to Audio



Podcasts, audio and voice are popping up all over the internet, and it's no wonder why... people can consume audio while driving, doing the dishes or exercising.

One of the easiest ways for you to create audio content is to go back to your best blogpost and articles and convert them to audio.

But how do you do this?

It's not always as simple as reading your post into an audio recorder. After all, the written word and the spoken word aren't quite the same thing.

Step 1: Determine if your content will convert well to audio

Not all content is going to translate well into an audio piece.

For example, imagine an infographic, which typically contains many stats or short tips along with plenty of graphics being translated into audio. It's simply isn't going to work.

Content that does convert well to audio includes:

News

Stories and case studies

Inspirational, self-empowerment and motivational content

Advice

Opinion pieces

Short list pieces (for example, "3 Secrets to Attract Love")

How to do something (as long as diagrams and photos aren't needed)

Content that doesn't convert well to audio includes:

Anything technical, especially if it involves complex parts, needs diagrams, etc.

Long lists of anything (*27 Ways to Lose 5 Pounds*) (*The Best 12 Autoresponder Companies*)

Maps, infographics and anything highly visual.

Step 2: Read your post aloud to find the rough spots

Just as people speak differently than they write, they also listen differently than they read.

Certain lines of writing can look smashing on the page, and yet come across as stilted and awkward when spoken aloud.

Plus, online writing is structured as much for search engines and skimming readers as it is for people who read from start to finish.



Then there's headings, subheadings, links, photos, video and audio snippets... it's going to take a bit of tweaking to turn your post into something that works well on audio.

Read your post aloud and mark all the places that don't flow smoothly.

Step 3: Make small re-writes

Your goal is to turn that post into something that sounds like it was meant to be spoken. Smooth out the rough edges as needed to create a conversational tone.

When you encounter headings and subheadings, you'll definitely need to make adjustments.

For example, let's say you've got the following inside your post on adopting a cat from a local animal shelter:

Choosing the Right Cat

There are several things to consider before deciding which cat to adopt from your local animal shelter.

And while many people will look for the 'cutest kitten' and think that's all there is to it, you might want to consider the following:

Kittens' Personalities Take Time – a kitten's personality isn't fully formed yet, and so you won't know exactly what you're getting for perhaps a year or even two. Once they mature, you'll see if they are shy or outgoing, inquisitive or retiring, playful or sedate, gentle or rough.

Of course, to a certain degree some of these things can be taught, if you have the patience and the time to do it. It's nature versus nurture – you will only be able to influence a cat's personality so much, and no more.

Older Cats Already have a fully Developed Personality – An older cat, however, will show you who they are quite quickly. For example, if your preference is for a gentle, sedate and loving kitty...

When you are speaking your blogpost, you're not going to say, "Choosing the right cat," because people don't speak that way.

But you could say, "How do you choose the right cat for you?"

And instead of, "Kitten's personalities take time," you might delete that and alter the first sentence to, "A kitten's personality isn't fully formed until they are completely mature, and that can take as long as two years."

In the example copy above, you can almost delete the subheadings altogether and just slightly reword the verbiage that follows.

Images and Videos

If you have embedded images and other media, odds are you're simply not going to use it or even reference it.

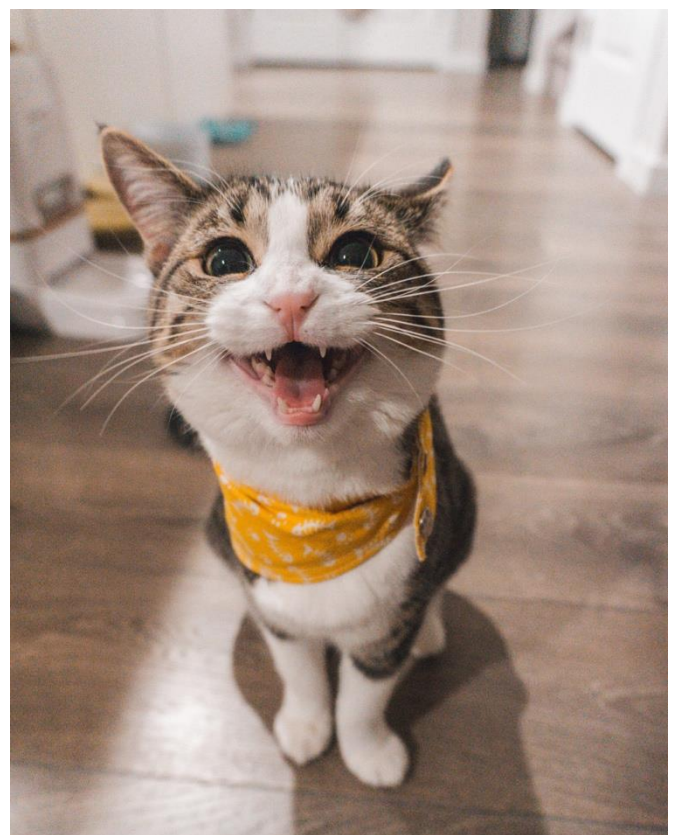
In certain cases, you might take information found inside or underneath an image or video and incorporate it into your audio piece.

Links

Links are tricky. A basic rule is that if the link takes away from the flow of the post, then don't mention it.

But if you need to cite a source, you can sometimes simply reference the source name without mentioning a URL, like, this: "According to The Washington Post, 8 out of 10 people who kayak on a regular basis will eventually capsize at least once."

If you need to give out a link, make it as simple and short as possible.



Step 4: Choose a Voice and Record

You can choose to narrate the post yourself or hire a professional to do it.

And if it is a guest post, then you have the third option of asking the original author to be the narrator.

The good thing about being the narrator yourself is that you're familiar with the content, and your readers might be very interested in hearing you cover the material.

But, if you're not a good speaker, or if your voice will sound too much like you are reading so that the effect is one of being monotonous, then you might want to hire a voice actor.

Voice actors are trained storytellers and know how to bring content to life. But of course, there is a cost to this, and if you are converting many posts into audios, it can add up.

You might want to record the post yourself, and then send a copy to a few people to get their opinion. Let them know you want the truth, not a slap on the back. If they suggest you might get a better result with a professional, then listen to their advice.

There is one more option, and it entails using a software service to electronically convert your posts into audio speech.

Blog Caster <https://blogcaster.io/enterprise/> can convert your blogposts using either an automated system or a voice professional.

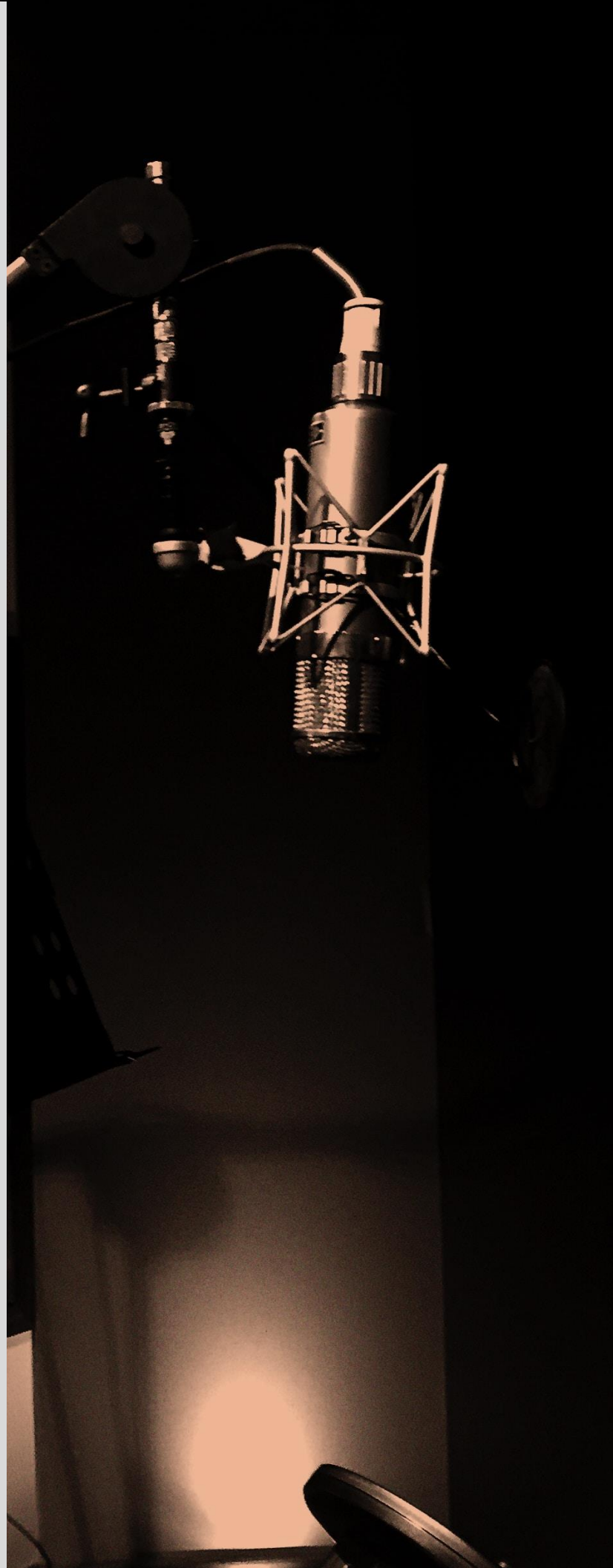
Play <https://play.ht/> Helps to narrate Medium, Pocket and WordPress articles with 30 different types of voices. You can use your own voice, human narrators or their high-quality text to speech technology.

Amazon AI has a text to speech WordPress plugin that supports more than 50 languages. From the WordPress plugin website:

Create audio version of your posts, translate them into other languages and create podcasts! Amazon Polly is a service that turns text into lifelike speech. With dozens of voices across a variety of languages, you can select the ideal voice and build engaging speech-enabled applications that work in many different countries.

<https://wordpress.org/plugins/amazon-polly/>

Blog Cast <https://blogcast.host/> uses text to speech technology to generate audio versions of your articles.



Step 5: Upload Your File

If your blog is on WordPress, then embedding an audio file should be no problem. Remember, there is a plugin for everything on Word press.

And even most other CMS systems will offer similar capabilities, along with a helpline if you have any issues.

You can also distribute your audio via your podcast. Here is a list to get you started:

The Biggest Podcast Directories:

iTunes / Apple Podcasts – you have to be on here if you want to be found by most people

Spotify – the #2 destination for listening

Google Play Music – if your podcast is listed on Google Play Music, it's possible for your podcast to show up in the search results.

Stitcher – they've got 8 million users, making this another directory where you want to get your podcast listed

Tuneln – available on every platform and device

More Podcast Directories

Spreaker – podcast app, directory, podcast hosting, desktop software and more

Blubrry – podcasting hosting provider with a popular podcast directory

Digital Podcast – create an account, paste in your URL, choose your categories and you're done

iPodder – easy to join directory

Podcastpedia.org – you can add your Facebook and Twitter pages in addition to your podcast details



Buying Solo Ads? Beware of This Pitfall

Not every solo ad seller does what I'm about to describe, but without a doubt, some do – and it can dramatically affect your bottom line.

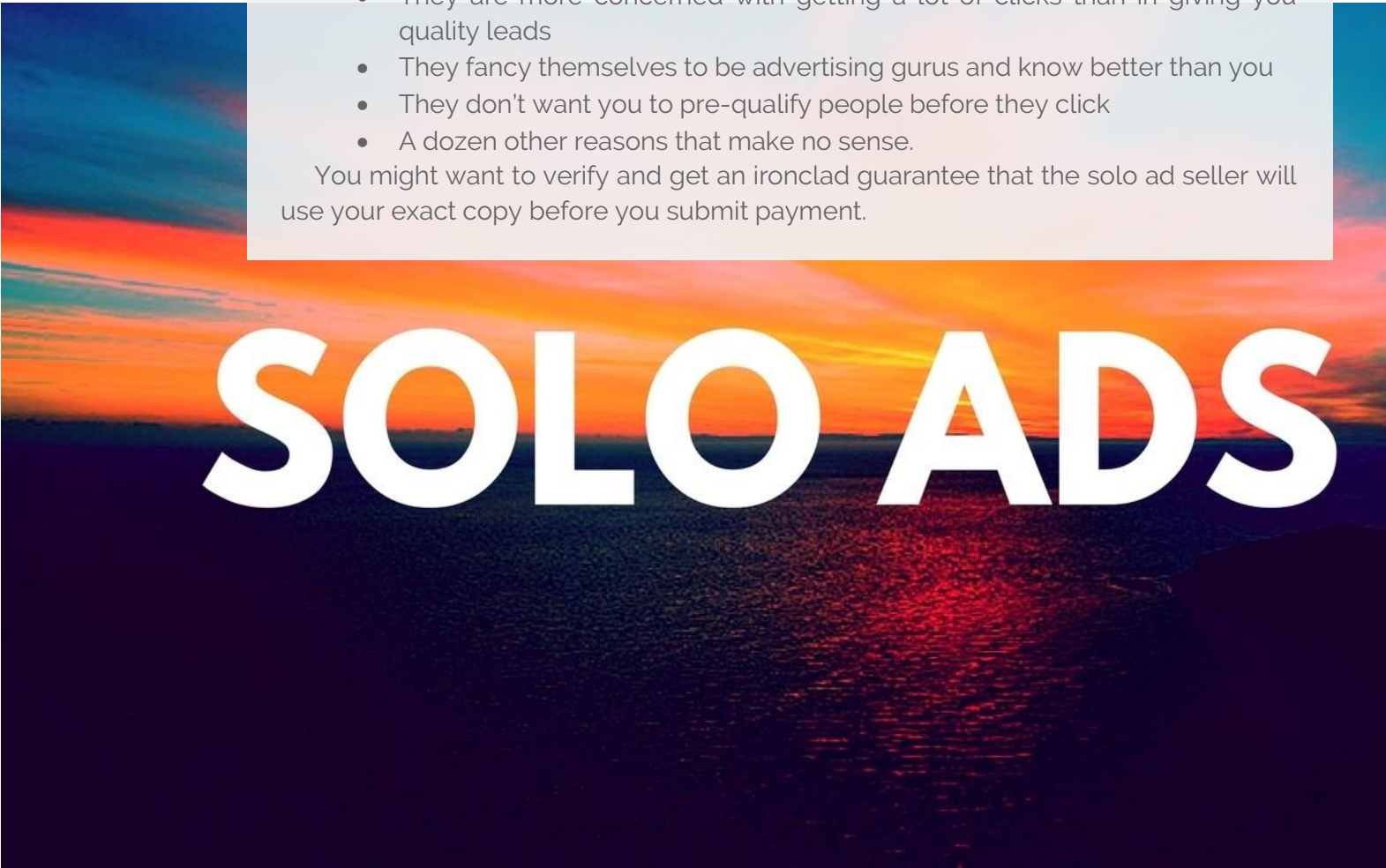
When you submit your ad copy, complete with subject line, to the solo ad seller, you likely assume they will use your exact subject line and ad copy.

However, this is not always the case.

A solo ad vendor may change some or all of your solo ad for a variety of reasons:

- They don't understand it because they're not your target market
- They are more concerned with getting a lot of clicks than in giving you quality leads
- They fancy themselves to be advertising gurus and know better than you
- They don't want you to pre-qualify people before they click
- A dozen other reasons that make no sense.

You might want to verify and get an ironclad guarantee that the solo ad seller will use your exact copy before you submit payment.

A large, bold, white text "SOLO ADS" is centered over a background image of a sunset over a body of water. The sky is a mix of orange, yellow, and blue, with the sun's reflection visible on the dark water below.

SOLO ADS

How to Build a RESPONSIVE List that OPENS Your Emails

If you want to build a BIG list and you don't care whether or not anyone on that list ever opens or reads your emails, then do what most marketers do:

Create a blind opt-in form that does NOT tell the new subscriber what they are receiving.

They will instantly mistrust you, give you their throw away email address, glance through your lead magnet, throw that away, and never read one of your emails again.

Hey, but at least you have a BIG list, right?

Or you can make BIG promises that sound like every other shyster market out there. You know the kind of promises I mean: "Here's How I Bank \$10K per week Using One Surprisingly Weird Trick." Yeah. Right.

Again, they will give you their junk email address because they do not trust you. They will glance through the report (maybe) and then forget about it (certainty) and never open another email from you again.

But at least you got lots and lots of subscribers, right?

Question: If someone gives you a junk email address and never opens your emails, are they a subscriber? I don't think so...

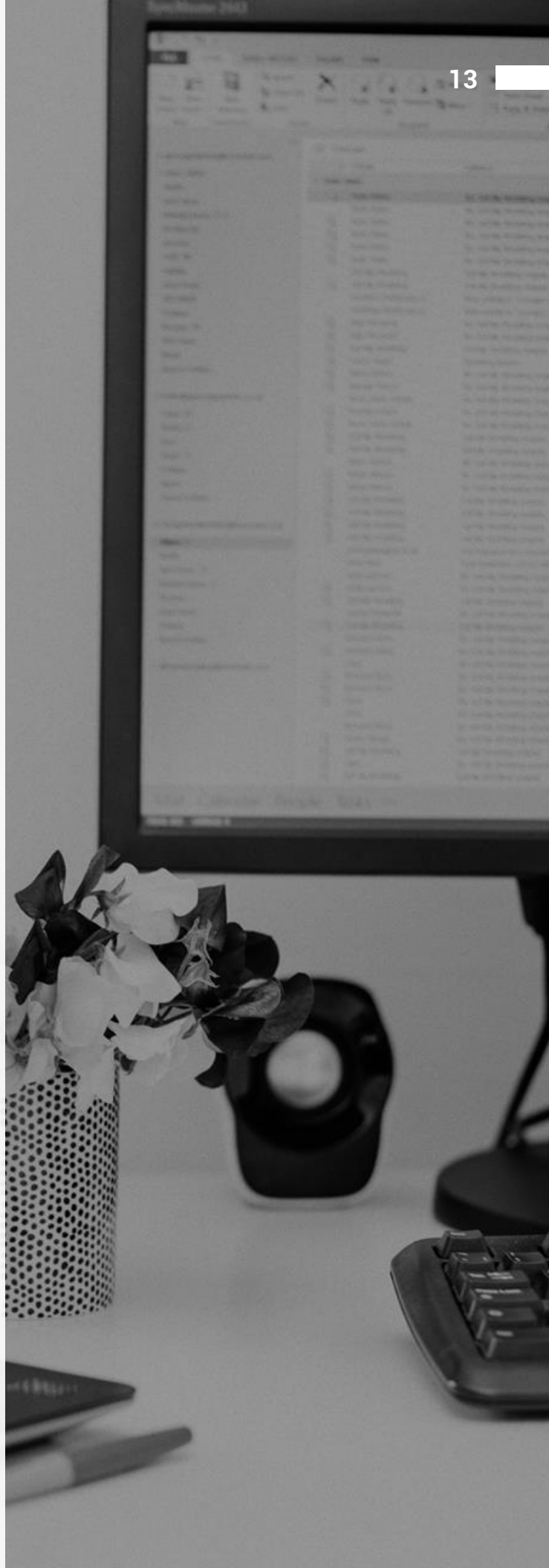
The key to building a RESPONSIVE email list is to build TRUST before you ever ask for the email address.

How do you build trust?

There are several ways, but I'll give you the two easiest ones right here:

- 1: Create a long form opt-in page. Instead of having a little box with something that says, "Get the greatest report ever written!" and a space for their email address, take some time to tell them what they are getting and what it's going to do for them.

Talk about their problem, let them know you've got the solution, create a long list of super enticing bullets, and back the whole thing up with plenty of testimonials.



This works even better if you have a memorable brand that makes you stand apart from the crowd.

2: Give dynamite content BEFORE asking for the opt-in. This one is even better, yet most marketers are downright terrified to try it.

Create several pages of your VERY BEST content. Make it conversational and interesting. Put plenty of PERSONALITY into it. In fact, your personality is going to count for more than the information you give. Make each page naturally flow into the next page, so they keep clicking from page to page as they read.

Everybody gives out good or great info. You're going to give out great info and do it in a way that let's your personality shine through.

Talk to the one person you are trying to reach. Be passionate and enthusiastic. State your opinions, have confidence, and tell it like it is.

Each page is full of great info and naturally leads into the next page. Finally, on the last page, you make an offer. That's right, go ahead and sell them something. You've just spent several pages earning their trust, so why not?

If they don't take the offer, ask if you can give them something for free in exchange for the email address.

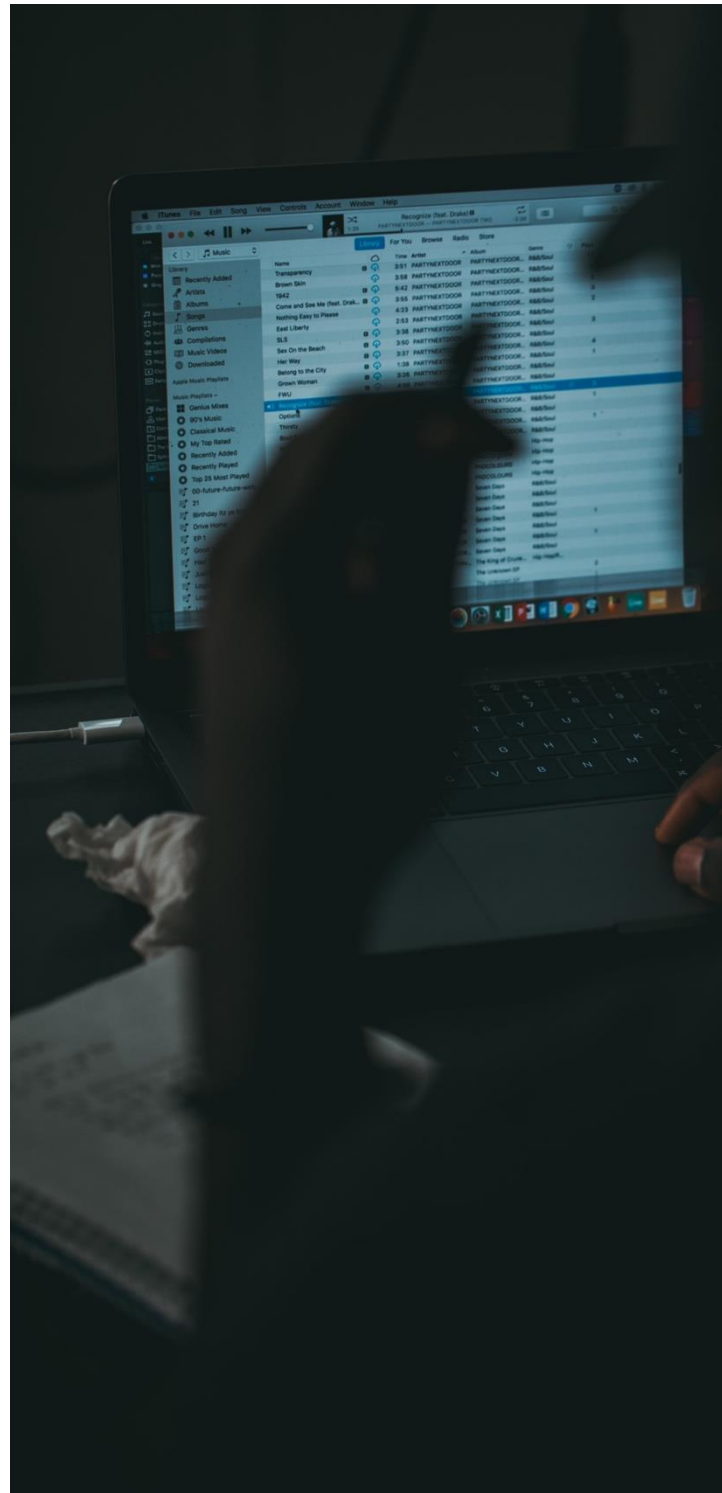
For example, you offer them a package deal of 4 products for an awesome price. If they don't take it, then offer them one of the 4 products for FREE, in exchange for their email address.

You have just spent several pages earning their trust, so which email address are they going to give you? Their REAL address, because they actually WANT to hear from you again!

These two methods are so simple, and yet marketers are afraid to test them out because they know they will get fewer subscribers.

But the QUALITY of the subscribers is infinitely better. You get REAL email addresses from people who actually WANT to hear from you.

Test it out for yourself. I think you'll be astonished at the difference it makes in your bottom line.



LAURA CASSELMAN

CEO, JVZoo

interview



We Asked:

Well, we're very lucky today because my guest is Laura Casselman, who's the CEO, chief executive officer, of JVZoo. Hello, Laura, and welcome.

Laura Casselman:

Hello. Thank you for having me.

We Asked:

Well, actually, you've given up some time in your very busy day to join us and explain about JVZoo and explain about your role there. I've got to ask you what you did before you discovered internet marketing and JVZoo?

Laura Casselman:

Yeah, so I've only been with JVZoo for a little over four years now. Previously, I not only was in New York city dancing professionally with the Radio City Rockettes, but I was also simultaneously building my corporate resume. So, I would work three months with the Rockettes each year, and then I would go and work in corporate America the rest of the time.

We Asked:

It is a pretty fantastic troupe, isn't it?

Laura Casselman:

It is. It is the world's most famous precision dance troupe. It's been around since the 1930s and if we had to relate it to something you may know in Europe, it would be the Tiller Girls.

We Asked:

That's such a big contrast from your business world. How do you fit both things in?

Laura Casselman:

Well, I don't sleep a lot, number one. I never have. I truly believe that, as human beings, we don't need to fit into boxes. We can use both sides. I have a very creative and a very analytical side and for me to be fulfilled, I need to exercise both of those, so I was really fortunate to be able to do that. Of course, I worked in the dance world for years to work my way up to the Rockettes. When I made the Rockettes, it is a Christmas show and while you sign a year long contract, you're only required to work the Christmas Spectacular.

We Asked:

Well, you're certainly a very driven person and a very dynamic person. I know that from reading your resume. How did you discover the world of internet marketing or information marketing? How did that knock on the door?

Laura Casselman:

Certainly. So, in the early 2000s, during the dot-com bubble, I was married to Chad Casselman, who is of course the original developer and the Chairman currently of JVZoo. But Chad and I had companies together. We worked in this together. So, I always knew that I never only wanted to dance and so when I get around people that have information I don't have, I usually want to ask a million questions and absorb it all and study. When Chad was getting his master's degree in computer science, I never wanted him to not be able to speak to me about it, so I would go to Barnes & Noble, the bookstore, and I would get the books. I'm a speed reader, so I would read them all, making tons of notes on Java, JavaBeans, .NET, all the coding he was learning, so that I would understand it as well.

We Asked:

Now, the business of JVZoo is kind of the success engine between the internet, or information market, or as somebody who's got a product, or some software. It's the engine in the middle of getting that to the market and really enlisting an army of people to sell your product on your behalf. I've kind of put it in a nutshell, but tell me how you started and what JVZoo actually does in more detail.

Laura Casselman:

Sure. So JVZoo started with our founders who were internet marketers who were having issues with the current platform they were using. It didn't do everything they wanted it to do. They kept requesting new features, and they weren't getting them and so they solved their own problems, which is the great way to start any fabulous product, right? You identify a problem and you provide a solution, which is what most internet marketers are doing. So, they identified their own problem in this industry, and they created the solution.

Note from the editor:

This is a bridged version of the full interview which is available to listen to separately.



Freaky Podcast Statistics

So... if you thought podcasting was a fad, or maybe something just on the fringes that most people never listen to...

Guess again.

Podcasting is growing at a phenomenal rate, and it appears to be here to stay.

After all, a listener can be driving, doing the dishes or going for a run while they listen to your podcast. And since people LOVE to multi-task, podcasting is likely to keep growing.

Videos? Blogposts? Those are difficult to consume when you're washing the car or making dinner.

Here are some podcasting stats from Edison Research, Nielsen, IAB, PwC and Pacific Content that might blow your podcasting conceptions out of the water...

There are 700,000 active podcasts, 29 million podcast episodes, including content in more than 100 languages.

The top 5 most popular podcasting genres are:

- Society and Culture
- Business
- Comedy
- News and Politics
- Health

51% of the US population have listened to a podcast.

32% of the US population listen to podcasts at least every month.

22% of the US population listen to podcasts weekly.

6% of the US population are avid podcast fans. And these numbers are growing.

- 18 - 24 year olds make up 18% of the podcasting audience
- 25 - 34 year olds make up 28% of the podcasting audience
- 35 - 44 year olds make up 21% of the podcasting audience
- 45 - 54 year olds make up 16% of the podcasting audience
- 55 - 64 year olds make up 11% of the podcasting audience
- 65+ year olds make up 06% of the podcasting audience

Podcast listeners are 32% more likely to have \$75,000+ annual income.

Podcast listeners are 37% more likely to have \$100,000+ annual income.

Podcast listeners are 45% more likely to have \$250,000+ annual income.

80% of the listeners listen to all or nearly all of a podcast episode

Podcast listeners subscribe to an average of 6 shows.

Podcast listeners listen to an average of 7 different shows per week.

19% of listeners increase the speed of the podcast to listen faster.

Weekly podcast listeners spend an average of 6 hrs 37 mins per week listening to podcasts.

Smartphones are driving podcast consumption by demonstrating an 157% increase in usage for podcast consumption since 2014, compared to marginal increases in case of PCs, tablets, and laptops.

35% podcast consumers listen to an entire episode, 45% listen to most of an episode, and only 12% listen to less than half of a podcast episode.

Podcast listeners spend an average of 6 hours and 37 minutes listening to podcasts every week. 16% listen to less than one hour of podcasts, and 25% listen between 1 to 3 hours of podcast content every week.

If you're not podcasting yet, you might want to think about starting soon.

Data Sources:

- Edison Research (bit.ly/edison-infinite-dial)
- Nielsen (bit.ly/nielsen-podcasting)
- IAB (bit.ly/iab-podcasting)
- PwC (bit.ly/pwc-podcasting)
- Pacific Content (bit.ly/pacific-content)



Chats Are No Longer Available In Facebook Groups

Before this update, the chat functionality enabled in groups allowed users to start a chat with 250 people. They could instantly spam them with a message that had absolutely nothing to do with the shared Facebook Group's interest.

This is no longer possible, thanks to the update.

<https://www.facebook.com/communityleadershipcircles/photos/a.1658480497594622/2210735435702456/>



IDEA

Youtube Super Chats Can Now Be Purchased In 19 More Countries

YouTube live streams are generally pretty good, but getting noticed in the live comment stream is tricky, especially when there are thousands or even hundreds of thousands watching or commenting.

To combat this, YouTube has introduced Super Chat, a way for commenters to get more noticed by their favorite content creators by paying to pin comments to the top.

The way Super Chat works is by allowing individual users to pay to promote their comment for a temporary period of time (up to 5 hours).

The comment is highlighted and pinned to the top of the comments, and the creator who is hosting the live stream can reply. To send a Super Chat, send a dollar sign in the live chat, then select 'Send a Super Chat'.

And now 19 more countries have been added.

<https://www.androidpolice.com/2019/08/12/youtube-super-chats-can-now-be-purchased-in-19-more-countries/>



How To Increase Conversions on Pop-ups and Squeeze Pages

...while simultaneously training your new subscribers to open and read your emails.

Traditionally, a squeeze page or pop-up is going to have a big promise in your headline, followed with 3 bullet points and an opt-in form or something similar.

But what if, instead of ONE big promise, you make 12 of them?

One online marketer recently tested a pop-up that contained 12 "Secrets" instead of the usual big headline and bullets.

It read something like this:

Yours Today... Free

12 Potent Attraction Secrets

Secret 1: A method for winning hearts from Sir Lancelot

Secret 2: The one thing you can do to get a deeper commitment from him

Secret 3: How to have the BIG relationship discussion without alienating him

Secret 4: The secret "D Word" that will make or break your relationship

Secret 5: Tricks to making a man fall in love with you Etc.

And then a box for entering the email address, and a button that says, "Get Access Now!"

I'm paraphrasing the secrets, and in the real copy all 12 were listed.

I wasn't thrilled with the wording – frankly, with some work the 'secrets' could have been sharpened a great deal to invoke a good deal more curiosity and heightened benefits.

And it would have been more effective if testimonials were added, too.

But the overall concept is an excellent one.

Make 12 bold promises to reveal the 'secrets' in your niche.

Odds are at least 2 or 3 will resonate with each person. And frankly, you only need one that makes them so curious, they HAVE to subscribe.

Send out one secret per day. In your first email, explain that you'll be sending one per day, and restate the list of 12 so they're reminded of what to expect.



Give them the first secret on the first day – don't keep them waiting. You want to start to satisfy their curiosity immediately, to build further anticipation of the other 12.

At the end of each email, remind them of what's coming tomorrow.

Send your emails in the morning. Send the email again in the late afternoon to everyone who did not open it in the morning, with the addition of, "In case you missed this..."

Start each subject line with, "Secret #X" to make it stand out from the other emails. (Replace "X" with the appropriate number.)

If you're doing this in a pop-up, it will in fact be a large pop-up, but that's okay. With not one but 12 exciting 'secrets' or bullets or benefits, I suspect most readers won't mind a bit.

Test this method on your squeeze page or pop-up and see if your conversions improve.

And one more thing – you're training your new readers to look for your emails, open your emails and read your emails.

Here's how to now train them to also CLICK your links:

At the bottom of each of these emails, offer them 3 to 5 choices.

That's right, we're going contrary to the usual advice of offering only ONE option to click.

We're going to offer 3 to 5, and each one will be another enticing benefit or teaser, like this:

P.S. Which Of These Irresistible Insights Are Right For You?

Get Him To Cherish Your Relationship

Develop Alluring Confidence With Men

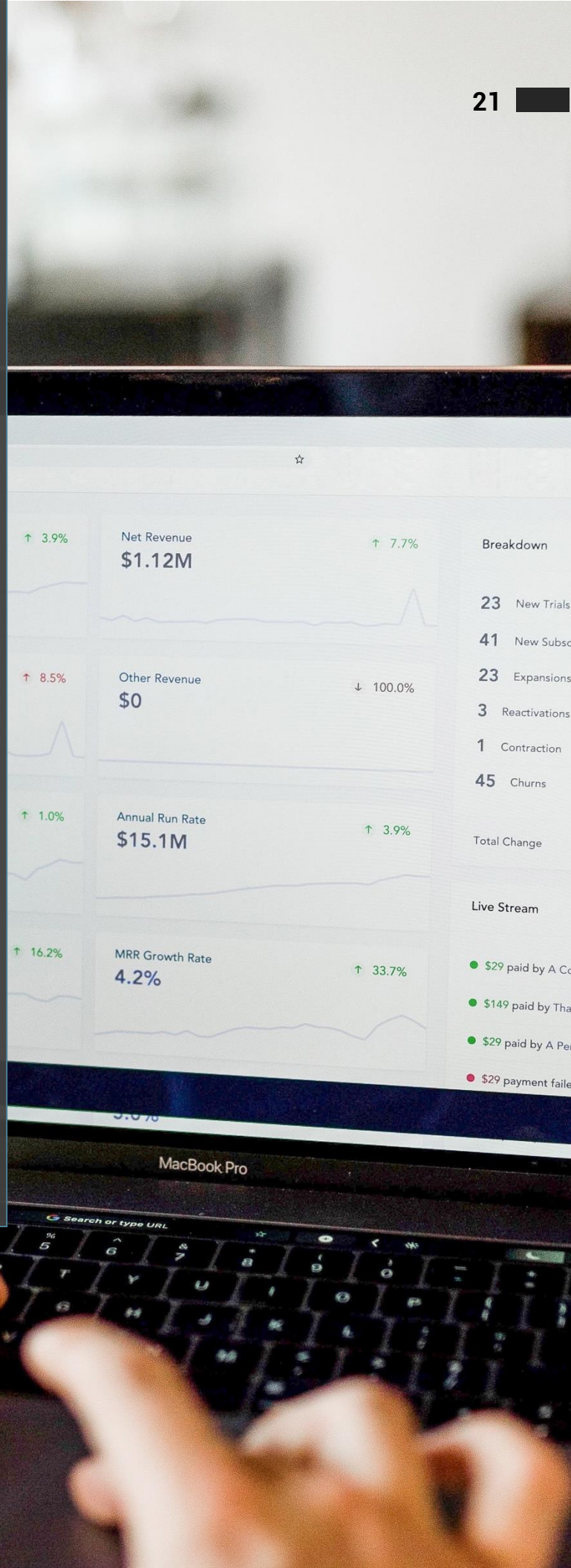
Dating Profiles that snag REAL Men

Help! I Love A Man Who Isn't Right For Me

The Secret to First Date Chemistry

Note: Each of the 5 is a hyperlink. You can link to an article or post, or sales letter or sales video... whatever you like.

Again, test this method against offering just ONE call to action, and see which one works best for you.





The Only 2 Things You Need to Make a Freakin' Fortune in Online Marketing

Step right up here! We've got gizmos, black-hats, tips, tricks, techniques, loopholes and secret formulas for making money online.

You can be sneaky, lazy, dumb, ignorant and have your worst hair day ever, but if you do what we say, you can be rich at the press of a button.

Just buy this shiny new object, get that little thrill of knowing you are on the verge of making it BIG BIG BIG this time, and then by tomorrow you can forget all about it.

Because... that's what most wannabe online marketing folks do.

Then there are other folks – the folks I can really relate to – who crash and burn.

They do something grand. They buy a bus load of traffic or they launch a new product or they do something that, if it succeeds, will send them on their way.

And they not only crash, but they take out everyone next to them, too.

They get screwed, demolished and hurt. They look so roughed up, you're sure they'll never get in the game again.

But the very next day, there they are, ready to try again.

And guess what?

They almost always eventually succeed.

But this isn't about perseverance.

It's about the mistakes people make, and the two things – THE ONLY TWO THINGS – you need to succeed online in a very big way.

Everything else is just extra. It's window dressing. It's nice, but it's not what's making the money. It's BIG enough and the PAYOUT is EXCITING enough, the doubts won't matter. You'll push right through them like a bulldozer through cotton candy.

First, the mistakes and the people who make them.

Dabblers – These are the aspiring marketers who have a finger in everything. They try this and they try that. They never commit to anything. They never go all in full force. It's like they're at a buffet, and they take one bite of this and spit it out, and then one bite of that and spit it out. They never choose a meal, sit down and EAT.

Bouncers – These folks get in deeper than dabblers. They actually get excited and committed enough to start something. But then they're off to the next thing, and the next and the next. There is always something better, faster and easier on the other side of the fence, and they become pros at fence hopping and not much else.

Learners – These people are in business to learn. Not to do, but to discover. They discover every step of every business and break it down and learn some more. They analyze and over think and keep looking for the next thing to learn, because as long as they're learning, they don't have to do anything or take any risks.

The Know-it-Alls – These are the folks who will tell you that they already know what you are trying to teach them. And yet, they are not making money. They may have known it all for years, but it doesn't matter. If they don't apply what they know, then they do not truly know it at all.

Here's what all four of these types of aspiring marketers are NOT doing:

- **They are not driving traffic and generating leads**
- **And they are not creating conversions**

If you can do just these two things, then you can make a fortune.

And even if you can only do ONE of these things, you can still get just as rich, as long as you partner with people who can do the other one.

Nothing else really matters.

You can have the best product in the world, but if you can't get traffic to it and convert that traffic into sales, then it is worthless.

You can have the best customer service, but if there are no customers to serve, what good is it?

You can have the greatest content, the fanciest website or whatever, and if you cannot drive traffic and make sales, you are not making money.

Let me ask you this... what are you working on right now? Is it something to do with driving traffic? Or converting that traffic to sales? Because if it's not, then you might want to drop what you're doing and get busy on what's important.

Are you terrible at driving traffic? Then focus on conversions and have affiliates drive traffic for you. If you have an offer that sells well, then getting affiliates will be no problem.

Are you conversion challenged? Is writing sales copy something that you'll never master? Then you can either hire someone to do it for you, or you can focus on driving traffic to other people's offers that do convert.

Focus on traffic, or conversion, or both.

Ignore everything else.

Don't get sidetracked, don't spend a year learning about traffic and another year learning about conversions.

Focus your efforts like the greatest laser ever built.

And within a year you will be making enough money to tell your boss to stick it, to buy that new house and car, and to start living the life of your dreams.

Traffic.

Conversions.

That's all you need.

You are one conversion winning system away from a million dollars.

So, get busy.





Case Study: \$3500 a Month Outsourcing Art Work

You already know you can hire a ghost writer to write just about anything for you, put your own name on it, and call it your own.

Marketers do it all the time. After all, just because you're good at marketing doesn't mean you're good at writing or even have the time to write all the blogposts, emails, sales letter and so forth that you need.

Celebrities do this, too. For example, when a movie star or entrepreneur or CEO comes out with a book, there is an excellent chance that book was written by someone else.

So far so good?

What I'm about to tell you might immediately raise a red flag for a few people. And yet, it's simply a variation on ghost writing.

You could think of it as 'ghost art,' I suppose.

I know of a woman who outsources original artwork and then sells prints of it on Etsy, eBay and other sites.

She hires artists to create original abstract art. And she'll even find existing artwork that she likes, and then ask the artist she's hiring to do something in the same style.

She likes to stick to abstract art since it's easier to make and harder to recognize if it came from one particular artist or several artists all working in the same style.

She especially likes to have a lot of color in her paintings, since she's found the bright, happy looking paintings seem to sell especially well.

She has the artists sign a non-disclosure agreement that says they are signing over all rights to the artwork.

From the original artwork, she gets prints made and sells them online as limited editions, as well as selling the original for a much higher price.

And she has an assistant handle all of the listing and product fulfillment.

It gets even better – she's actually created several different identities as an artist, so that she can 'work' in several different styles to accommodate different customers' tastes.

She is careful to never say anything that is untrue. And she never does say that she painted the paintings.

After paying for expenses and her assistant, she's clearing about \$3500 a month.

Not a huge sum, but considering how little work she puts into it, it's a very interesting idea!

How to Turn Your Book Into 13 Different Income Streams

A lot of authors consider their book to be their business card.

For example, when they go to a conference, they hand out their book in place of a business card.

And certainly, a book is far more impressive than a card. After all, what do we do with business cards a few weeks (or days) after we get them?

We look at it, try to recall where we got it or why we have it, and then throw it out.

With a book, people are likely to feel warm and fuzzy when you hand it to them ("Oh wow, a free book!") but then they get home, throw it on a pile of unread books and forget about it.

Yes, that's right. Maybe using your book as your calling card isn't your best option.

"But wait, I don't hand mine out, I sell them on Amazon."

This is a better alternative for a couple of reasons.

First, you are making some sort of profit on each sale.

Second, inside the book you are asking the reader to join your list (you are doing this, right??)

And third, having a book on Amazon gives you a slightly higher dose of credibility than simply keeping a box of them in your garage. This is especially true if you have lots of good reviews for your book.

But still, there are better options for what to do with YOUR book.

One caveat: If you haven't yet written a book, you might want to consider it, especially once you've learned the techniques for monetizing a book that I'm about to share with you.

#1: Audio Books. Right now, audio is the fastest growing publishing platform on earth, because everyone has a cell phone with them nearly all day long, and they can listen to your book on their phone.

People can listen to your book while doing a variety of things, like running, cycling, doing the dishes or cleaning the house.

Audio books are being consumed at an unprecedented level. And you can make a ton of money with audio books right now – here's how:

Have you ever seen the "Audible, Free 30 Day Trial?" Let's say you send out an email to your list, or your post on social media, letting your readers know that you've just released your audio book.



If they click your 'bounty link' that leads them to sign up for the free 30 day trial, and if they stay an Audible subscriber for 61 days, you will make \$75.

That's right. Maybe your audiobook sells for \$20, but you will be paid \$75 because they continued on as an Audible subscriber.

And don't forget to make an offer on your audio book to get people onto your list. For example, "If you enjoyed this book, head over to URL.com/free to get another audio book (or video, or whatever) for free."

Send them to a squeeze page to get their email address, or send them to the content, but hold back the second half of the content to get their email address. Test to see which method converts the best for you.

#2: eBooks. Amazon is the third largest search engine in the world (you can guess the other two – Google and YouTube.) People on Google are searching for free information. People on YouTube are hunting for 'how to do' something. And very important – people on Amazon are looking to spend money now.

Amazon will pay you 70% royalties for your book. If 70% doesn't sound like a lot, keep in mind that traditional publishers pay 10-14%, max.

Convert your eBook into Mobi and ePub formats. Mobi is for Amazon Kindle, and ePub allows you to be on iTunes, via iBooks, as well as Nook readers.

#3: Hardcover books. For the maximum boost to your credibility, and to appear as the ultimate authority, publish your book in hardcover.

If you place two books side by side – one softcover and one hardcover – the hardcover is simply more impressive. It looks more impressive, sounds more impressive if you thump it, feels more impressive and has an actual dust jacket. And yes, I know this might sound silly.

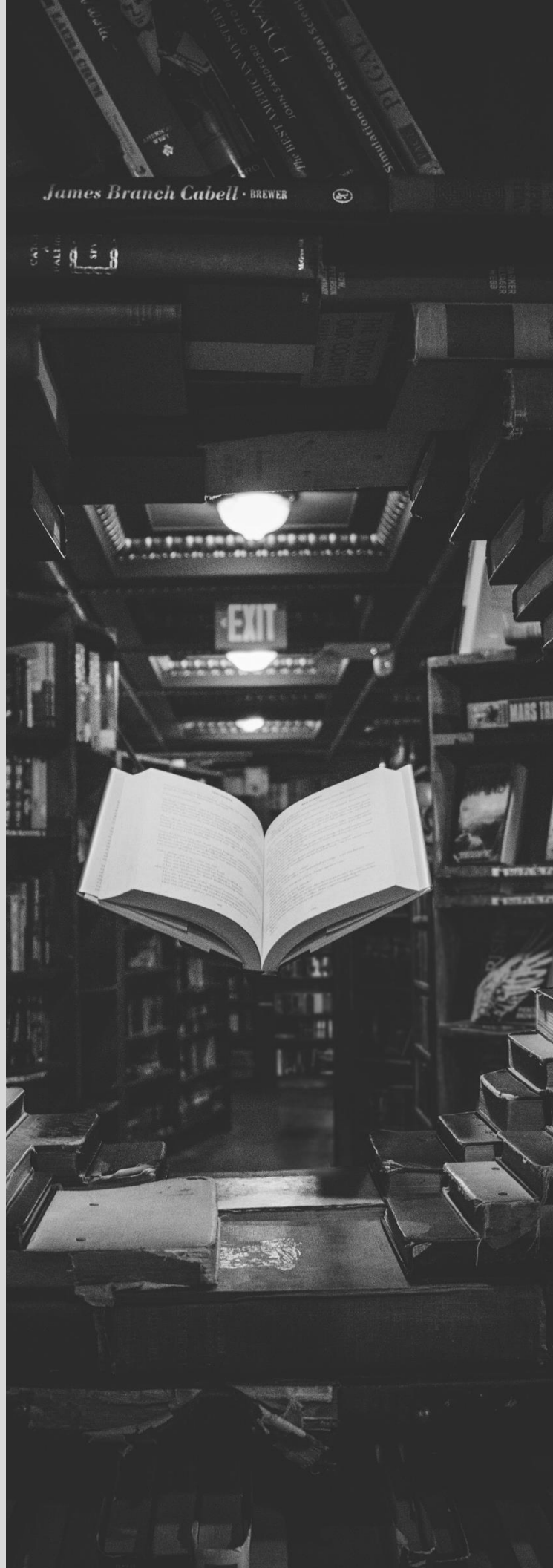
After all, the only difference is the format, softcover versus hardcover. But a hardcover is simply more impressive all around, so why fight it?

Publishers give paperback deals to unproven authors because it's easier and less risk for them.

If you do any speaking at all, or plan to, you must have a hardcover book. It will win you speaking gigs over other speakers who have no book, or even just a softcover. Crazy but true. Hardcovers influence and wow people, regardless of the contents.

#4: Softcover books. After everything we just said about hardcovers, you might think we're opposed to softcovers. Not at all. Many people want to purchase the lower cost version of your book and that's fine.

Just remember when you're using your book to get a speaking engagement, land a big client or otherwise impress someone, always go with hardcover.





#5: Masterminds. If you have a non-fiction book, there's a good chance you can do a mastermind around your book. Create a private Facebook Group. If your book has 12 chapters, do a 12-month deep dive into your book.

Schedule one 90-minute Zoom call per month, with three segments. The first segment is all about the first chapter in the book. The next 30 minutes is taking a hot seat with one of the members and how the material relates to what he's doing right now. The entire group coaches him. The last 30 minutes is when everyone in the group says what they will accomplish in the next 30 days. Then you meet once, in person. Everyone comes to your city, and you can charge \$1,000 for this, or even a lot more.

Some people will just want to do the Facebook Group, and a subset of those will also want to meet in person. Or you could make it mandatory that everyone does both. It's up to you.

People are paying for access to you, as well as access to the other people in the group. This means that while you need to plan out what you're doing and give tremendous value, it also means that it's not just about you. It's about everyone in the group networking with each other, too.

#6: Self-Study Online Programs. This can be priced low or high, and sold either for a one-time price or for a monthly subscription.

You can record everything on your cell phone or invest some money for a camera and lights.

Use your book as your outline, and go through it, chapter by chapter, adding information not in the book, giving examples, handing out assignments to implement the information, and add anything else you want.

And just like your book, you create it once and you get paid for it over and over again.

You can put your course on a site like Teachable if you don't want to place it on your own site, making it even easier.

You can have a self-study course on almost anything. And if you add a community to your course, where students can interact with each other and you come on from time to time to answer questions, the value (and the corresponding price) increases.

#7: Live Coaching Programs. If you're making an online course, why not do a live one and record it? You can charge more for the live coaching program, and you can highlight your students' progress in the course, too.

You don't have to be an expert like Tony Robbins. You can be the guide who tells people that you struggled, too, but you found a way to accomplish this thing that you are teaching.

Or you can even be in the struggling stage, where you are at an equal level with the reader, but you are reporting on the methods that are working for others.

#8. Certification Program. Certify others to teach your program. Do you want to be well-known? Allow other speakers, coaches and trainers to teach your content.

They pay you for all of your information, slides, handouts, knowledge and so forth, and then they are certified to go out and teach your course themselves. It is still done under your name, and you are still selling your books and other products to these students.

Your trainers are bringing your name and information to people all over the world who you otherwise would never have reached in your lifetime.

And you can charge them a fee (\$1,000, perhaps?) for each course that you have created. They can be certified to teach multiple courses.

#9. Paid Masterclass. You can charge a small fee, like \$97 or less, to teach your techniques live on a webinar. This works amazingly well if people want the information you have.

Be sure to give them lifetime access in case they can't make it to the live version or want to watch it again.

#10. Speaking Gigs. You can do a talk based off of your book and get paid for it. Some authors are getting \$15,000 per speech. The better known your book is, or the better known you are, the more you can charge.

You can also make money doing free speaking gigs if you are allowed to promote your courses and products.

#11. Live in Person Seminars and Conferences. This is the old hotel room seminar, where you either charge people or talk for free and then sell your course. Remember, when you give away free stuff, the people think, "Wow, if this is the free stuff, how good is the paid stuff?"

If you're doing this alone, it's a seminar. If you're one of several speakers, then it's a conference, but they work the same way. You get in front of people, give out great content, and upsell them to your paid versions. Or you charge a good price for the seminar or conference, and then include your course or product for that one price.

#12. Consulting. As an author, if your topic is a good fit, you can get hired to consult with companies and entrepreneurs. You've probably seen an offer in the back of business books, made by the author, to do consulting.

#13. Podcasting. Once you've built up a name and have a large following, you can make money podcasting without even promoting your own products.

How? By selling sponsorships. If you have a large, attentive audience, sponsors will line up to be featured on your podcast. And of course, getting your name out with the podcasts can also increase the sales of your own products as well.

For example, when you interview expert John Smith, and he tells his readers that he's on your podcast, he is now sending you traffic and potentially new subscribers and customers. In addition, if you interview experts who have their own products to sell, you can act as their affiliate and give out your affiliate link on the show.

You can see why podcasting is a win-win-win all the way around.

And don't forget, you can be the guest, too. You can go on someone else's podcast and promote your book or course.





Your Customers are Hard-Wired To Buy THIS Product

If you knew for a FACT that your customers would want to buy a certain type of product from you, then wouldn't you want to know what that product is?

It could save you a lot of time and trouble, having this information.

And the funny thing is, you do already know what this type of product is – you just maybe haven't considered selling it yourself.

Everyone is hard-wired to look for the easy solution.

Let's say you're being chased by a saber-tooth tiger. You want to cross a chasm to get away from that tiger, and you want to do it as fast as possible.

Are you going to cut down a tree, place the tree across the chasm, and then walk over that tree to the other side?

You might, if that was your only solution. But what if a short distance away, there's already a fallen tree bridging the chasm?

Of course, you're going to take the easy way.

What if you're a caveman and you're hungry? Are you going to plant a garden so you'll have veggies in 2 to 3 months? Or go out and pull some roots and pluck some berries right now?

Humans are wired to look for easy solutions as a matter of survival. If the easy solution doesn't work, then we haven't wasted much time and we can go on to try the harder solution. But we will always gravitate to the easy solution first.

Think this isn't true today? Company is coming and your table is wobbling. You could take everything off of the table, take the table out to the garage and try to fix it. It shouldn't take more than an hour.

Or you could unobtrusively shove something under the short leg, which will take you about 20 seconds. What do you do? I know what I would do.

Anytime you can legitimately make something easy and fast for your customer, do it. Solve their problem the easy way. Get them the benefit they seek the fast way.

And notice the word, "legitimately." We're not talking about plug and play software that magically spits out \$20 every moment for no darn reason. We're talking about legit answers.

And they are out there. There are marketers who have stumbled on a certain keyword or a certain traffic source who have made fortunes with very little work.

There are even more people who have found a much easier way to do something difficult, and used this knowledge to help others (and in turn, get rich.)

If you find the easy way to do anything people want to do, then you have a winning product.

This is why certain markets, such as the self-help, dating, weight loss and make money online markets, are continually creating and selling new products.

Because they realize that only a tiny minority of customers will actually stop buying products and focus on getting the results they seek.

You can't change how people think and act, and it's not your job to try. It is your job to discover what people want (fast and easy) and sell it to them.

Bottom line: Don't be hard on yourself when you buy another shiny object – you're naturally wired that way.

And don't second guess yourself when you promote yet another affiliate product to your list (as long as it actually works, of course.)

Your customers are hard-wired to buy it, and they get pretty happy when they do, too, as you know from your own personal experience.



THE **BIG** SECTION



How To Start a Podcast

Podcasting can give you a ton of opportunity to connect with a growing and active audience, establish tremendous rapport and build an incredibly loyal following.

But if you've never podcasted before... how do you even get started?

Simple: Just follow these 5 steps and you'll have your podcast off the ground in no time.

Step 1: Choosing Your Topic and Naming Your Podcast

Get out a sheet of paper and ask yourself these two questions:

1. What are you – or your business – really good at?
2. What do your listeners really care about?

Of course, we're assuming that you already know your audience for question #2. If you've been blogging, doing marketing, social media and so forth, you likely know what people want and what they care about.

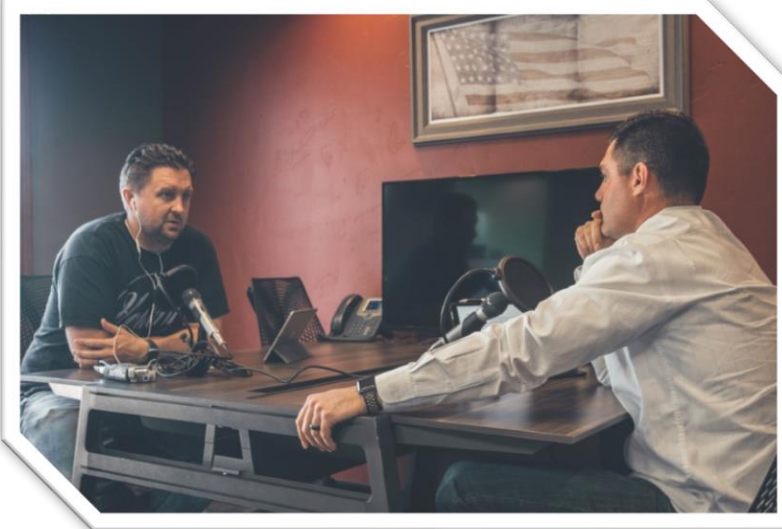
If not, you'll need to do some research into your market. What are their greatest fears, biggest problems and hottest desires? Find out and you'll know what they care about the most.

Once you have a list of what you're good at, and a second list of what your audience really cares about, see where these two lists overlap. This is the sweet spot, the content core where your strengths intersect with your audience's interests.

This should give you the main topic for your podcast, as well as plenty of good ideas for subtopics for individual episodes.

Now that you have a topic, choose a name for your podcast.

You can use a clever name, or a name that directly incorporates your topic, or even name it after yourself.



If you're choosing something clever, be careful that you're not confusing people. It's preferable that your topic still be clear to a potential listener. That said, there are plenty of clever podcast names out there that don't give much of a clue as to content, and yet do well. "Invisibilia" is a good example. No, it's not about how to be invisible,

but rather things unseen that control behavior or shape ideas.

If you're naming your podcast after your topic or a main keyword, then it's pretty straight forward. For example, "How I Built This" is all about how people-built companies and movements.

And if you're naming the podcast after yourself, then you believe one of two things to be true: Either your name already somewhat well-known within your niche, or you intend that it soon will be. Either is fine. A good example is, "The Joe Rogan Experience."

Want some help finding a good name for your podcast?

Go to <https://kopywritingcourse.com/podcast-name-generator/> and fill out your topic, your name and a location.

For example, I chose Space travel, Captain Kirk and planet earth. My results included:

Captain Kirk Saves the World

Planet Earth Lab

Space Travel Happy Hour

And my favorite...

The Captain Kirk Burrito

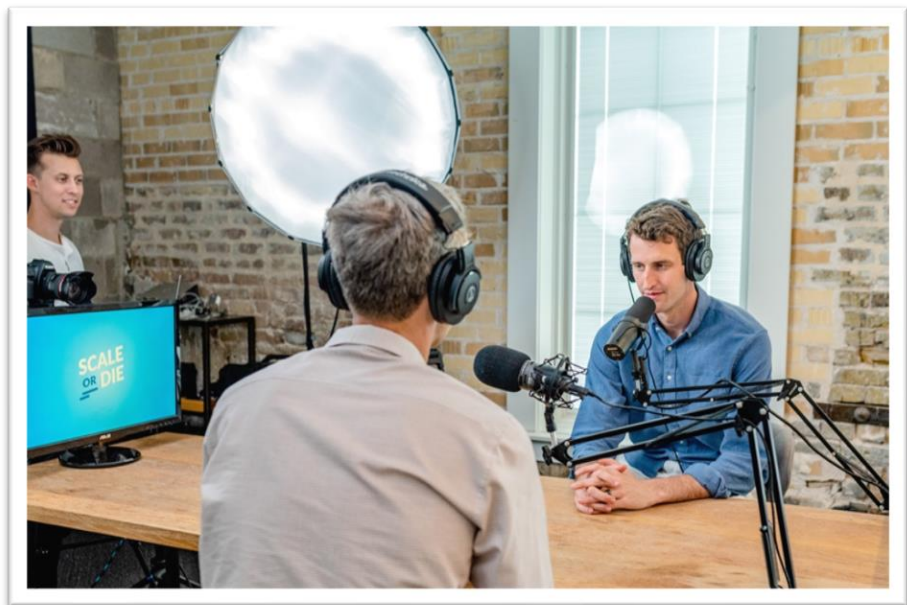
Okay, you might need to keep looking, but the results are entertaining.

Brainstorm common keywords and phrases that your listeners might use when they talk about your topic.

Using these keywords, brainstorm names. Write it all down, no matter how silly it might seem at the moment.

Set it aside for a day. Come back and read your list with fresh eyes. Pick out your favorite names, and ask your team, list or contacts for their opinion.

Set it aside for one more day. Come back and pick one. If you're torn between two names, choose the one that is shorter or easier to remember.



Step 2: Choose Your Podcast Format

Okay, yes, the format is audio.

But another way to look at format is how your show will be structured.

- Will it be just you talking?
- Or will you have another team member (or two) on the show with you?
- Or will you be interviewing guests?

All three of these are proven podcast formats, but odds are only one is right for you.

Let's talk about each one:

Podcasting Solo

If you are THE expert in your niche, and you know all there is to know (or can learn all there is to know) on your topic, and you can carry a show by yourself, then this could be the right format for you.

Comediennes are awesome at doing a full 20 to 60 minutes on their own, riffing off of this topic or that.

So are some commentators.

And so are many teachers.

But keep in mind, while you might have plenty to say for the first dozen or even hundred shows, there could come a time when you run out of things to talk about.

And you might burn out fairly fast, too, if this isn't the right format for you.

Podcasting Co-hosts

Do you have a partner you can team up with, so that you are both talking about half of the time? This way you can have witty banter in addition to your core topic.

Two to three people can work well for a discussion. More than three and you'll confuse your listeners (remember, they can't see you.)

Opposing opinions can work really well with this format. For example, if you have a political podcast, then having one host from the left and the other from the right can make for some fire-filled discussions.

Podcasting Interviews

This is a great format because you don't have to be the expert – you only need to know how to ask questions.

Invite friends and influencers in the industry to be your first guests. As you gain a following, you'll be able to invite bigger names that bring their own audience while simultaneously building yours.

That's right – inviting guests can mean you get more listeners because of your guests' cache with their own audience. They may even send out a message via email or social media, letting everyone know to check out their interview on your podcast.

Now that you've chosen between going solo, having a co-host or doing interviews, here's something else to consider:

Do you limit each episode to one topic?

Or do you have segments in each show?

If you think of traditional TV news, they have local news, national news, local weather, local sports and national sports.

In the same way, a business podcast might have one segment on the news as it relates to the topic, a piece where the host gives a "how-to" method or an opinion on something trending, and an interview with a guest.

Step 3: Recording and Producing Your Podcast

Tools you might want to have:

- Skype, to make calls
- Ecamm Movie Tools Call Recorder, connects to Skype and records the conversation. Records a separate audio track for each speaker, making it easier to improve the audio afterwards.
- A professional microphone
- Headphones, which enable you to hear your interviewee without having your mic pick up their voice, causing an echo
- A quiet room to record the interview
- AudioBlocks.com, to find music for your podcast (if applicable)

Consider creating a professional introduction and conclusion for your podcast. You only need to have it done once, you can use it forever, and it brands your podcast in a much more professional and appealing manner.

Hire a professional voiceover artist to introduce your podcast, saying something like, "You are listening to The XYZ Podcast, bringing you ABC benefits. Visit us at XYZ.com to get your free (insert incentive you are offering)."

For the conclusion, it might say something like, "You have been listening to The XYZ Podcast. Visit our website at XYZ.com to get (whatever incentive you're offering)."

Record Episode Specific Introductions

After each interview, immediately record an episode-specific introduction to boost your interviewee's credibility with your listener and to introduce the topic of the episode. If you do it right away, you'll be able to give a great intro that ties right into what was covered in the interview.

Here's a format you might use for creating this episode-specific introduction:

Begin with an attention grabber that shows your listener how this episode will solve a problem or give them a benefit. "What if you could..."

Introduce your interviewee as the ultimate authority on this topic

Cover what's in it for the listener. This is a great place to have a few catchy bullets in place. "In this episode of XYZ Podcast, you're going to discover..."

Introduce yourself as the host.

Restate the name of the podcast, so that your listeners remember where they are hearing this powerful information.



Create Commercials

Just like a television show, you're going to want to have a couple of commercials giving away exclusive content or advertising a sponsor.

If you want to build your email list, offer something valuable for free when they go to your landing page.

If you are taking sponsorships to fund your podcast, this is where you advertise their product.

If you are an affiliate for your guest, advertise your affiliate

link for their product.

Here's the format to create a middle of the broadcast ad:

Indicate the episode is NOT over. "There's a lot more to advice to come, including how to ___."

Give a short call to action. "If you'd like to double or even triple your traffic like our guest Bob has done, we'll show you exactly how to do it."

Give the link. "Just sign up at XYZ.com/traffic to get all the traffic and qualified leads your website can handle."

Transition back to the episode. "Now let's discover more about how to convert that website traffic into sales with the help of our expert, Bob."

Record an Episode Specific Conclusion

Your conclusion gives you another opportunity to get your listeners to go to your website, visit your sponsor or check out an offer.

And it's also the perfect time to thank you guest for sharing their knowledge, and to remind your audience just how valuable that advice is.

You might use the following format to do this:

- Thank your guest
- Share the URL where listeners can get more information, the free gift, the offer, or whatever call to action you're making
- Remind listeners that you have other episode they can check out, or to subscribe to your episodes, or tell them what's coming up in your next episode.

Step 4: Finding Your Guests, Doing Interviews

Assuming of course that your podcast will feature guests, here's how to get them to come on your show and give them the best experience possible.

In the beginning, you might be worried that no one will want to be one of your first guests.

But if you approach existing customers, your email subscribers and industry friends, you'll likely find enough guests to fill a dozen podcasts.

Look for people who have solved a big challenge that others would like to hear about. Hopefully they have interesting stories that will help the listener to reach their own goals.

You can even approach companies and people you buy things from. For example, if your podcast is on online marketing, and you bought a \$500 course on driving traffic, ask that course creator to be on your show.

You'll find that getting guests on a podcast can actually be a whole lot easier than finding guest bloggers. That's because a guest blogger has to put a good deal of time and effort into making a truly great post, whereas a podcast guest doesn't need to do very much preparation.

Plus, your podcast guests will get access to your podcast listeners. Let them make an offer, such as for a free report or video, to help them build their list from your listeners. They'll love the exposure.

When reaching out to your possible guests, don't send out a copy and paste email. Instead, tell them why you've chosen THEM, why you value the contribution they could make, and how they can personally benefit from being on your show.

Provide a link to book a conversation with you so that you can talk about the interview to come. Find out what major challenge they've solved recently and what they went through to accomplish their end result. This is when you get a feel for what questions to ask, and you find out what you can expect from them during the interview.

This is a great way to break the ice and get ready for the real interview.

After this conversation, write out the questions you will be asking and send it to them. Ideally you want the interview to last about 20 minutes, since the average commute to work is 25 minutes. But don't get too hung up on length. Some interviews will be too exciting to end at 20 minutes, while others will naturally wrap up in this length of time.

When you send your interview subject the questions, ask them to book another time for the actual interview. Calendly works great for this, or there are plenty of other scheduling apps you can use.

You might send your interview subject a few suggestions, too, in order to get the best interview possible. For example:

- Find a quiet place for the interview
- Eliminate all distractions and noises
- Use headphones and a microphone
- Put all phones and notifications on silent
- Plan on 45 minutes for recording

The day before the interview, send a reminder of the interview time. If the interview is in the afternoon or evening, send a second reminder the day of the interview. People get busy and they forget.

Tell your subject what to expect during the interview. Will you record a separate introduction and conclusion after the interview? Will you ask questions not on the original list? Will you dig deeper by following up their answers with more questions?

Let them do 90% of the talking. They are the expert, so let them shine.

Thank your interviewee and let them know you appreciate them. Tell them when you expect the episode will go live. Ask for anything else you need, like their bio or headshot.

Once the episode goes live, let them know. Give them the link and any social media graphics you've designed, to make it easy for them to share with their audience.

Step 5: More Tips and Things to Know

Use a podcasting hosting service such as Libsyn. Then share your podcasts to iTunes, SoundCloud, Google Play and Stitcher.



Publish A Pre-Launch Podcast Announcement to Get Feedback

Once you have recorded your first three episodes, publish them to a blog post and alert your existing audience. These can be rough cuts, with the ums and ahs intact.

Ask for feedback before you spend more time on your podcast. Your goal is to produce the best episodes possible, and your audience can help you do that.

Based on their feedback, either use the first three or start over. Your goal here is to know your podcast is going to be successful before you do a real launch.

Publish An Episode Zero to Explain Your Podcast

Some podcasts do this, and others don't.

Basically, you're recording an episode in which you tell your audience what's in it for them. Why did you choose the name? What's your goal? What sort of guests will you have? What will listeners learn? Think of it as an introduction to your podcast.

Record Several Episodes Prior to Your Full Launch

You'll want to have 2 or 3 episodes published the day of your big launch, so that your first listeners have more content to consume if they want it.

And by having several episodes already recorded, you're certain to have enough content to keep to your publishing schedule without having to scramble to get it.

You don't want to have to rush your guests to do their interviews, nor do you want to rush yourself and end up with sloppy podcasts.

The more frequently you will publish your podcast, the more podcasts you should have built up. Someone who is only publishing one podcast per month might only have 3 or 4 recorded when

they launch. But someone who is publishing 2 podcasts per week will want to have a dozen or more podcasts ready to go.

Put thought into naming each podcast episode

Ideally, you want to give a benefit along with the name of your guest (if you have guests, that is.)

For example, How to Generate 10x the Leads and Close 5x the Sales while doing 50% Less Work with Joe Smith.

Or, How to Instantly Make Friends and Win People Over at Work and Play with Joanna Jones.

Use Graphic Design to Distinguish And Define Your Branding

Brand your podcast by being consistent with all of your marketing images and graphics.

You'll want to distinguish yourself from other podcasts on iTunes and other sites, and then create corresponding graphics for each episode.

If you're not a graphic artist, it is well worth hiring someone to do this for you.

Blog About Each Podcast Episode

You'll want to introduce your current blog audience to each podcast episode with a specially-published post on your blog.

This way your current readers will see that you're offering them a new way to experience your awesome content.

For each blogpost featuring a podcast, you might want to:

- Create a feature blog graphic to show off the talent you're bringing to your audience.
- Embed the podcast episode in the blog post. Use a player such as Podcast Motor or Smart Podcast Player to allow your readers the opportunity to listen to your episode right there on your blog.

- Include a list of bullet points – these are the take-aways from the show, and should entice your audience to listen to the podcast
- Include guest quotes that highlight your guest's credibility and can be instantly shared on social media.
- Create quote graphics to spread the word on social media. Share these graphics with your guests so they can share them as well.
- Include your guest's bio to showcase your guest's knowledge and experience on of topic.
- Include or offer a transcript. Some folks will want to find a particular piece of advice, or even read the entire interview in a transcript. You can place the transcript on the page, offer a link to download the transcript, or even offer the transcript in exchange for an email address.
- Ask them to subscribe. This could be a subscription to iTunes, or your email list, or wherever you want them to subscribe to hear about and listen to more episodes.

More Ideas on What You Can Talk About on Your Show

- Interview influential guests
- Give the spotlight to your customers, clients, prospects or partners
- Talk about anything relevant and important to your listeners
- Have regular segments such as, "Tip of the Week"
- Success stories and case studies
- Product recommendations or spotlights
- FAQ's or a Q and A with your listeners
- Stories
- Testimonials
- How to do things, teaching and instruction
- News related to your niche, and opinions on how to use that knowledge to the highest benefit

And that's how you start a podcast! While it most definitely does take some work, it's also completely doable.

Just to light a fire underneath you, I thought I might close with a list of podcasting benefits you may or may not have thought about before.

Benefits of Being a Podcaster:

More and more people want to listen to podcasts – you'll be positioning yourself at the right place at the right time.



You can reach an audience on the go, since people can listen to podcasts almost anywhere

You can promote products on your podcast, or sell advertising

You can use podcasting to better connect with your audience and build your loyal tribe

Podcasting helps to build your own credibility

You get to meet, talk to and even make friends with experts in your industry as you interview them

You can become a minor celebrity in general, and an actual perceived expert in your niche

You can attract new listeners, and new audience and new customers

You don't have to be super smart or knowledgeable about your niche if you're interviewing experts, yet because of their name recognition rubbing off on you, you will be perceived as an expert, too

You build influence and gain instant credibility

You become a better speaker and gain confidence

You can repurpose your show content into eBooks, articles, social media posts and more

People can easily share your podcasts on social media

You can connect with industry leaders who might never have taken your call or answered your email otherwise

You can create an ongoing online buzz

You can attract more publicity and even become a high profile public speaker

You can use your show for bartering leverage (promote my product and I'll have you on my show to promote yours, for example)

People are more likely to want to do business with you when they find out you host your own show

A successful show can lead to streams of income you never even thought of before, as new opportunities become available to you

It can be the most fun and exciting part of your business

When starting a podcast, you have to be patient because you might not get any traction right away. It takes time to grow your audience.

But when you start now and stay consistent, things will pick up over time and begin to compound.

If you seek to add value and you persist, you will do well. In fact, might do amazing things that astonish even you.

EPILOGUE

The Knights Tour

It is possible for a knight in the game of chess to move about the board, using only that piece's legal moves and land on every square of the board.

Obviously, the board is cleared of all the other chess pieces first. I used to do some computer programming back in college and that was one of the tasks we were set to do. The basic design brief was as I have just described, and within that we were left to design a program to complete the task.

I have since used the same question when I have had to interview people for programming-based roles, I just like the question as it's a good way of ascertaining how a person approaches a problem. Some chose to overanalyse at the beginning try and plot out the valid route, some chose to code a solution that runs a route till the number of moves are exhausted, then exit. Others to record all moves as they happened, but roll back and try a different path when a route was exhausted but still incomplete.

This is actually the best solution, at any one time a knight can have up to eight possible moves. Some of these will be eliminated as it will take the knight outside the limits of the chess board, you also eliminate moves that will position the knight on a previously visited square, this gives you a valid subset of possible moves for each jump, and when exhausted, you can eliminate that route and roll back to the previous instance where there was more than one possible move, and try a different path. The theory there is that eventually, by the process of elimination the knight will find a path that generates a complete tour of the board landing on all 64 squares.



Unless you forcefully interrupt the program, the knight will keep jumping until it succeeds. The same is true of us in our businesses, it may take us many iterations, and we may have to go back and try different paths and routes, but as long as we don't give up, we will ultimately succeed. You may well find as your path evolves that you move far away from where you originally intended to go, but that the trick we all need to learn. Our plans are never set in stone, they are fluid, they roll like the waves of an ocean and no two waves are exactly alike, they'll push us left and right and back and forth. But eventually, as long as we keep pushing through, they will take us where we want to go.

Eventually the knight will land on all the squares on the board.

See you next month!

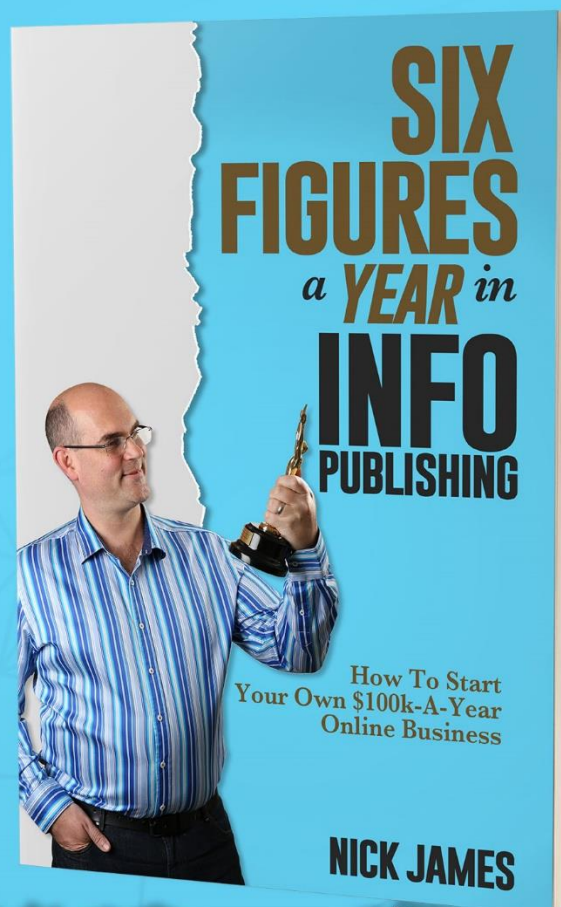


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