

You Are Wealth

NEWSLETTER

Issue 93



The Power of Pain

The Secret Copywriters
NEVER Tell You

Set and Forget
\$2,850 a Month

...and more!



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INTRODUCTION

A Second Wish

As online entrepreneurs, I'm sure you've perused YouTube or even maybe attended some of the seminars by self-help coaches the like, indeed they have a lot of great advice and some brilliant techniques to help us. But there is one piece of advice that I hear trotted out so consistently and it is blatantly incorrect. So many people say we have to reach for our dreams, for our wishes, and not let anybody or anything get in the way of us reaching them.

It all seems pretty standard and applicable really, after all we should be reaching for our dreams, one of humanities greatest strengths is its ability to imagine to wish for a better life and to work towards that life, it's our hope. Without that hope, we're just treading water, our lives are static, meaningless.

But and there is a but! If we're all reaching for our dreams, for our wishes, sometimes they are going to conflict with the dreams of wishes of others, some of them will be people we don't even know, that other candidate for that job we always wanted. That person that beat us out for that dream house we both looked at. That competitor that got the sale that we didn't. Other times it could be our friends or our loved ones. We may have the opportunity to get that dream job, or build our own business, but what if it is direct conflict with the dreams and wishes of someone we care about?

I have noted that all of these teachers, all of these guru's and experts, have difficulty answering that question. We don't all necessarily have the right to more than one dream or wish. What would you do if the pursuit of yours meant that those of someone you cared about had to be given up? Would you have that strength? The strength to release one dream and hope to find another to benefit a friend, a loved one, a partner? Or would you place your own dreams above theirs?

It's the old morality tale again, a choice between the selfless and the selfish. Which do we choose? The "experts" would have you believe that to sacrifice your own dreams makes you weak, somehow not deserving of success, of being an entrepreneur. I believe that they are wrong, to put aside your own dream, your own wish and search for something new so that someone else may attain their dreams takes a far greater strength than the selfish faceless businessmen can ever understand.

To each of you I ask this, when you reach retirement, when you are closing the doors of your business for the last time, do you want to be the person that climbed over everyone and everything to reach the top? Or do you want to be the one that built not a solo empire, but partnerships, teams, a business that supports your life and needs honourably, something you can be proud to be a part of. Something worth being a part of. The one that had a fulfilled life supported by their business, rather than just a business that they built in their life?

A photograph of a middle-aged man with grey hair and glasses, wearing a white button-down shirt, sitting and reading a newspaper. The image is tinted with a blue color. The text 'IN THE NEWS' is overlaid in the top right corner in a bold, italicized, orange font.

IN THE NEWS

How to Secure Leads and Meetings by Disarming, and then Charming Your Prospects

Someone is going through their emails when they see this:
"I'm going to cut straight to the chase – no bullshit or pretense," the email reads, with a picture attachment of – for no discernible reason – a ferret in a dress by the name of Colin.
Following this, a more than reasonable partnership offer is outlined. The recipient responds, hopefully with humor and good grace, and it all goes off from there.

<https://www.marketingtechnews.net/news/2018/nov/29/jon-buchan-how-secure-leads-and-meetings-disarming-then-charming-your-prospects/>

How To Turn Reviews Into Revenue:

Making the most of positive customer feedback
This was written for ad agencies, but look closely and you'll find a ton of tips in it for online marketers, too.

<https://www.marketingtechnews.net/news/2018/nov/05/how-turn-reviews-revenue-making-most-positive-customer-feedback/>



Frankenblogging

The first step on the route to Frankenblogging is to find a common theme or link between two or more of your half-written blog posts, or email newsletters and combine them into something great.

For example, say you have a half-written post about identifying influencers, but you also have another half-written post about using Twitter lists.

Both can be related to one another when considering an influencer relations strategy.

And voila, you have a complete post about finding influencers on Twitter and following them efficiently using Twitter lists.

<https://www.marketingtechnews.net/news/2018/nov/05/get-frankenblogging-make-most-disparate-content/>

Big Fish, Small Pond

Your target market must be small enough that the resources you're able to commit will have a big impact.

Imagine carrying the heaviest rock you can hold and dropping it into a small pond. The splash would be huge, loud and noticed by anyone around, and the ripples would cover the entire surface.

Now imagine dropping that same rock into the middle of the ocean. No one would even notice. Imagine dropping a rock 100 times that size in the middle of the ocean. Again, no one would notice a thing.

The rock, of course, is your resources

When new marketers come to me looking for advice, I ask them who their target market is. Nine times out of ten, it's, "Everyone who wants to ____." It might be everyone who needs to lose weight, make money or whatever. It doesn't matter. Their market is too big and they'll never get noticed.

But if they target teachers who want to make extra money online, or nurses, or fast food workers, they'll probably make a killing.

Still not convinced? Think of the pond versus the ocean, and the rock as being your marketing. How much marketing will you have to do to get noticed in the ocean? You'll need the resources of a Coca-Cola to do it.

Now imagine getting noticed in the pond. Heck, if you just stand up and say, "I'll teach everyone in the pond how to lose 10 pounds this month, or how to make \$1,000 a month online," you'll get noticed right away.

When someone describes their market too broadly, I know they're going to fail. But when they know exactly who their audience is and how they're going to reach them, I know they'll do fine.

The Secret Copywriters NEVER Tell You

It's all about fancy copywriting and Jedi mind tricks to make the sale with your copy, right?

After all, that's what most copywriters will tell you.

However, at least half the battle is won via selection of your audience, rather than how good your message, your copy or your offer is.

If you've got mediocre marketing aimed at a highly targeted and well selected audience, you'll get great results.

But if you've got exceptional, world-class, you-hired-the-best-of-the-best copywriter kind of marketing aimed at the wrong market or even a poorly targeted market, at the very best you'll get mediocre results. And odds are, you won't even do that well.

You need to know who your customers are and where to find them. Who is your ideal client? What do they want, what do they need, what are their objections, and what do they look for in your product or service?

Here's an easy example – not all targeting is this simple, but it gives you the idea:

You have a pet-related product and so you target all pet owners. That is sloppy targeting, and yet I see it daily.

Or, you have a cat product for senior cats who have chronic kidney disease.

Now you know exactly who your market is – no, it's not cats with kidney disease, it's their humans. Talk to them, find out their struggles, fears, worries, problems and so forth with dealing with this disease. Ask them why they try so hard to keep their kitties healthy rather than go get a new, younger cat (if you've ever loved a pet, you already know the answer to that one.)

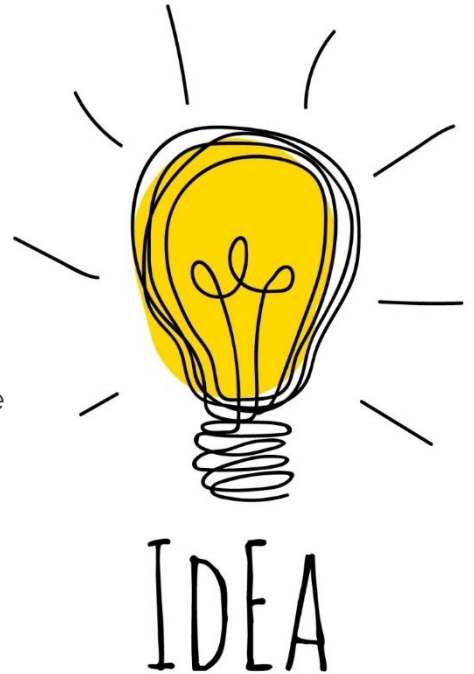
When you have a product that can help these particular cat owners, you can have a sloppy marketing campaign and it won't matter a bit – they will buy, I guarantee it.

Spend half your marketing time finding out exactly who your market is and targeting those people. Spend the other half crafting your marketing message, and you will have a marketing campaign that cannot lose.

What Seth Godin Wants You to Know About Marketing in 2019

If anyone knows marketing's future, it's Seth Godin. The longtime guru of the subject and author of 19 books -- his new one is called *This Is Marketing*, and he has a new notebook in partnership with MOO -- preaches a kind of invisible marketing. "The word marketing should mean 'What do we call it when we make something people want?'" he says. That'll become increasingly important as 2019 brings more digital noise. His challenge: Be relevant, not loud.

<https://www.entrepreneur.com/article/323033>



The 5 Best Digital Marketing Tools For Understanding Your Customers

The best marketers are those who actually talk to their customers. Here are 5 tools to help you do that.

<https://www.entrepreneur.com/article/319517>



Facebook's Adding Search As An Ad Placement Option

Facebook is 'running a small test' of ads in search results as it seeks new options to help offset the slowdown in overall revenue growth.

<https://www.socialmediatoday.com/news/facebooks-adding-search-as-an-ad-placement-option-providing-new-opportuni/544132/>

The Power of Pain



Let's talk about human nature for a second.

If I were to offer you a succulent, moist, still-warm-from-the-oven piece of triple chocolate cake...

...while simultaneously slamming my heel into your toes...

...which one would you notice?

Which one would you react to?

And which one would you still be thinking about tomorrow?

People will spend an enormous amount of time, money and energy to avoid pain. They'll avoid confrontation with bosses, neighbors, spouses and kids to avoid emotional pain. They'll take drugs to suppress physical pain.

Your job as a successful marketer – whether you like it or not – is to use this pain to help them find a solution.

Some might call this exploitation – digging around in the pain and agitating it to motivate people to take action. You're making the pain worse before you finally prescribe the cure.

But it's the pain that makes people take action. And if you can help people, then it's your job to do it. And to help people, you've got to use the best method possible to motivate them to take action – which is aggravating the pain and making them feel it until they cry 'uncle.'

I know what you're thinking – you won't make their pain worse to sell them the solution. Instead, you'll motivate them with a positive picture of what their life will be like once they have the solution. Well, you're half right.

Understand this – Humans will do far more to avoid pain than to receive reward. They'll run as fast as they can away from the stick, but they'll creep up on the carrot and many times never even reach it.

Most people cannot clearly describe what they want, which is why they never get it. But they can tell you exactly what they don't want. By rubbing their noses in what they're trying to avoid, you momentarily make the pain worse until it's unbearable. They want to take action now. They NEED to take action NOW.





And then you motivate them with the positive picture of all the benefits they'll receive from doing this thing you want them to do.

The niche doesn't matter, either. Whether you're selling software, information, washers and dryers or stocks and bonds, agitate the problem, then offer the solution.

Examples:

Software – how much work are they having to do, and how much business are they missing because they don't have your automated solution? They've already wasted tons of time and lost a fortune. Their competitors are ahead of them, and soon their business will be on the scrap heap. Unless... unless they grab your software now, because then they can get x benefit and y benefit and z benefit, etc.

Health Information – they're overweight, tired, catching colds and at risk for serious disease. From here, it only gets worse – much worse. Sick, in pain, bed ridden, in the hospital, heart attacks and chemo and drugs and ... but wait. They can turn their health around, starting right now.

Washers and dryers – think how much extra they've already paid in water bills because they don't have energy efficient models. Plus, the wear and tear to their clothes from inferior washers and overheating dryers, their shoddy appearance wearing these clothes, making a lousy first impression at work because of how bad their clothes look. But you can solve it all today...

Investments – they've already lost a fortune by not using your services. Just look at the returns your clients have been getting, look at how much money they started with versus what they have today. If only they had started with you sooner, all the time and money lost. But right now, you have perhaps your best investment advice yet, but it's a super hot marketing and timing is critical...

Okay, you get the idea. No matter what you're selling, you can agitate the problem and then offer the solution.

Remember, in movies the hero doesn't arrive to save the day until things look completely bleak and desperate and the cause is all but lost. Effective marketing is no different.



How To Get a Crash Course In Online Sales...

...And simultaneously learn what your best competitors are doing, too.

When you look at a marketing campaign from the outside in, you tend to miss a lot.

But when you join competitor's lists and let them sell to you, you get to dig beneath the surface and see what's really happening.

Read their emails, subscribe to their membership sites and buy their products. Take note of their entire selling process from start to finish. You might do screen capture for upsells, download pages and so forth.

I am NOT advocating that you copy what they're doing – at least not blatantly. But if you notice a step, they take that seems to be working, you might add that step to your own funnel as well.

For example, I bought a product the other week that had sales offers on the download page. There is nothing new about additional sales offers in general, except these offers were increasing in price by a penny every 7 seconds, right on the download page. It was instantly clear these products were being sold, and the price was going up.

I forgot about downloading my product and instead went immediately to the sales page of one of the products, where I found the same thing – the price was increasing by a penny every 7 seconds.

The counter wasn't obnoxious, but it was in plain view in the upper right-hand corner the entire time as I scrolled through the sales letter.

And I never would have seen this if I hadn't purchased the product.



30 Days of “Gifts”

It's customary for many marketers to create an autoresponder sequence for their new subscribers that introduces the person and business, provides some good information on the topic at hand and so forth.

The basic idea is to warm up the reader into liking and trusting you, so that when you make product recommendations, they're more willing to purchase.

But I saw a unique twist on this the other day.

Rather than sending one lead generation magnet followed by the usual introductory emails, this marketer – who is not in the IM niche, by the way – offered “30 Days of Surprises.”

These surprises, or gifts, were sent one per day via email.

Naturally, I joined the list to see what I was going to get, and so far I'm pretty pleased.

None of the gifts is so big that you can't consume it in less than 10 minutes, which I really like. When people send me 100 page ebooks, I often don't get around to reading them.

But when they send, for example, “3 Quick Tips on How to Do X,” or a smart looking infographic, I consume the content on the spot.

Frankly, most of the ‘gifts’ could have just as easily been emails or short articles. But because they were all formatted very professionally and contained nice graphics, they really did feel like something special.

Each ‘gift’ could be read online or downloaded. Each was branded with the website URL and the name of the marketer.

And in every single email, beneath the link to the gift, there was a soft sell for a product or service.

Often times it was just one or two lines, such as, “Have you got this “X” problem? Here's the solution that wipes it out fast, in just 36 hours.”

I don't know how well they do with making sales from those gentle soft sells, but I suspect they do well enough.

The real money, though, is in building up so much rapport and goodwill with the reader that they continue to open and read your emails, even after the 30 days are over.

Using this technique, you're basically training them to watch for your emails and open them, something that's getting progressively more difficult to do these days.

And it doesn't hurt that the company name is super catchy and easy to see in the inbox.

Another great thing I love about this method is people will give you their best email address, rather than a throw away address. After all, they want to be sure to receive all 30 gifts.

And perhaps best of all, it's just a very fun way to introduce yourself and your business to your new subscribers.

We all need more fun in our lives, and anytime you can brighten a subscriber's day is a win-win for you and the reader.



Why You're Losing Sales

(You Forgot To Add THIS To Your Sales Copy)

Time and time again I see sales copy with one essential element that is completely missing in action.

Any guesses as to what that might be?

It's something that proves what you say is true. It's the little thing that makes a believer out of a skeptic. Sometimes it's off to the side, and sometimes it's featured front and center. And the better it is, the more you need to show it off.

And it's crucial for making sales.

Have you guessed it?

It's PROOF.

Proof that what you claim is true. Proof that your customers get the results you claim they will get. Proof that your product works. Proof that you won't abscond in the night with your customer's money.

And it's the difference from almost making a sale to MAKING the sale.

Here are seven different types of proof you can use in your copywriting, regardless of whether it's an email, blogpost or sales page. Anytime you're talking about your product, remember to include some proof.

1: Case studies

These are also known as customer success stories, and they tell a brief story about a customer who got results from your product or service.

For example, "Joe Smith uses this software, and in the first 30 days he saw a 22% increase in conversions."

It's best to keep your case studies short and concise, focusing on measurable results whenever you can. Remember, numbers are more persuasive than adjectives.

2: Testimonials

These are written statements from your customers or clients, explaining why they like your product or service. They're typically quotes from people who've used your products or services.



The best testimonials don't just sing your praises, they also explain details of why they customer endorses you or your product. For maximum impact, use testimonials that include numbers or quantitative results.

3: Endorsements

An endorsement is like a testimonial from someone widely recognized by your prospects.

If a well-known blogger or expert in your field endorses your product, by all means add this to your sales copy. People who trust this well-known individual will then trust your product by association.

4: Research studies

If there are any research studies that clearly show the effectiveness of your product or a component of your product, then use this data in your sales copy.

For example, if you sell an herbal supplement that contains 6 different ingredients, and the effectiveness of each ingredient is backed by research studies, you might include each study in your sales letter in the appropriate places.

The key here is to deliver the information concisely and in layman's terms. Don't use scientific lingo – you'll lose your readers.

5: Visual representation of results

An image is truly worth a thousand words, if it's the right image. You're familiar with this technique from weight loss products. They use before and after photos of their clients to show the changes in their body sizes and shapes.

If you can use charts, photos, screenshots or other visuals to prove your product or service works, then by all means do it.

Place captions on your visuals. Studies show that captions are read more than almost any other element on a sales page (other than the headlines.)

Make your captions – well, captivating and self-explanatory. For example, a caption that says, "Janet Smith" doesn't tell the prospect anything about the product. But the caption, "Janet Smith, after losing 42 pounds in 67 days on the XYZ diet" tells the whole story.

6: Press coverage

If you've received praise from a media outlet, then let your prospects know about it.

Quotes from well-known sources are best, since your home town paper might not hold much credibility with the rest of the world.

But if a well-known publication or media outlet has good things to say about your product or service, include that in your sales copy.

7: Social Shares

This is useful if you want to show you have a large audience.

For example, if you have a track record of writing blog posts that get thousands of social media shares, you might make the case that you are a trusted source for information in your field.

Next time you write any sort of copy that promotes a product or service, be sure to include at least one powerful element of proof in your copy.

Advanced technique: Use your proof as part of your headline or sub-headline. For example, "Ex-Beautician Fields Four \$100,000 Job Offers thanks to Our Job Getting System."

I don't know about you, but if I was in the market for a new job, I would be super excited to read that sales letter!

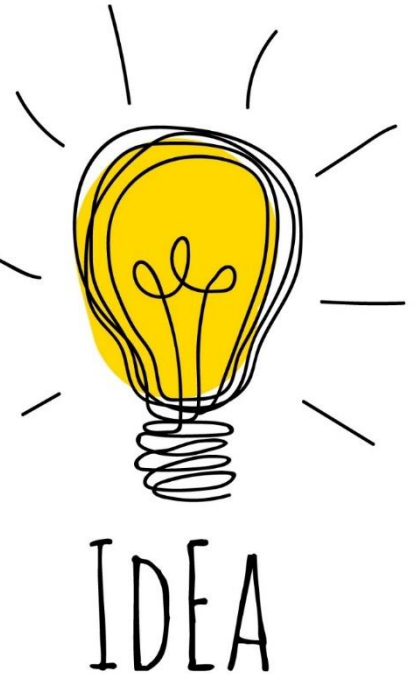


Boost Your Site's Google Ranking With This \$20 SEO Software

There's a running joke among marketing professionals that the best place to hide a dead body is on page two of Google search results. That's because research has shown that 75 percent of people don't read beyond the first search engine results page (SERP).

Translation: If your website doesn't rank high on Google, no one's looking at it.

<https://www.entrepreneur.com/article/323893>



12 Social Media Trends That Will Impact Your Business in 2019 [Infographic]

Is your business prepared for a new era of social media? Want to know the social media trends that will impact your business over the next year? Talkwalker share 12 social media trends you need to prepare for in this infographic.

<https://www.socialmediatoday.com/news/12-social-media-trends-that-will-impact-your-business-in-2019-infographic/544152/>



3 Tactics to Help Boost the Performance of Your Facebook Ad Campaigns

Given the complexity of Facebook's algorithm, you can't simply throw a dart and hope to land on a winning ad or audience.

<https://www.socialmediatoday.com/news/3-tactics-to-help-boost-the-performance-of-your-facebook-ad-campaigns/544795/>

Roach Coach Marketing 101

Gary Halbert once said at a seminar, "If I offer to set you up in the fast food business with a hamburger joint, and you can have any one special advantage you want, what will it be? A clown? Special sauce? Great burgers? A big ad budget?"

This is the point where the audience was shouting out their answers. I don't know if anyone got the answer right, though.

Did you? What special advantage would you want?

Gary's answer was, "A starving crowd."

If the people are starving, and you're there with burgers, do you really need any of those other things?

Look at a roach coach – those food wagons that come around to factory parking lots, special events and so forth. Their food is often bad, overpriced and unhealthy. Yet they get swarms of eager customers. Why? Because they go where the starving crowds are.

What is a "starving crowd?"

It might be people with a pressing problem, like a certain health crisis or being overweight.

It could be a market in the midst of change and upheaval, with people looking for answers and help. Health care and insurance in the US might fit this category, since the rules keep changing since the Affordable Health Care Act.

It could be a market in pain, like retail stores trying to survive against internet shopping.

It could simply be people who are hyper-passionate about their particular interest, such as horses, or golf, or investing.

Ideally, you want either one of these starving crowds:

1: A group of buyers with an aggravation that gives them sleepless nights, anxiety, ulcers, rage and so forth, where you can solve their problem or provide something to help. For example, tax problems, health problems, childcare problems and so forth.

2: Or a burning desire for something you can provide. For example, a way to make money, better a golf score, achieve a high mark on an entrance exam, etc.

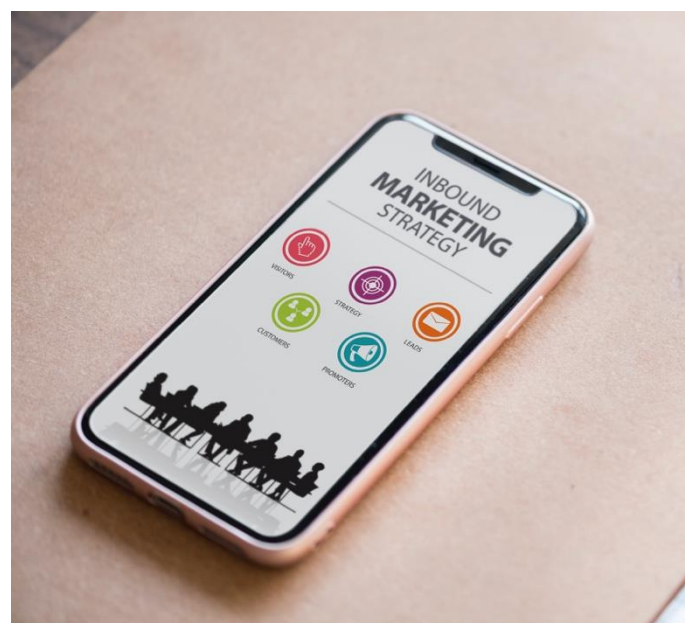
The two categories can, of course, overlap, which is even better. Worrying about bills or hating a job overlaps with making money from the internet.

Your goal as a marketer is to identify one of these markets and build the right offer for what that market wants right NOW, versus developing an offer and then figuring out who might want to buy it from you.

Yes, I know you might have heard a version of this before, but it's so crucial to your success, that it bears repeating time and time again.

Choose your market, find out what they want to buy today, and offer them exactly that.

When you do, your marketing is already halfway done.



Best Lead Magnet Ever?

You know what a lead magnet is – something given away for free in exchange for an email address. You join their list, you get their free report / video / book / software etc.

I recently ran across a lead magnet that blew my mind. And I didn't even realize I was being set up to join a list – or that it WAS a lead magnet – until I was hooked like a prize fish at the end of this master marketer's line.

Here's what happened:

I was on this marketer's site when a headline caught my eye. This was a headline you might find on a book or a paid product – in fact, if it had been a book, I probably would have bought it on the spot. It promised a big benefit and had a curiosity element to it that immediately got my interest.

The headline was on an article and I started reading it. It was giving me methods to accomplish a certain task, but it was doing it in story form. I didn't even realize until later that it was telling me what to do, but not how to do it. And the story was captivating, as good as any fiction you might read.

I was fully engrossed in the story when it was about to come to a climax and it suddenly – stopped.

It just stopped. There was no more to read. I was left hanging. But of course, there was a subscription form, and a note that said only subscribers of this website would be given the secret information contained at the end of the story.

Yes, I filled out the form. By that point, I would have paid money to get the rest of the story.

I've purposely kept this vague because it's probably not a good idea to copy this marketer's story. What he wrote works for him and his site. What will work for you and your site is likely to be far different.

But what I can tell you is that no matter who your audience is, they love stories.

And if you can weave the information they want inside of that story and insert a cliffhanger point that compels them to join your list, then I suspect 90+% of people who read the beginning of your story will subscribe to your newsletter.

Be sure to have a title so good, people would pay for a book with that title, even if you didn't give them a book description.

Keep the story intriguing and entertaining, while giving the lessons promised.

And in the portion, they read prior to subscribing, only give them the secrets of what to do, not how to do it.

For that, along with the story ending, they'll need to join your list.



Customers Aren't Greener On The Other Side Of The Fence

For those of you who remember or have heard of Earl Nightingale, you may remember his recording about "Greener Pastures." He made the point that every patch of grass, or pasture, looks greener from a distance.

When you're standing on your own lawn, you see every weed and brown spot. But when you look across to your neighbor's lawn, it looks lush and green like a golf course.

But the fact is, grass isn't greener on the other side of the fence – it's an illusion. Just as it's an illusion that the next customers will be the best customers who spend the most money and so forth.

This might be one of the greatest secrets of making money via marketing of all time.

Nearly every business owner fails to fully mine the gold in his own customer list. They're running around trying to get NEW customers, instead of focusing on their current customers.

Jay Abraham made a fortune simply by going to existing businesses and showing them how to fully utilize their most under-valued and neglected asset – their own customers.

Here are some ideas for extracting maximum value from your own customers.

- Offer more products and services.
- Make offers to your list more often.
- Communicate consistently.
- Create VIP groups and memberships with special privileges.
- Let your list know you reward frequent purchasers as well as high volume purchases (if applicable).
- Identify and focus on the hyper responsive customers and give them more opportunities to spend money with you.
- Create and sell continuity programs, or sell affiliate continuity programs.
- Sell renewable products or services.
- Learn about your customers and tailor offers to match their needs and wants.
- Communicate frequently with information, education, and even fun stuff.
- Incentivize greater usage.
- Analyze your customers and separate them into A-B-C groups based on their responsiveness. Then develop strategies to upgrade the C's to B's and the B's to A's.
- Become the resources in your niche for your customers, offering discounts on other people's products through joint ventures.
- Ask your customers what they want and what you can do for them as well as what they want to buy right now.

You could even take this one business idea – extracting maximum value from a customer list – and help local businesses to increase their own incomes while paying you a nice percentage of the additional profits.

For the Fun Of It

Why did the theatergoer get slapped with a restraining order?

He kept trying to capture the leads.

I know an email marketer whose ape breeding business failed.

All he had were Mailchimps.

How many digital marketers does it take to screw in a lightbulb?

None — they've automated it.

Why is it difficult dating a religious marketer?

They won't stop trying to convert you.

How do SEO experts celebrate improved search engine rankings?

SERP rise parties.

Why do SEO experts love shopping at Whole Foods?

There's a lot of organic content.

How many SEO experts does it take to change a light bulb, lightbulb, lightbulbs, lighting, lights, bulbs?





Free eBooks

How to Use Data Visualization to Win Over Your Audience [Free eBook!]

Since we all have to make a strong case for our ideas from time to time, and because we often only have one attempt to get it right, here's a guide on How to Use Data Visualization to Win Over Your Audience.

<https://blog.hubspot.com/marketing/how-to-use-data-visualization-ebook>

25 Actionable Social Media Strategies You Can Implement Today [Free eBook!]

There was a time when developing social media strategies was like charting new territory, but now there are well-worn, surefire tricks to bring you to social success. Buffer has pulled 25 social media strategies from some of its most popular blog posts – which are hacks that they've personally tried or have on their to-do list.

The eBook has strategies for Twitter, Facebook, Pinterest, and others, which includes tips such as: Finding and engaging with influencers, ways to optimize your posting frequency, and even ways to persuade your boss to recognize the value of social media.

<https://blog.bufferapp.com/social-media-strategies-ebook>

The Conversion Marketer's Guide to Landing Page Copywriting by Unbounce [Free eBook]

Unbounce insists that the quality of your landing page copy is responsible for the success or failure of every marketing campaign you run. That's enough to leave anyone with a mediocre landing page in a cold sweat.

This eBook, which contains 56 pages of "hard-learned secrets" from pro copywriter Joanna Wiebe, explains whether your landing page copy is getting through to visitors, or pushing them away. You will also learn things like: What a click-worthy call to action looks like, and what the elements of high-converting landing pages are.

<https://get.unbounce.com/landing-page-copywriting/>

Stealing Magazines

It used to be that when I went to the doctor, I would find my favorite magazine in the lobby and read it until the doctor was ready to see me.

But this last time, I couldn't find a single issue. I asked the gal at the desk about it, and she explained that the magazine was so popular, patients were taking it home, so the doctor stopped buying it.

Now there's a business strategy I don't recommend – find out what your customers want and then don't give it to them.

Personally, I would have ordered more subscriptions, not less. Because not only do his patients like the magazine, it also keeps them occupied instead of watching the clock when the doctor is running late (and he is always running late.)

Many businesses do this – they find out what customers want and then don't give it to them. I used to have a restaurant I really liked, and one of the things I liked best was they would swap one side dish for another.

Then one day they told me they couldn't do it. It was too difficult to swap baked potato for French fries, or broccoli for green beans, even though they add all four in the kitchen.

I figured if they couldn't swap sides to give me what I wanted, then I couldn't eat there. And I don't.

Another restaurant used to cook their ahi tuna all the way through if you asked. Then they got a new chef who insisted that patrons only eat food the way he liked to prepare it. In other words, I could eat raw tuna or I could go elsewhere. Now I go elsewhere.

The trick to a successful business is to truly understand what your customers want and then give it to them, and keep on giving it to them.

It's not that difficult. Yet so many marketers and business people get this wrong.

And when in doubt, just ask. One time I was going to consolidate all of my courses into one big course and actually ship out a physical product, because I'd heard this was the thing to do.

But first I asked my customers how many thought they would buy it. The answer was, only about 1% would even consider it. Thank goodness I didn't do it.

One last tip – develop your products or services based on what your customers really want, and not what they should want. Maybe your customers should want to learn how to do an easy task in their business, but they'd rather hand the task over to you to do.

Give them what they want. And in this case, you can charge a monthly fee, too, which means even more profit for you.



Making Money With The 6 o'clock News

Have you ever thought about this? Large amounts of people have the same things on their minds at the same time, based on what's in the news.

When a sports team wins a championship, there are loads of fans all over the world in a celebratory mood.

If a celebrity does something really stupid, strange or wonderful, people everywhere are thinking and talking about that celebrity and what they did.

When you hear about these events, think about how you can tie your marketing into it.

For example, maybe you can use a popular catchphrase from a current movie as part of your headline.

Maybe you can offer a special discounted package in honor of a certain team winning their championship.

Anytime you can tie a promotion in with what's already on people's minds and lips, it's an excellent opportunity to get their attention. Make a list of all the possibilities that fit your list. You might even poll your list to see what they want.

Case Study: Set and Forget \$2,850 a Month

First the disclaimer – your results will vary. Maybe greatly. I don't have a clue. But what I'm about to share with you is definitely working for at least one individual, and he's doing it simultaneously in 3 different niches, too.

This fellow (we'll call him Joe) is a techie guy. He's not a writer, he doesn't consider himself to be a marketer, but he has latched onto a method that allows him to make money on autopilot, once he has his system set up.

Here's how it works:

He chooses a niche. So far, he's in weight loss, make money online and personal development. Actually, his niches are a little more targeted than that, but you get the idea. I have to keep some of this general so as to not step on his financial toes.

Once he's chosen a niche, he goes digging for evergreen products that are a good fit. He likes Clickbank, but of course you can use products from any place you please, as long as those products are likely to be around for at least a few months or longer.

Depending on the niche, he chooses either 13 products or 26 products. Personally, I like 26 products, but it's up to you.

Next, he hires someone to write emails for him – an entire year's worth – to put in his autoresponder. Each week he promotes one of the products. Once he's rotated through the list of products, he starts over with the first one again.

He's sending out 3 emails each week, but you could do as many as you like. Of course, the more emails you have sent out, the more you'll need to have written.

Or... if you're good at writing, you can write your own emails. Yes, it takes time, but writing them in your own voice can be truly beneficial.

That way if you decide to promote additional products to your list – for example, products that are only available for a short time – the emails will all be written in the same style.

Here's what I would recommend: Either send out 5 or 7 emails a week via autoresponder and send nothing else to your list. This way you are truly hands off.

The emails should be a good mixture of content, sales, quotes, stories, observations, case studies and anything else that will interest your list.

Include a buy link in every email, even if it's just in the P.S.

Once you have your emails ready to go in your autoresponder, you'll need a big, fat, juicy lead magnet to attract tons of subscribers.

For this, Joe likes to buy a course, have the entire thing rewritten and presented in an entirely new way (no plagiarism!) and give that away as his lead magnet.



His freebie is wonderful looking and so valuable, he gets over a 70% opt-in rate in 2 out of 3 of his niches.

You'll find your opt-in rates tend to be higher when you're NOT in the internet marketing niche – hint hint.

Once you've got your squeeze page set up with your juicy lead magnet, it's time to build your list.

You can buy clicks from Facebook or where ever you like, but Joe buys all of his clicks from solo ads. Yes, it does take more digging to find solo ads outside of the online marketing niche, but they are available and totally worth it.

Joe spends less about \$1,000 a month on solo ads, and he clears roughly \$2,850 after expenses. This number is rising as more subscribers come onto his list.

Naturally, you can grow your list as fast or slow as you like, depending on how much money you're willing to invest.

But if you're clearing \$2.85 after expenses for each dollar you spend, wouldn't you be sending a lot of traffic to your squeeze page? I would.

Notes:

1: You don't have to write ALL of your emails ahead of time.

If you stay one week ahead of your very first subscriber, you can write them throughout the year.

This way you can get started on list building sooner, and you'll have plenty of incentive to keep writing those emails.

2: I'm using 1 year as an example because that's how Joe set up his autoresponders, but there is no reason why you can't continue to send out more emails beyond a year.

You can either write new emails promoting new products, or reuse your old emails. That's right – send out the same year long sequence twice. Almost no one will ever notice.

I mean, think about it... do you remember the emails you got a YEAR ago? Not likely. You probably don't even remember some of the products you bought a year ago.

3: There is some maintenance involved. You've got to check your links from time to time to make sure they still work.

And of course, you've got to buy the solo ads or advertising.

4: This takes time to become profitable. You'll be out of pocket for a bit.

It took Joe several weeks to get into profit, but he did outsource his emails.

If you write your own, it probably won't take as long.

5: You could do this in as many niches as you like, as long as there are affiliate products to promote for that niche.

6: You can promote additional products to your lists.

For example, if your friend Sue is doing a big launch of her new product that will only be available to two weeks, you might promote it to your list.

Send those emails on the days when the autoresponder isn't sending, or pause the autoresponder during this period of time.

7: Set your autoresponder to send out the emails a second time each day to those who didn't open the first email.

This little step can as much as double your income.

After all, not everyone will see your email the first time you send it out, so why not give them a second chance?

While there is nothing earth shattering or revolutionary about this method, it can work regardless of whether or not you're a 'marketer.'

Remember, Joe is a technical kind of guy. He doesn't know much about marketing and doesn't really want to learn marketing, either. He simply wanted some extra income, and that's exactly what he's got.

By outsourcing the writing to professionals if it's not your cup of tea, you can still enjoy the profits of email marketing, and do it in a way that takes almost no time once you have it set up and running.

The Facebook Ads Strategy That Can't Lose

Running a profitable Facebook Ads campaign is simple. Not always easy, but simple.

There is a formula that can guarantee a profitable Facebook Ad campaign. Once you know the formula and the values to plug in, you'll never sink money into a losing digital ad campaign again.

I know it sounds too good to be true, but stick with me...

<https://www.entrepreneur.com/article/323181>



IDEA

The 3 Costliest Mistakes I've Made Launching A New Website (So Far)

"Last month my company launched an entirely new website. Hooray! Well, not so fast... it's been a slog. Growth has been slower than I expected. I realize now that users need more time to understand this relatively new way of getting services for a business application. I've made other mistakes. Stupid mistakes. Here are my biggest (so far)."

<https://www.entrepreneur.com/article/323302>



Dos and Don'ts to Guide Your SEO Campaigns

Here's how you can develop an understanding of search engine optimization in no time.

<https://www.entrepreneur.com/article/319072>

A silhouette of a person wearing a hat and a long coat, sitting on a grassy hill. The person is looking towards the right. The background is a bright, hazy sky, suggesting a sunset or sunrise. The grass is dark and textured.

Pioneers Get Shot

What happens in a western movie when a lone pioneer goes out west? Usually he gets shot, either full of arrows or bullets.

Being the first one to do anything is a risky business. Yes, 1% strike it rich, but the other 99% end up shot full of holes.

In marketing, getting creative and inventing new things can be a terrible waste of time and money.

There is absolutely no need to pioneer a new money generating method. Instead, look at what's working for others and what's been working in the past, too. Choose a successful business model and then find ways to make it better.

Don't try to invent a business model until you have at least 5 successful years under your belt of making 6 figures or more.

Then and only then are you allowed to try your luck at getting creative and boldly going where no marketer has gone before.

Yes, I know I mixed my Western metaphor with my Star Trek metaphor. But the point is - if you missed it - that I don't need to invent new language to get my point across. I can use what's already been proven to work.

And you don't need to invent a new way of doing business, either (unless you're Jeff Bezos, in which case, go for it.)

Find out what works and model that. It's the best education you can get on what's already been proven to work.

Do You Remember WIIFM?

Your customer always, always wants to know, "What's in it for me?"

I could write an entire article on this, or even a book. But I don't have to. There is a Proverb that sums up this concept so beautifully, no other words are needed:

"Man is more interested in a boil on his own neck than the drowning of 10,000 in the Yangtse."

What's in it
FOR ME





Lying as a Short-Term Success Strategy

I'm going to try to NOT go on a rant here about how, "These days" no one in marketing is telling the truth, everything is exaggerated or an outright lie, lies of omission are so common they're expected, and so forth.

Okay, maybe that was my rant.

My point is, there are plenty of marketers out there streeeeeetching the truth until the truth is completely lost.

And yes, these marketers often do experience short term success. If a person wanted to make money and run, this is the method they would use.

But they better keep running, since government agencies are getting a lot better at not only monitoring what happens online, but also apprehending and charging people when they out and out lie to customers.

In my opinion, a far better strategy is to look at the long picture and tell the truth.

Marketers and businesses who tell the truth might not make as much money up front, but in the long run their businesses will survive while so many others fail.

They'll get recommended by their clients to other prospects. They'll get more repeat business. And their proprietors can sleep at night, too.

"The most powerful element in advertising is the truth." – William Bernbach, cofounder of international advertising agency Doyle Dane Bernbach (DDB), director of many breakthrough ad campaigns.

I don't know when William said this quote, but I do know he died in 1982. Yes, truth has been scarce in advertising and marketing for a long time – perhaps as long as its been around.

Yet people want the truth. They crave the truth. And when they find someone who will tell them the truth, they will do one of two things: Either look elsewhere for the "quick fix," and eventually come back to the person who told the truth, or recognize the truth as being what they need in the first place.

Either way, if you're in it for the long term, the truth is the way to go.



Here's a classic example: You teach people how to make money online. You tell them it doesn't happen overnight. It takes work. There is a learning curve. They'll need to invest both time and money. They'll make mistakes along the way and get discouraged, and that's okay, because it's part of the process. But if they stick with you, and they do the work, in a year's time they'll have a very real, viable business that replaces their current income.

Or, you tell them they will make a gazillion dollars by Tuesday with no work.

But they don't make a gazillion dollars, or whatever you promised them. And they're mad. They want their money back.

Hopefully at that point you've pulled up stakes and you're running (just kidding) or you still have their money and refund it (that's the right answer.)

And when they get their money back from you, where are they going next? To the person who told them this takes time, effort and money. Because that person told them the truth, and they realize that's exactly what they need.

Look, I understand how tempting it is to stretch the truth, to lie by omission (yes, that is a lie when you don't tell them something they need to know) or to make things "rosier" than they are.

It's all a part of marketing and advertising. But should it be?

Only you can decide.



Marketing Sin #1

There is one sin above all others that you must never, ever commit in marketing.

This sin will send your audience packing faster than you can say, "Goodbye."

This sin has been responsible for more internet business deaths than perhaps anything else.

Any guesses as to what it might be?

Simply put, the sin is to be BORING.

They say that human attention spans are now shorter than that of goldfish. I believe it.

In a classic sales formula known as AIDA, the first two letters stand for attention and interest. If you don't grab their attention and hold their interest, you're doomed.

It's your job to figure out what's new under the sun, or to make it new. You've got to find new and different ways to be interesting to a jaded, disinterested and detached marketplace.

The good news is when you figure out how to do this in your particular niche, you've just left 90% of your competition in the dust.

EPILOGUE

End Of Days

Traditionally, we would call the 'end of days' the end of the world, or Ragnarok in Norse mythology but to us, the Internet Marketers, the online entrepreneurs, it would be the day we retire, hopefully we'll be going out strong, or even better be leaving a thriving business for our next generation or business partners.

But in the meantime, in the dusk before that new dawn, we'll be building up that business, finding or building new products and services. Embracing new technologies and charting paths into new niches and markets, wherever the winds of commerce drives us. Fundamentally, there is a choice between two vessels that we can use when building that business, as we build and structure our business, we have to make a choice as to whether we are going to "go it alone" or be a "team player". The lone path may often seem to be the safer one as you only have yourself to rely on, only yourself to believe in. Decisions and choices are easier to make, and some of the risks are minimised, but also some risks become greater. Working with a team of partners or partner companies helps spread the load and gives more stability in turbulent marketplaces, if some of your sales slacken off, they can help share the load, and similarly if some of theirs do you can help them. So together you can weather the more severe economic storms that might sink the businesses of the one-man band.



But also there are the principals of how you run your business to consider, take a look at some of the huge corporations that have been built up by individuals, there are two distinct types at the heads of these dragons, you have the Rupert Murdoch type, that draw everything to themselves and build on and around themselves, or you have the Richard Branson type, that work with subject matter experts in different areas. They bring their entrepreneurial skills to the enterprise but share that enterprise with the people that both support them and that they support.

To each of you I ask this, when you reach retirement, when you are closing the doors of your business for the last time, do you want to be the person that climbed over everyone and everything to reach the top? Or do you want to be the one that built not a solo empire, but partnerships, teams, a business that supports your life and needs honourably, something you can be proud to be a part of? Something worth being a part of?

The one that had a fulfilled life supported by their business, rather than just a business that they built in their life is the one who has truly succeeded.

See you next month!

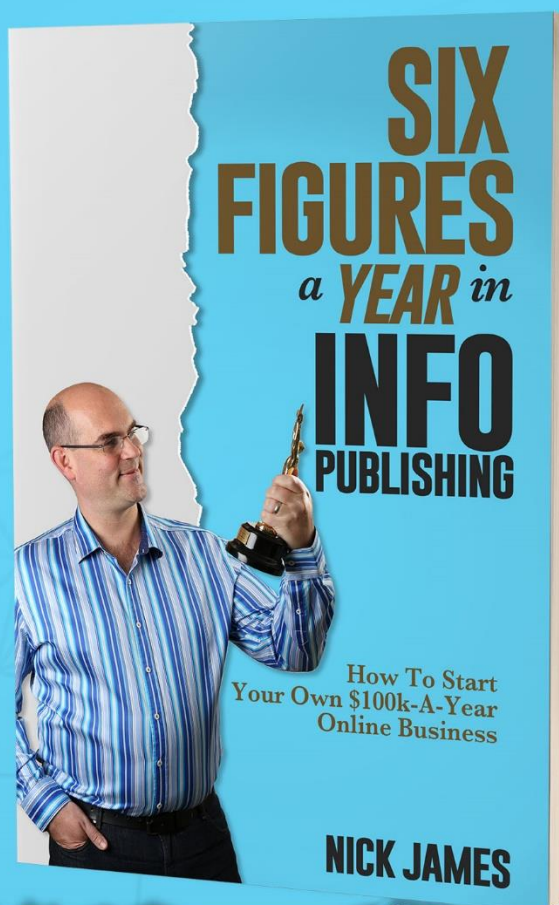


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