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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

AUGUST 2019

MWM wants You to Know –  
Living a Life of *Significance*

**7.5 Secrets  
to Making  
Your  
Content Go  
Viral**

MWM  
**Marketing  
CLINIC**  
**7 Ways To Get  
\$299  
Product Ideas  
In 10 Minutes**



**Make The  
Answer Box  
YOURS**

**Are Your Customers  
Seniors?**

**Lumpy Mail, Cory Rudl  
And Chocolates**

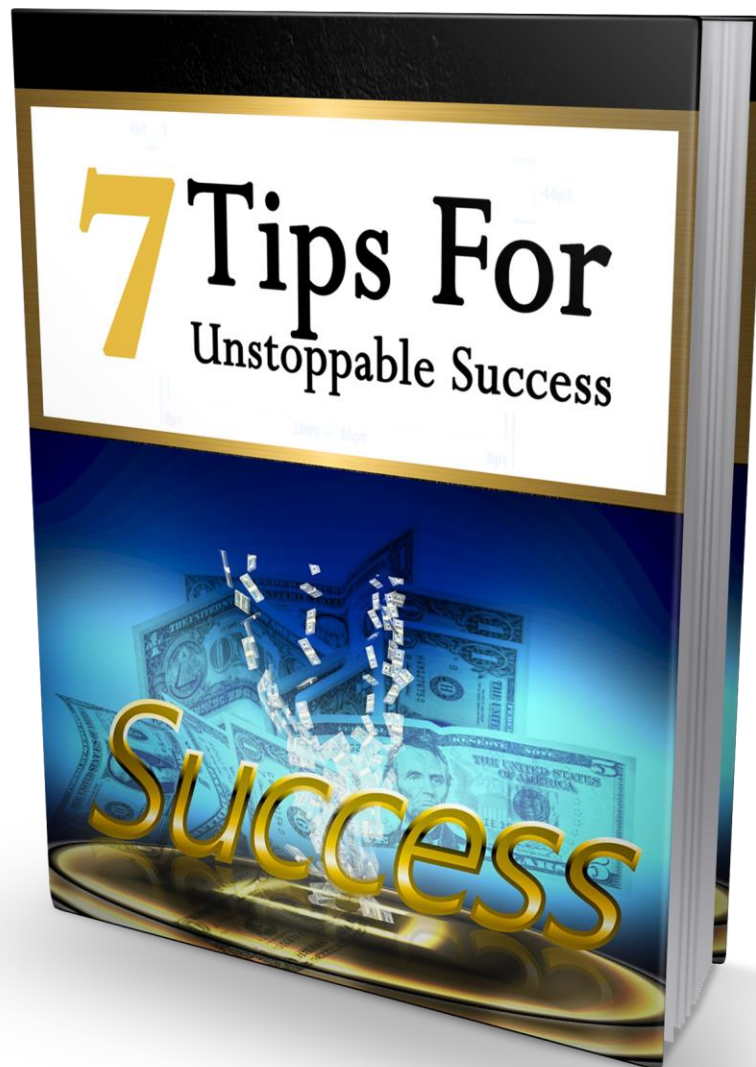
**Our Series on  
Business Hacks  
Grow Your List with  
*Blogging***

Learn How People Are Making Web Money Online Today!

# BONUS!

## Discover The 7 Secrets to Achieve Anything You Want In Life...

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### These 7 Secrets Will Enable You To...

- Discover the Foundational Meaning of **SUCCESS**
- Demonstrate **PASSION** and **PERSEVERANCE** for long-term goals
- Learn the untold secrets on how to create the life you **TRULY DESIRE**

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**You Asked and We Listened. HELP is HERE**



## **How Would You Like To Get Your Hands On My Proven Marketing Strategies That Have Created A Multiple Six Figure Online Business?**

**Now You Too Can Explode Your Business Income With Monthly Internet Marketing Training And Coaching!**

If You Are Serious About Changing From A Failing Online Business To An Uber Profitable Online Business I Can Help You!

Listen, I know what it's like to have a strong desire to have a successful online business but have no real idea of HOW to market it...

I'm not making empty promises. One thing you will not find on this site is a promise of "easy riches". I make no claims of how much you can make. I make no claims that you'll make any money at all. I don't know you. I don't know if you're a thinker or a doer. How can I promise you'll make X dollars? I can't. And I don't. That SHOULD be a sign of trust to you.

There are many others out there making crazy income claims. I won't promise riches. I won't promise any results. I'll simply tell you that I will show you things you can do to get your online business rocking and rolling!

There is absolutely no risk. I'm even going to take away ALL RISK for you. It's pretty simple: if you don't like the Training, you don't pay. Period. You have nothing to risk and everything to gain.

Let me say it a different way...

**You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!**



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# MWM editors letter



Welcome to the **AUGUST 2019 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. ***This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.***

- 7.5 Secrets to Making Your Content Go Viral
- How to Overcome Limiting Beliefs & Paradigms
- **New Series on Business Hacks** - this Month – Grow Your List with Blogging
- 5 Secrets to Selling High End Coaching
- 4 Magic Networking Words
- The Functional Strength Guide
- Customers Lie
- The Dynamite Digital Software Store
- How To Create a "Plumber's Lead Magnet"
- **MWM Wants You to Know** - Living a Life of Significance
- My Blog Profits Coaching
- New Markets, New Possibilities For Your Products
- 15 Trust Building Phrases
- **This Month's Marketing CLINIC –**  
7 Ways To Get \$299 Product Ideas In 10 Minutes
- **Get YOUR Free Membership Website**
- MWM Success Guide – Make The Google Answer Box YOURS
- MWM Ask the Expert - Sneaky Email Trick You're Gonna Love
- MWM Q&A: Lumpy Mail, Cory Rudl And Chocolates
- MWM **BACK** Story - The Accidental Spammer

I hope you enjoy this month's issue of the magazine – Check out over 88 Great Back Issues of Making Web Money!

## Talk to me



**Facebook.com/harrycrowder**

**Twitter.com/harrycrowder**

Keep your valuable feedback coming. I try to reply to every email, I appreciate your input as it helps to make **MWM** the Best magazine possible.

Email me at: **harry.crowder@gmail.com**

**MakingWebMoney.com**

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**Advertising enquires:**

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**Making Web Money Magazine**

**Published**

**12 times per year.**

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**Making Web Money Online Marketing Magazine**

Editor Harry Crowder

**Advertising:** See Above

**Contributors**

Various experts in their fields

The instructions and advice in the magazine are for educational and entertainment purposes only.

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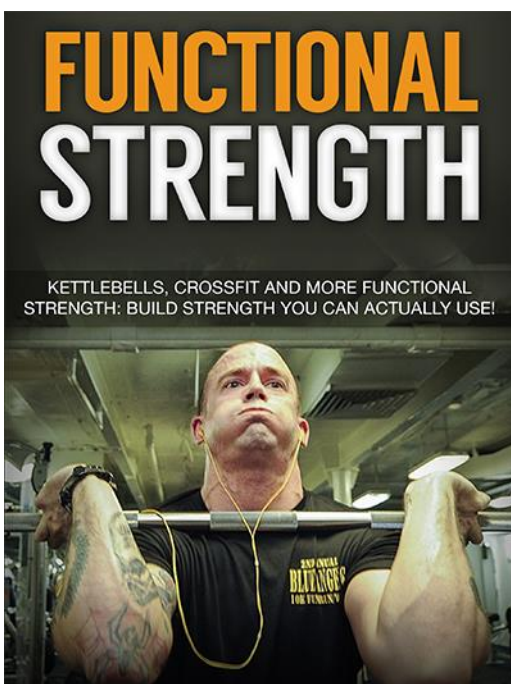
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

So, send me an email with your feedback and let me know.

[harry.crowder@gmail.com](mailto:harry.crowder@gmail.com)



## How Handy is This?

You can NOW Shop Walmart Online, **save** a lot of **time, money** and **hassles**. **Pick from everything at Walmart and**

**Then *choose*** to have <sup>MWM 7</sup> **your order** **Delivered to you by mail / freight** **OR**

**YOU can Pick Your Order Up**  
**at *YOUR***  
**NEAREST**  
**WALMART**

**Shop at home. Drive to the**  
**store. Pick Up Your Order!**



## DID YOU KNOW?

Early electronic computers developed around the 1940's, were the size of a large room and consumed huge amounts of electricity. They were vastly different to the modern computers we use today, especially when compared to small and portable laptop computers.



# IN THE NEWS

## Best Social Media Management Systems

Buffer is a tool for publishing and scheduling your posts on major social media platforms. Buffer Reply creates a unified team inbox and lets you reply to Facebook, Twitter, and Instagram conversations. Anyone from solopreneurs to enterprise clients will find a suitable Buffer plan.

Sprout Social is best for small- to medium-sized businesses. This is a social media toolkit that offers all-in-one inbox, scheduling, analytics, and monitoring solutions.



## How To Create Infographics In Under An Hour [15 Free Infographic Templates]

Wouldn't it be great if creating infographics was as simple as writing regular old text-based blog posts? Unfortunately, making visual content like this usually takes a lot more time, effort, and let's face it -- skill -- than the written word. Usually.

But considering the popularity and effectiveness of visual content in marketing today, you can't just afford to throw in the towel. That's why we decided to take all the pain and suffering out of infographic creation. Seriously -- don't give up just yet. You, too, can create infographics that are professional-looking, high-quality, and completed in under an hour. I'm going to prove it.

<https://blog.hubspot.com/marketing/create-infographics-with-free-powerpoint-templates>



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**YES - Now You Can Set Up  
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- Imagine not having to worry about doing "boring " Wordpress tasks ever again...
- Imagine spending Just SECONDS (instead of HOURS) setting up your WP site(s).
- Just click one button and have your site completely set up and ready for the search engines.
- Imagine being able to bring old sites back to life, as GOOD AS NEW in just 1-CLICK.
- What would it feel like to be able to do things 50 times faster than your competitors ...
- How awesome would it be to get ready to rank on page 1 of Google with just a few clicks of the mouse?

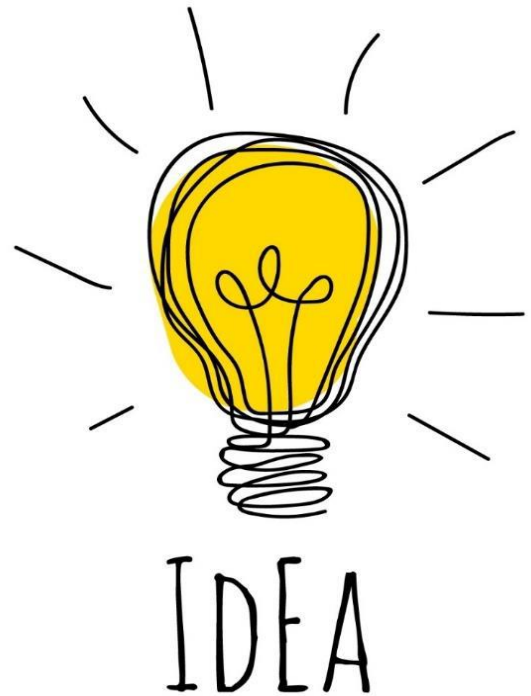
**Get Instant Access to WP Freshstart 5**

# Click Fraud And How To Deal With It

Click fraud is one of the most talked about issues affecting advertisers on Google and other Pay Per Click (PPC) platforms.

According to Click Guardian \$7.2 billion was lost to click fraud between 2016 and 2018. That's a staggering amount that millions of advertisers are losing to fraudsters and click errors.

<https://searchenginewatch.com/2019/02/14/how-google-ads-fighting-click-fraud/>



## 7 Of The Best Website Builders For 2019

If you need to build a website for your business or your personal portfolio, don't fret. There are affordable, intuitive website builders that can help you develop a robust website without any coding knowledge. And we've rounded up the seven of the best ones for 2019 below.

<https://blog.hubspot.com/marketing/website-builder>



## When Is the Best Time to Post on Instagram in 2019? (Cheat Sheet)

To build a sizable Instagram following, you need to create compelling content that your audience actually craves. But if you don't post your content at the right time, most of them will never see it.

So how do you figure out the optimal post time for your specific audience?

<https://blog.hubspot.com/marketing/instagram-best-time-post>





**WARNING: STOP BUYING MORE PLR CONTENT!**

**“You Don't Need More PLR Articles, Reports, And Ebooks That Are Going To Take Up Hard Drive Space On Your Computer... Instead You Do Need To Take What You Already Have And Turn It Into Spendable Cash!”**

**LET ME SHOW YOU HOW YOU CAN TURN YOUR EXISTING PLR CONTENT INTO CASH MONEY IN DOZENS OF DIFFERENT WAYS!**

## **INTRODUCING THE PLR PROFITS CLUB...**

Starting today you can enroll in my new monthly coaching program where I will teach you how to turn PLR content into spendable cash using several underground methods.

**Each and every month you'll get a new lesson** showing you a different way to ***profit with the PLR products you already have***. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*) that you can download, view, and then implement to **start making money with PLR content**.

This **12 month coaching program** can help you feel good about every PLR purchase you've made (*even those "junky" ones because I will show you how to polish them 'til they shine!*). The **PLR Profits Coaching Club** can justify every penny you've spent. It can make those purchases worth something to you because you can put that content to work making money for you.

[Click Here to Start](#)

**THIS IS YOUR OPPORTUNITY TO MAKE EVERY  
PLR PURCHASE YOU'VE EVER MADE WORTH  
SOMETHING TO YOU!**

## How To Make The Google Answer Box YOURS

The keyboard and mouse may one day disappear, much like telegraphs and typewriters.

**By 2020, 30% of web-browsing will be done without a screen, via voice.**

And with a voice search, your inquiry received a single answer, determined by what's in Google's answer box.

Your job is to BE that answer.

What is Google's Answer Box?

On the search engine results page, that box at the top is what Google has decided is the best answer to the search. It's positioned above the organic results, and might be called, "featured snippet," "instant answer" or "position zero."

It stands out on the page not only because it's first, but also because the font is larger, it's highlighted, and the answer text is above the blue link.

Voice searchers here an excerpt in the answer box read aloud to them. And conventional searchers see the answer box in the top position on the page. If your content is in this box, you're going to get the most traffic from that query.

With no featured snippet, 26% of clicks go to the first URL.

With a featured snippet, 8.6% of clicks go to the featured snippet, and 19.6% go to the first URL, for a total of 28.2%.

Snippet or no snippet, you want that first position. How do You Become Google's Snippet Answer?

### 1: Do Keyword Research

What questions do your customers have when they are searching? Make a list of phrases they use. Start typing those phrases into Google. Look for contextual clues in the "people also ask" and "searches related to" results from Google.

### #2: Research Your Competitors

You're focusing on search competitors, not real world competitors. The two are not necessarily the same. Your competitor is the website that's featured in the snippet for the keyword you want to rank for.

Type in a keyword or phrase from #1 above in the search bar. Make notes on the featured snippet. See...

- What the format is (bullets? Paragraph? Table?)
- What words and phrases are used
- How long the answer is

Make these notes for each keyword phrase.



### #3: Make a List of Content Ideas

Let's say the query is, "How can I have more energy?"

During the keyword research, you noticed people were searching for home remedies for fatigue, how to fall asleep, how to improve sleep, what foods to avoid, and what kinds of exercise help with energy.

List all of these ideas. Your goal isn't so much to write about what you want to write about, but rather to write about what people are specifically asking.

### #4: Plan Your Content

You're going to take the information you've collected in the first three steps and use it to determine what you'll create.

Look at what you've got, figure out how it might be grouped together, and decide if you've got a single blogpost, a series of posts, or perhaps a podcast.

Looking back at your competitor research, see what the featured snippets did. Do the current snippets handle all the questions in a single post? Or do they break the content up over a series?

Look for patterns and mimic them.

### 5: Develop Your Content and Optimize It

Figure out what your competitors aren't doing well. You're looking for weaknesses you can exploit and improve upon. For example, did they answer one question, but fail to cover related questions? Did they leave out important information?

If you can identify and answer those related questions, Google may decide that your answer is better.

Use H2 headings (the HTML tag) when answering the key questions. Remember, Google needs clues that you're answering questions, and placing the H2 tag on the question as your header is that clue. Answer the question below it.

And mimic your competitor's formats. If, right now, the snippet is a paragraph, then write a paragraph. If it's a table, make a table.

## 6: Call In Your Web Guru

If you have an SEO person, a web developer or IT person, you might need their help on this next part. For optimization, use structured data, also known as a schema markup. This HTML markup is another clue to Google about what your content is. There is structured data for everything from reviews to FAQ's to articles. If you don't know what this is, do some research or just ask your technical person - guaranteed, they know.

Next, you'll want to verify that the technical SEO on your site is optimized. This ensures the search engine spiders can crawl your site, and that you have a complete and functional site map.

If you use the title tags incorrectly, for example, then Google can end up indexing the wrong words.

## The Tricky Part

Okay, let's say you do everything above, and yours is the featured snippet for a particular query. People type or speak their search, and it's your and answer that shows up.

Now what?

If people are satisfied at that point, they may leave without ever visiting your site.

There are two different people that visit Google. The first one is looking for a quick black and white answer, such as what time does the movie start. They get the answer and never click to go to the website.

The second person is doing research. There is no simple black and white answer to their query. These folks are the ones who will click the content in the answer box to go to your website.

In the first scenario, your brand can benefit from exposure, sort of like a Coca-cola ad that runs on television.

They might not sell any soda from one ad, but by getting enough exposure, the consumer eventually decided they should switch over to Coke next time they're in the store.

In the second scenario, you have the opportunity to get them reading a good deal more of your content, joining you on social media or signing up to your list.

The first scenario can be beneficial in the long run if you become perceived as the expert - or at least the known brand - in a particular niche. The second scenario is easier to monetize in the short run.

You can decide in advance which of the two you prefer for your business and adjust accordingly.

In either case, as you can see, it is entirely possible for your website to become featured in one or even several of these Google snippets, bringing you traffic and recognition.



# Are Your Customers Seniors?

Okay, I have nothing against the silver crowd. In fact, I hope to be old one day, too.

But just today I was reminded that many in the older generation have a built-in fear of all things electronic.

While they feel perfectly safe sending a check through the mail, or giving a check (which has their routing and account numbers on it for all to see) to a strange clerk in a store, they will balk at putting their credit card number into an encrypted, highly secure website.

Go figure.

Our job isn't to fight against our customers' tendencies, but rather to work with them.

For example, when a company that sold hearing aids online decided to offer a phone option for ordering, their revenue DOUBLED overnight.

While the computer was deemed scary, announcing their credit card number over the phone was comfortable for the older generation.

If your customers are over 65, you might take a look at the world through their eyes to find out what they need and want.

It could be that you're leaving a great deal of revenue on the table, and all you need to do is something as simple as taking phone orders.

**Think about it.**



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# MWM ask the expert

## Sneaky Email Trick You're Gonna Love



Some of the very best marketing techniques are also the simplest.

And you won't find them in courses or articles, either. They're passed by word of mouth from one successful marketer to another, often over a pint (or three) of beer in the later hours of a marketing conference.

I had the privilege of attending one of those conferences recently. And while the content from the speakers was excellent, the real value came after hours.

I was sitting with a group six people from the conference in the hotel bar. We were at a back table, winding down from 10 hours straight of session after session.

We'd networked and listened and taken notes all day, gulping down lunch and then going back for more. And frankly, we were exhausted.

We weren't even talking about marketing, probably because we were all too burned out. I think we were talking about sports or maybe politics, when one of the guys blurted out that he should have been a speaker at the conference.

Okay, between you and me, he maybe had a few too many beers at that point.

But I thought I would humor him, so I asked why he thought he should be a speaker.

And he told me it was, 'Because he was a @%#\$ genius,' or something like that.

Everyone at the table was laughing and poking each other in the ribs, thinking this guy was three sheets to the wind.

But that's when he dropped the bombshell:

"I figured out a way to DOUBLE my revenue from email marketing," he said.

You could have heard a pin drop. Finally, after picking my jaw up off the floor, I croaked out the question: "How??"

He smiled - I mean he was like the cat who ate the canaries - all of them.

"Do you really want to know?"  
"YES!" we all chimed in.

"Okay, here's how it works..."  
And he proceeded to tell us his trick.

A rather diabolical trick. And such a simple, easy little thing. It just about blew our minds.

But first, I've got to tell another email marketing secret, to lay the groundwork for what he was going to share. When you send out an email - let's say you send it in the morning - only a certain percentage of people open it.

Some people never see it because they're too busy. Others see it, but they figure they'll look at it later, which almost never happens.

And still others decide they're not going to open it at all, for whatever reason.

Maybe you get 20% to open your email that morning. Or it could be 10%, or 30%, depending on you and your list. But there's still another 70% to 90% who never saw your well-crafted message.

Now then, the first trick, and the one many marketers know (although too few of them actually DO this) is to send out the exact same email again later in the day to those who didn't open the first email.

You might write, "Sending this again," or "I think you missed this" or something to indicate you sent it before. Or not.

Other than that, the message is nearly identical. And this will get you another 5 to 10% of opens, and more clicks, and an increase in your income for sure. But it won't double your income.

Are you with me so far? You send the same email again, but only to the folks on your list who didn't open the first email.

That secret alone will earn you plenty of extra sales. Now that you're up to speed, we'll go back to the conversation at the table...

"I send out a second email in the late afternoon or evening, but not like others do it. I do something different. Yeah, I send it only to those who didn't open the email in the morning.

"But here's the twist: I send it from a slightly different email address.

"For example, if you mail from dick@thisdomain.com in the morning, then you send the follow-up email from a different recognizable email address like dick@alternativedomain.com in the evening.

"The idea is to BREAK any email filters your recipients have set up to filter all your emails into a subfolder.... (for reading later) ... which as we all know rarely ever happens.

"I have literally DOUBLED my email marketing responses since I started doing this.

"It's important that the recipient still recognizes it's from someone they know, because we want to get the email back to the inbox and not the sub folder."

And that's it. He sat back and grinned from ear to ear, and I know why. Every single one of us was sitting there slack-jawed, marveling at this piece of new-found information that was going to DOUBLE our email marketing responses.

He had a right to be proud of himself. And yeah, maybe he should have been a speaker at the conference.

But like I said, the best stuff often happens in the back rooms and bars and restaurants at these things, not on stage.

So, there you go. You now have the magic secret to double your email response.

Now every time you spend that hour writing the perfect email, you can know that it will be doing double duty for you.

And yes, I've tried it.

And Yes, it works.

Like magic.





The **Most Expensive** Domain In The World Did This...  
& It **INSTANTLY** Increased Their Traffic By **1173%**

With This **Point & Click Simple** Wordpress Theme  
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From *Pinterest & Facebook* On  
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Covert PinPress 2.0 Is The  
**Easiest Theme**  
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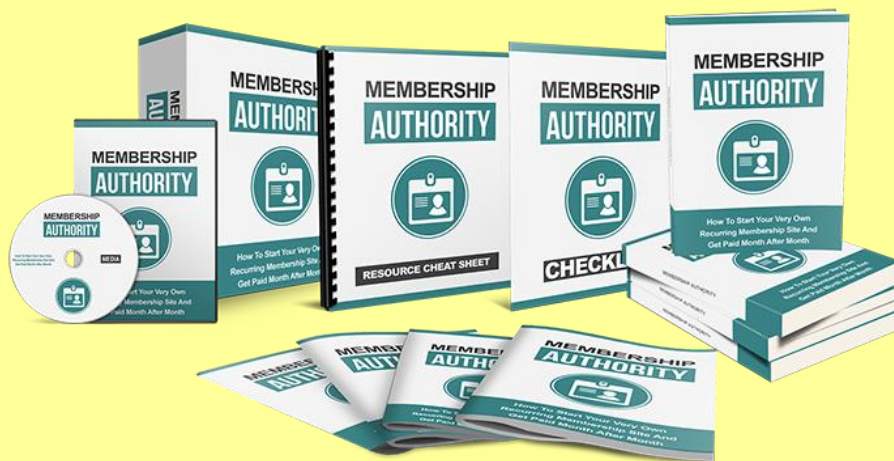
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

In This Course, You'll Find Out How To Get Started With Your Own Membership Site, How To Structure it, What Type of Content To Provide, Pricing And Much more

## Why Should You Create a Membership Site?

Essentially, a membership site is a site that users pay to subscribe to. This normally works by first **enticing the reader with some free content and showing them the kind of entertainment/information/value that you're capable of providing.**

Once they're hooked, you then make sure they know that they need to subscribe in order to gain access to your very best content and to get frequently updated. So what's so different about this? Well for starters, it means that you can much more easily convert visitors to paying customers seeing as **they're not having to put down a large amount of money and seeing as they know what they're getting right away.** This means **the money is recurring and much more predictable.**



## Membership Authority includes the following:

- The main eBook
- FAST-ACTION BONUS #1: Checklist
- FAST-ACTION BONUS #2: Resource Cheat Sheet
- FAST-ACTION BONUS #3: Mindmap

I'm delighted to have the chance to share this powerful guide with you, and I know you'll be very happy with the results. The **comprehensive and valuable insights** you need to finally achieve online success!

[Click Here Today](#)

## Business Hacks to Grow Your List with Blogging

Growing your list with blogging is an effective way to build a targeted email list that is full of people who act on your calls to action. But you will need to ensure that you create the right type of content, offer multiple points of entry, and other hacks to help you grow your list with blogging. Let's go over these important business hacks to grow your list with blogging.

### Create Amazing Targeted Content

The content you create for your blog needs to be of interest to only your ideal audience. This is a basic premise of marketing 101. Speak directly to the audience member, as a person. Also, address that person's shared needs and wants. You should know your audience, as well as you know the back of your hand. Think about their problems and lead each person down your funnel towards your suggested solutions.

- **Blog Posts** – Populate your blog with content that illustrates your knowledge and understanding of the audience and their needs. Share stories, case studies, and other information that establishes and highlights your expertise. This insightful information builds trust and raises your authority level in their eyes.
- **eBooks** – Create a variety of ebooks, including long, short, and book series to meet your audience's needs based on their level of knowledge. You may choose to offer these ebooks on your website or through a third-party vendor. However, providing ebooks on a variety of their topic related concerns helps you reach more of your target market segments. Ebooks are easily accessed and consumed by readers. They can supply readers with in-depth info, quick solutions, visuals, and much more.
- **eReports** – Help your audience by creating short, informative, and hope-inspiring reports concerning one of their problems. Use it as an in-content upgrade to an article and you'll create a new entry point to your email list. You can also use a perspective-specific report to segment your lists based on their situation, personal needs or other demographics such as mother, father, single, married, etc.



- **Webinars** – Use some of your most popular content to create webinars to answer frequently asked questions on a topic or provide clarification for complex concepts. In these, you can interview others or provide information, resources, and solutions yourself. Then, provide short segments of the webinar to promote/sell the full webinar, plus a bonus for attendees or early buyers.
- **Live Video** – Use some of the best subject matter for live video. It's truly an effective way to gain more newsletter sign-ups and grow your list. Put the video on your blog with the sign-up form. You'll get more signups because live video converts better than other types of content.
- **Social Content** – Blog content should be easily shared to a variety of social platforms. On blog posts and articles, as well as in a site photo gallery, include an image/meme to represent the written content. By adding the meme or resource to your blog and sharing the blog post, you encourage the reader to share the post and visit the site, where they see your sign-up offer.

By creating the meme gallery, you'll also prompt them to share more of your branded images with their friends, which increases your reach. Regardless of which action they take first, everyone wins. Don't forget to brand that resource or meme!

When you know the audience and the kind of content and solutions they want, it's a lot easier to get them to your site and sign-up for offers that appeal to them most. Give your audience what they crave...more.

## Offer Multiple Points of List and Funnel Entry

When a pre-qualified visitor comes to your blog, you should have multiple entry points, where the reader can sign-up to get detailed information on the topics that interest them most. This involves supplying offers for several topics or problems, as well as placing offers in strategic website areas. Sign-ups and buttons should never obstruct content!

- **Navigation / Menu Offer** – Put an offer at the top of your site. This can be in your main navigation menu and/or in a dropdown or slider section that can be closed. Include a little compelling copy and a link to “I need more info” that goes to a landing page that explains the main offer, benefits, and more details. These can also go in the sidebar and in the footer areas.
- **Above the Fold** – If you can't or don't want to put your newsletter offer in the navigation menu, it's important that you include it in an area above the fold. When done this way, you want to make sure it stands out from the content or other sections around it.
- **Sign-Up Offer Methods** – Depending on your audience's preferences, one or more of these methods can be effective ways to draw attention to your sign-up offers: static images (linked), floating block areas, pop-ups, linked text with info in dropdown notification areas, and in static sign-up boxes. Based on where you want offers to appear, you may need to use specialized technology or plugins to render the offer delivery you desire.
- **Related Content** – At the end of every blog post, include three to five related content links, where the engaged reader can read more about similar topics and solutions of interest. This may be done automatically through a category plugin or manually, as needed. The longer you keep people interested and reading, the more likely they are to sign-up for an offer to learn more.

Give your audience opportunities to learn about a wide range of topics/issues, through high-quality, free sign-up offers. Create several freebies based on each main topic category. Within these, cover popular sub-topics, as well as incorporate the different learning levels. This helps to ensure there are several offers (multiple funnel points of entry) that appeal to your blog readers and motivate them to sign up to learn more.

## Develop Targeted Lead Magnets

Multiple lead magnets are important to list-building. To develop lead magnets, think of how you can expand on blog posts and content to create a more in-depth, valuable resource package. Depending on the topic, consider using checklists, cheat sheets, idea organizers, infographics, and other items to help your ideal audience understand concepts and make progress. Factor in the needs of your audience segments. In addition, consider where individuals are in the buying cycle to create highly targeted lead magnets.

- **Content Upgrades** – In most blog posts, there are bits of information you can expand on. Instead of making another post, make a lead magnet available only to subscriber members, within their accounts. This adds perceived value to the content offer. It also enables new subscribers to test-drive your items, risk-free.
- **Cheat Sheets / Check Lists** – If the post is about doing something, you can make an easy checklist or cheat sheet for them to use. Turn it into a PDF set it up so that you have to collect an email address to get the PDF.
- **eBooks / eReports** – When you have a general overview blog post, you can expand on the details and steps within a lead magnet. Consider creating a list magnet series of ebooks and reports for the beginner level, the intermediate level, and the advanced level users. This can help to convert subscribers to buyers.
- **Webinars** – Hosting webinars is a great way to collect email addresses, but some people don't think of them as lead magnets. In exchange for an email address and maybe some other information, you provide them with a webinar that promises to give them answers to questions as well as solutions options to a common problem. Live attendees frequently receive bonus resources.



Any of these can be a great lead magnet. However, it's like eating potato chips. You just can't stop at one lead magnet because different people want different "flavors." Having multiple items on popular topics serves a wider range of your audience. If you provide your audience several entry points (lead magnet offers) you'll appeal to more people and build your list faster.

## Make Clear Calls to Action

On every blog post, email, sales page, and landing page, you should have at least one call to action. You don't want to confuse your audience by giving them too many choices. Your calls-to-action need to be specific, clear, and stand out. When this occurs, your ideal customer is more likely to make a well-informed choice from the options. Here are a few things to help you reach these goals.

- **Use Actionable Text** – Your CTA text should use action words, benefits, and/or expected results to state what you want the reader to do. Such as "Add Item to Cart" or "Try Our Free Trial" or "Reserve Your Spot Now" or "Download Your Free eBook."
- **Use Stand Out Colors** – Color and shape are very important when it comes to the CTA buttons grabbing your audience's attention. These two elements can really mean the difference between gaining loyal customers and going out of business. It's important to get this right.

You want to use colors that stand out from your design and other text so it's easily seen. It's okay if there is a high contrast between the button and the rest of your site. However, you can have a bold button color while still following your overall color and design scheme. Remember some colors and shades can trigger migraines so avoid those colors and shades, which drive your audience away without taking action.

- **Ensure Readability** – Make sure that the button text fits well within the margins of the button. It's better to have a little too much padding around the words than not enough padding. Now is not the time to get too fancy with your choice of font. Script, cursive, and "fun" fonts can be extremely difficult to read, which defeats the purpose and can discourage your audience from clicking the button. The best rule of thumb is to keep it simple and the letters spaced well.

- **Use First Person Text** – Instead of saying "Click and get your free" use first person text instead and say "Yes, Give me My Free Download!" This is going to make it more likely that your audience responds to the CTA. Keep in mind, your audience should relate to and use these phrases in their everyday lives.
- **Create Urgency** – Use limited time or quantity CTA offers. You don't want offers to get stale and overlooked. Add and set a count-down timer related to the CTA offer. This is most effective when the count-down is visual, rather than just on the backend.

These are a few of the most important things to consider as you create a compelling CTA that stands out and motivates readers to act on your recommended solutions. However, opt-in form placement is right up there with optimizing CTAs for best results.

## Opt-in Form Placement

When it comes to making your opt-in effective, you must give careful thought and consideration to your form placement options. Each location choice must be supported by a sound marketing strategy. In addition, it should be based on your audience's preferences and measurable behaviors.

Each reader's viewing experience is slightly different due to the device used and their personal setup. If they don't see your main offer and opt-in form immediately, that CTA won't do much for you. One of the keys to opt-in success is form placement. Another key involves the number of areas where the form is found consistently.

- **Type of Opt-In** – If you have a simple link in your content, the form will be smaller and may only show up when the content upgrade link is moused-over. This is a very unobtrusive way to get sign-ups but the down side is they aren't as easily seen. If you don't draw attention to them in some way, they may be over looked.
- **Opt-in Purpose** – Every opt-in has a purpose and goal. Knowing these things will help you decide where the form should be placed, as well as how the form looks and responds. For example, if you have an opt-in offer that applies to most of your audience members, you may want to add it in the top navigation or in a notification drop-down close to the header.

- **Accessibility** – Does your audience use a mobile device? If so, your site and the sign-up form need to be mobile-friendly. This usually includes a mobile website theme or plugin that makes it easy to sign up using mobile devices. Do you have an audience segment that needs assistive technology? This is often taken care of by the browser and user-end software or equipment. However, you may need to add things like alt tags in your website. Test your website to ensure the sign-up form appears correctly and trouble-shoot when needed.

Place the forms in predictable, easy to see areas such as at the top of the site, in the sidebar, and in the footer areas. In content, place the CTA and form in a conspicuous area that makes sense with regard to content readability. This is often done in a paragraph when you mention the solution and link it. It may also be added at the bottom of the post/article, similar to the CTA at the end of an email.

## Drive Traffic to Your Content

There are millions of blogs on the net. You want to stand out from your competition and make it easy for your audience to find you. It's up to you to leave a trail so they can find you. The more traffic you can drive to your content the better the result.

- **Social Media Traffic** – Share your newest blog content immediately after it posts publicly. For example, if you have a new YouTube episode, write a blog post about it, embed the episode into the post. Share it on all social media platforms. For each social platform, add a unique comment specifically for that particular platform's user. Ask your audience to share and add their own comments.
- **Blog Subscribers** – You already have some list subscribers. Whenever you have new content, always send an email message to your list subscribers to point them to the new content. When possible give them a head's up and advanced notice of the post to build anticipation and encourage social shares. This is easy to do if you add blog posts on certain days of the week so they automatically know when to expect something great to come their way.



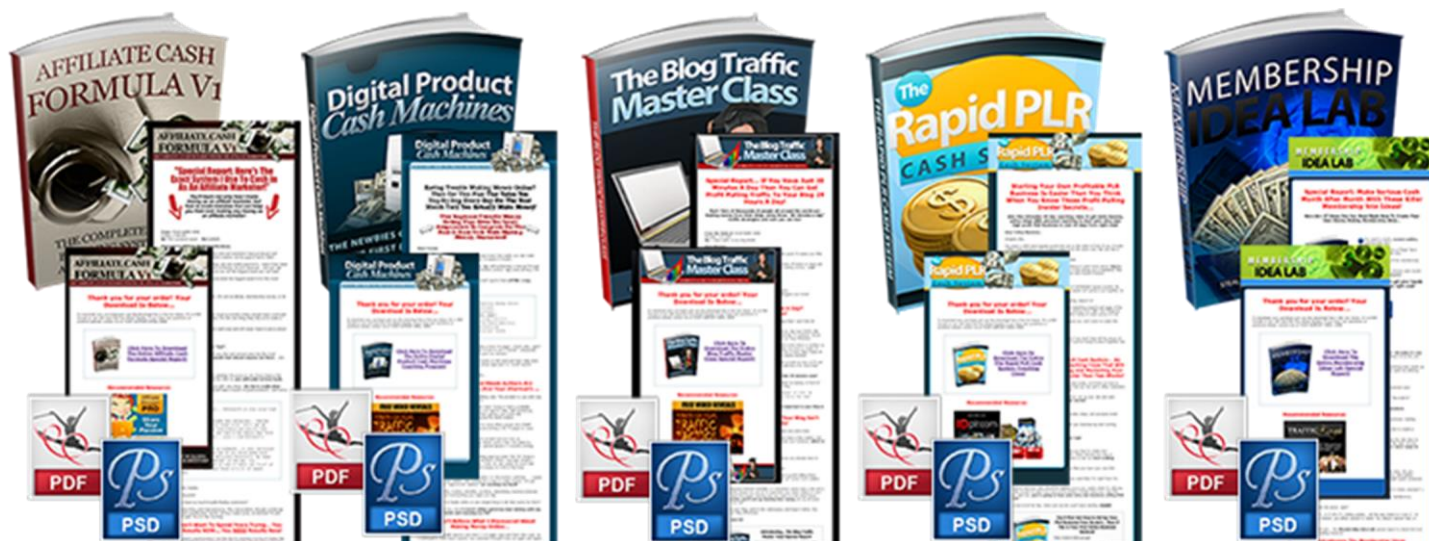
- **Affiliate Members** – If you've built an affiliate program for your digital product, alert your affiliates to new content that you want to share. You can often set up your affiliate program to let your affiliates share the free products and make money on the upsells.
- **Paid Ads** – It's important to invest money in your offers by using paid ads to help you build your following and your email list. Paid ads work well with webinar promotion when the webinar is the lead magnet for another item.

Growing your list with blog content, related sign-up offers, as well as other solutions is an effective way to build your mailing list. After all, the whole point of creating content on your blog is to attract your ideal audience. You can do that by creating content that's aimed directly at the wants and needs of your target audience. When you promote that content and get the word out about your offers, your list will grow exponentially with every new effort.

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- Sell the emails you create with **MailScriptX** and keep 100% of the profits
- World's 1st software that creates high converting emails for any niche!
- It's all cloud based, nothing to install, works on PC and Mac

#### **Also, You Can Sell The Emails You Create With Mailscriptx**

People are taking huge advantage selling email scripts on sites like Fiverr, Freelancer, Upwork and many more, it's time for you to tap into the gold mine.

This ground breaking software creates high converting emails that get sales and results with one single click

It's the world's first email creator software that works for any niche!

Loaded with premier features that enable you to either sell your own products and services, and also sell email scripts to other people and charge a hefty fee for it!

## See MailScriptX In Action

### **Did you know**

With satellite based internet now available there is no country in the world that cannot access the internet although Governments in certain countries still continue to severely restrict its use. In North Korea only Government officials and named officers have access to the net and China is famous for restricting its public's access to certain sites.

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- Know how to **quickly and cost effectively** create the type of digital product you want

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## Dear Online or Offline Business Owner,

I am about to disclose an important piece of information that will enable you to boost your business and leave your competitors far behind.

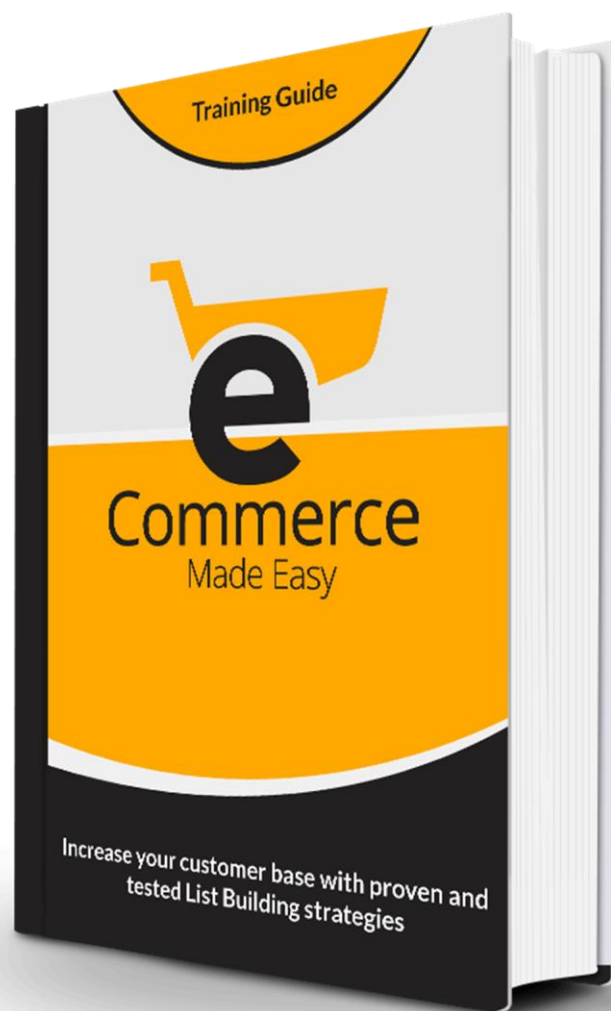
But first, let me ask you **two simple** questions:

- Are you still trying to sell your products and services physically?
- Have you spent a lot of money and time, but never achieved your objective?

Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

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- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.



**With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted**

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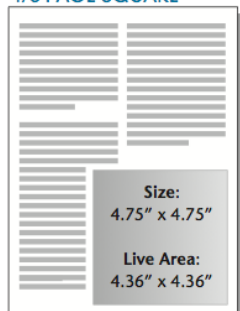


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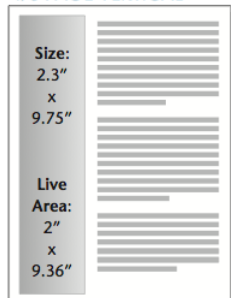
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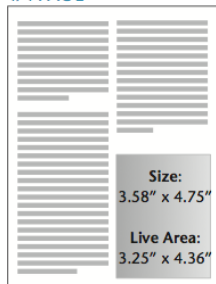
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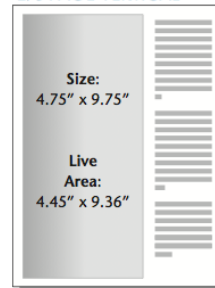
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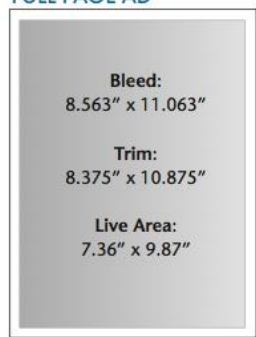
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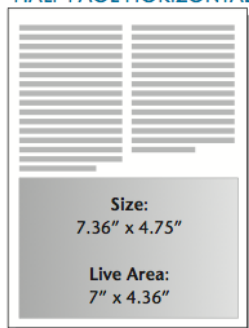
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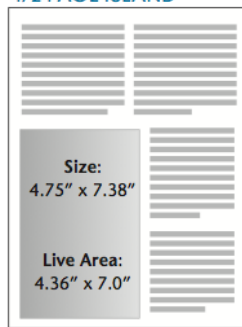
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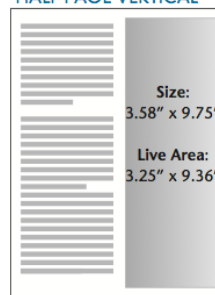
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# 7.5 Secrets to Making Your Content Go Viral

What makes one piece of content go viral, and a hundred other pieces of content die on the vine? You might think it is luck, or timing... and certainly those do play a part. But there are ways to build virality into your content to increase the odds it will indeed go viral. Here's how:

## 1: Make it memorable.

In 2014, the "Tokyo Dog" food truck in Seattle, Washington, unveiled what was confirmed as the most expensive hot dog available - at a retail price of \$169.

The world's most expensive pizza? The Luis XIII, Salerno, Italy, a Renato Viola Creation (sounds like expensive furniture or a ball gown, right?) Well, the price is more than most people pay to furnish their entire living room or fill their wardrobe - \$12,000.

World's biggest commercially available hamburger? 74.75 kg (164.8 lbs), on the menu at Mallie's Sports Grill and Bar in Southgate, Michigan for \$399 (271.55 pounds).

They all sound pretty silly, right? And does anybody actually order these things?

It doesn't matter. What does matter is it gets people TALKING and SHARING on social media and in person.

Find a way to make your content, your business and even yourself memorable. Be different from your competition in a way that gets people talking.

## 2: Be Passionate

Memorable is a great start. Now add in passion for what you're doing. People will share things that matter to them, and things that matter to others.

For example, how many people would share a video of a double rainbow? A few would.

But what if there was a guy in the video who was so overwhelmed by the double rainbow, he was jumping up and down and hollering and crying with joy?

That video went viral faster than the latest political sex scandal because the guy was so incredibly passionate.

Talk about things that matter to you, because then your passion will show. And talk about things that matter to your audience, because then they will connect with you and share your stuff because this is also THEIR stuff. They feel this way. They believe this way. This matters to THEM.

## 3: Offer Practical Value

New York bestselling authors Jonah Berger and Katherine Milkman discovered that people are more likely to talk about and share things that have practical value in their lives.

If you can help people to get an immediate result, benefit or solve a problem, they are more likely to share your content.

For example, "3 Ways to Feel Happier Right Now" is more likely to be shared than, "Why People Get Depressed."

And "One Mushroom that Makes You Smarter" is more likely to be shared than, "A 10 Year Study of Mycology and Possible Effects on Human Intelligence."

You get the idea. Make your content offer real value that people can benefit from immediately.

It should be practical, easy to implement and deliver fast results.



#### 4: Be Your Reader's Better Self

People talk about and share things that project who they want to be to their friends. Notice it doesn't say, "Who they are," but rather "who they want to be" - a better version of themselves. People want to be perceived a certain way, so they're going to talk about and share things that reflect that image of themselves that they want to have. For example, studies show that people are more likely to share long, deep authority type articles that really dig into a subject. But those same studies also show that the people sharing the articles often don't read them.

Reading them is not who they are - but being perceived as the type of person who would read them is how they want to appear to their friends. How do you reconcile this disparity so they still share the article AND read it?

You might try breaking it down into manageable pieces, such as a series. Or break it up with plenty of sub-headlines, graphics and pictures.

This one is tricky, so we'll just say this: Is the content you're creating something you would want to share with others if you hadn't written it yourself?

#### 5: People Love a Good Controversy

Sure, this isn't news to you, is it? People talk about and share controversies, but...

...only if they're not TOO controversial.

Some controversy inhibits sharing, while other controversy promotes it.

People like to fight about moderately controversial subjects. Highly controversial subjects tend to make people uncomfortable, and less willing to share with friends. You might say, some things are simply too hot for them to touch.

For example, writing an article about which religion is superior to all the other 4200 religions is going to be too much for all but the most extreme people to share on social media. Who wants to send an article to their friends that might be saying something bad about their beliefs?

But at the other extreme, I once saw a raging Twitter battle go on for two days about which is better: Smooth or crunchy peanut butter.

Remember the commercials for Bud and Bud Lightbeer, where people were arguing about which one was better? They were surprisingly effective.

People love to fight about moderately controversial things.

So, go ahead and write that article about how Facebook advertising is dead, or high intensity interval training is better than weight training, and see what happens.

#### 6: People Follow the Pack

When people "like" a Facebook post, their friends are more likely to "like" the same post. It's no different than when someone laughs at something; the people around them are more likely to laugh, too.

When someone \_\_\_\_, others are more likely to \_\_\_\_, as well. You can insert many, many things into those blanks, such as boo, get angry, clap, buy a product, see a movie, visit a particular restaurant, join a gym, etc.

People are more likely to talk about and share the same things their friends are talking about and sharing.

This is why you never want to display signs of negative social engagement if you can help it. If you're just getting started and your post has zero likes or shares, consider hiding the numbers on them.

And when you get testimonials, shares and so forth, display them proudly.

#### 7: People Share Entertainment

If your blogpost is funny, if your video is entertaining, if your tweet is surprising, it will get shared.

Don't be the uptight person who never cracks a smile.

For example, in your writing, don't be afraid to show your silly side or use self-deprecating humor. Tell entertaining stories, too. I know one guy who uses a story - fact or fiction - to illustrate just about every point he ever makes, and his blogposts always get a ton of shares.

If you're making videos, go ahead and wear the silly shirt or hat. Don't edit your bloopers, laugh about them with the audience. Have fun and just be yourself while still delivering great content.

##### 7.5: Repeat Yourself

This might sound counterintuitive, but don't be afraid to repeat things. Remember the world's most expensive hot dog and pizza? Or the biggest hamburger?

People remember things that get repeated.

And people share things they remember. (It's pretty hard to share something you DON'T remember.)

One last thing - you might not be able to incorporate all 7.5 of these into every piece of content...

And that's okay.

Use what makes sense for the content you're creating. Above all else, focus on quality. And again, have fun.

The more you use these points, the better you'll become at creating content that goes viral.



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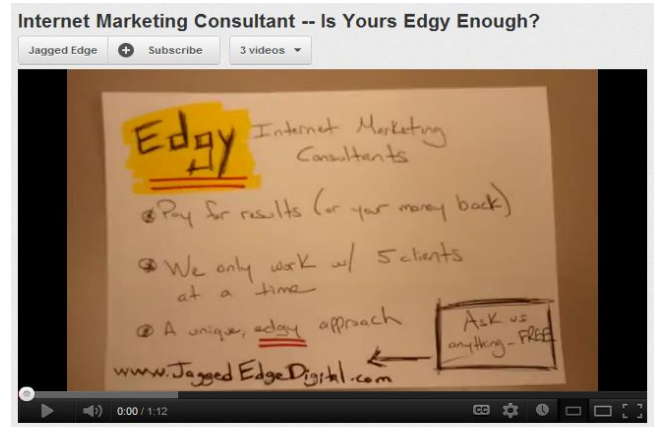
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# MWM Videos

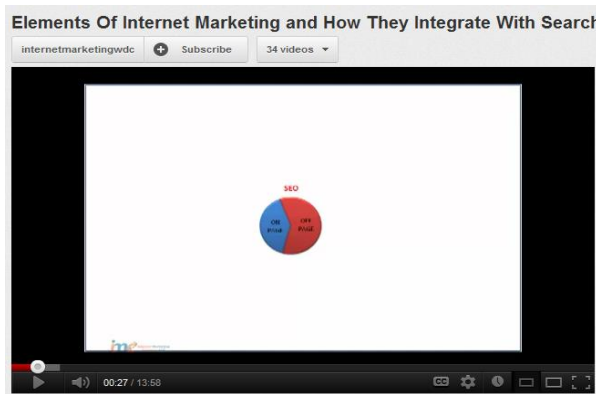
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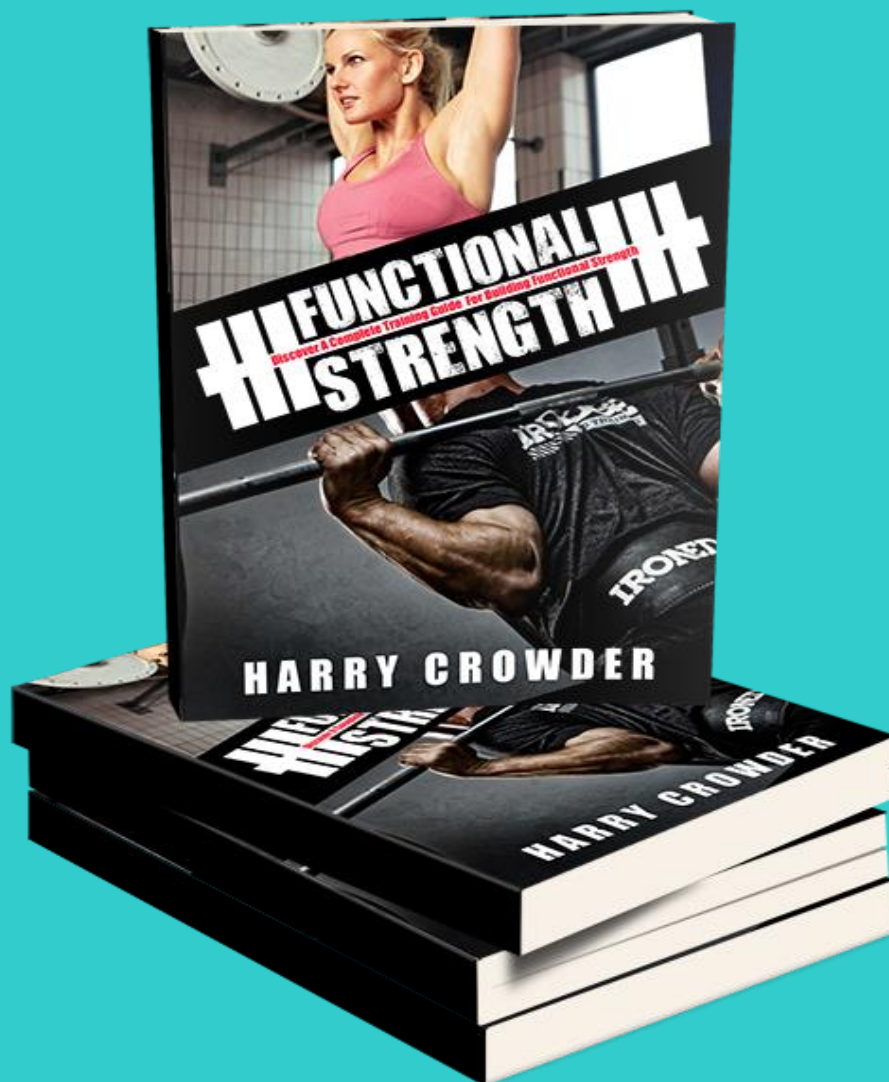
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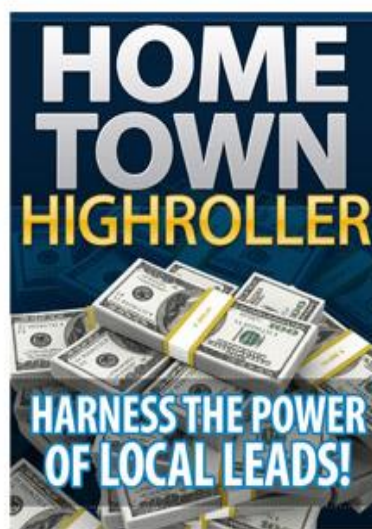
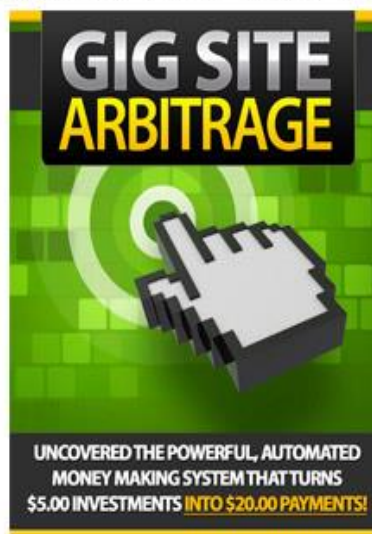
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# MWM Q & A

## Lumpy Mail, Cory Rudl And Chocolates

### You may have heard of lumpy mail

– it's an actual piece of mail you get in your actual real life mailbox, but there's something unusual about it.

For example, instead of a flat envelope, it's a lumpy envelope with a toy, calendar, trinket, tape measure, balloon or something inside that makes it stand out from the rest of the mail. Imagine you come home from work and there's 6 or 8 pieces of mail in your mailbox, but one of them is lumpy.

Which one are you going to open first?

Sometimes lumpy mail is a big envelope and sometimes it's a package. But in all cases, lumpy mail is from a business, and its job is to attract your attention.

You've probably read that it's a good idea to send actual real mail to your best customers, and you've maybe even been told about how effective lumpy mail is. But you probably didn't think it was worth your time. Guess again, because it is.

Recently, I launched a new product, and I wanted to do something different. I decided to send out t-shirts to all of my affiliates prior to launch.

My affiliates LOVED getting something in the mail from me. Many of them sent me pics of them wearing the shirts, which of course we put up on the affiliate page. And the promotion was a huge success.

Do you remember Corey Rudl? He was president and founder of the Internet Marketing Center, and he authored courses that made millionaires out of his students. He also sadly passed away in 2005, so you know what I'm about to tell you happened some time ago. To this day, I still fondly remember getting a box of chocolates for Christmas from Corey Rudl. It really made me feel like a member of his team, and I was just an affiliate. And yes, that was over 15 years ago.

How much did that one box of chocolates cost? Probably \$10 or \$20, I don't know. But I'm sure the return on investment was huge.

If every affiliate felt half as touched as I did, they probably did exactly what I did at the time – I marketed the heck out Corey's products after that. All because he sent me a piece of "lumpy mail."

Next time you're getting ready to launch a product, think about sending your affiliates lumpy mail.

And maybe send it to your best customers, too. It can be one of the greatest investments you'll ever make.

[Pssst... want to see some outstanding examples of lumpy mail? Check this out: <https://www.pinterest.com/lumpymailyear/lumpy-mail-ideas/> ]



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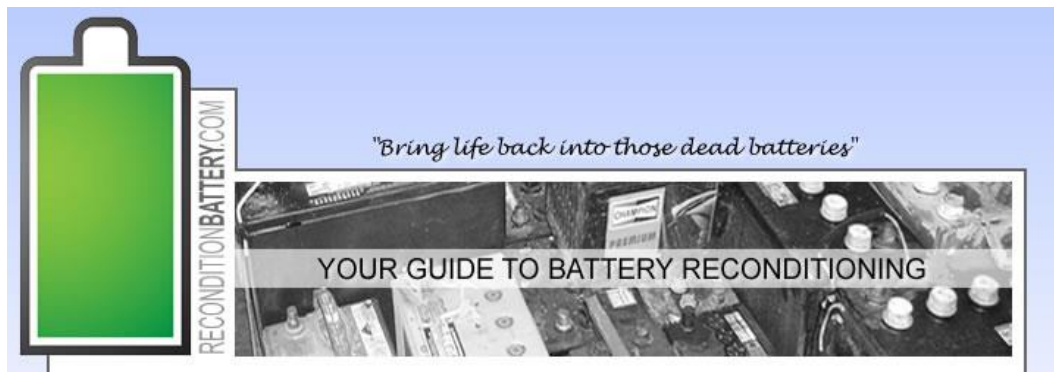
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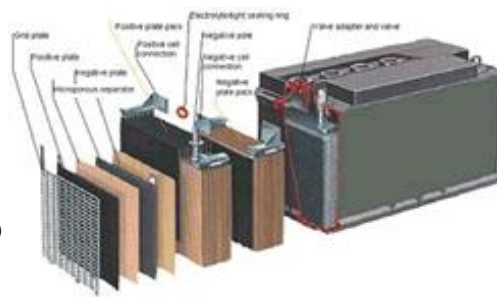




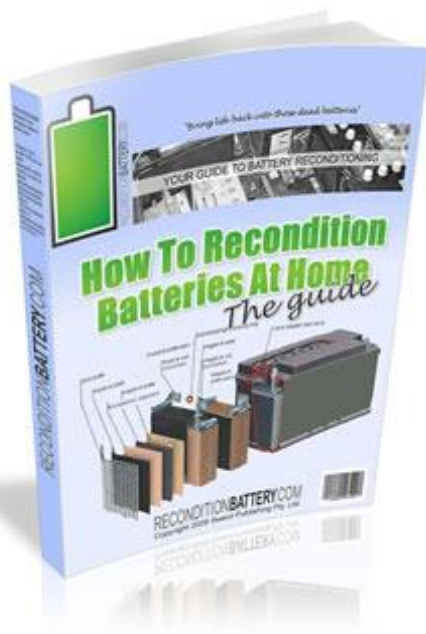
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# 5 Secrets to Selling High End Coaching

You know your stuff. You've got the skills and the experience or knowledge to teach others. But... You lack the confidence, right? After all, who are you to charge \$200 a month or \$2,000 a month for coaching? I'll bet you're a whole lot more qualified than an 11 year old New York boy who doles out advice to grownups. That's right – people in New York are paying an 11 year old for advice, and they are happy to get it, too. More on that in a moment. First, I want you to quiet that loud, irritating voice in your head that tells you that you cannot sell coaching, and instead, focus on the following 5 big secrets to commanding large coaching fees and having happy clients.

## High End Coaching Secret #1: Believe.

If you're feeling insecure about your abilities, that will show in your marketing and your voice when you speak to prospective clients.

You've got to believe in yourself and your abilities. No, you don't need to know everything about everything. No, you don't need to be perfect. But you do have to set aside insecurities and know that you are indeed good enough. Write down all that you've accomplished. Write down your positive traits, qualities and abilities. Make a note of every professional compliment or testimonial you've received in the past few months or even years.

See?

You've got this. You just need to believe in yourself so that your clients can believe in you, too.

## High End Coaching Secret #2: Visualize

You've got to see yourself attracting the high end coaching clients you want. See yourself coaching them and helping them to reach their goals. See them happy and successful because of you.

You're going to attract what you think about. And if you think you'll never get high end coaching clients, then you won't.

It doesn't matter if you believe in positive energy or the law of attraction – those things work without belief, just like the law of gravity.

Focus on being positive and visualizing what you want, and then let go.

Clients might not come from where you think they will, and that's okay. But if you continue to believe in yourself and see those clients lining up to work with you, it will happen.

## High End Coaching Secret #3: Give Results

Whatever your high end coaching program might be, it should deliver incredible value.

To do this, you need to have an excellent understanding of your market and your clients.

Solve their problems and help them reach their goals, and you'll have clients begging you to take them on.

## High End Coaching Secret #4: Add a Wow Factor

This is the icing on the cake. Not only do you give them results, but you also add in a wow factor that sets you apart from anyone else.

This is going to depend on you, your niche and your clients. It might be that at the three-month mark, you fly your clients out to your home for a weekend of small group mastermind coaching. Or maybe you send them a big, beautiful package in the mail to celebrate their first victory.

There are a thousand possibilities, and you need to find the one that works for you and your clients.

Forget about sending them an ebook or anything mundane. You want something exciting and unexpected. The goal is to make people so delighted and thrilled, they can't stop talking about you.

## High End Coaching Secret #5:

Use proven systems to keep your funnel full. The idea is to always have so many prospects for your high end coaching program, that getting new people is never a problem.

You might set up webinars and workshops to keep your funnel full or do live events.

You could even give away one on one intro sessions on the phone and offer to upgrade them at the end of the call.

The important thing is to have a system that continues to find new clients for you.

## Here's a method I like:

Offer a free video or report.

Once they grab it, send out a series of emails via autoresponder that warm them up. You want to demonstrate that you know what you're talking about, that they can achieve their goals or solve their problems, and that this is for real. Credibility is key.

Then offer a higher end product or go straight to the coaching program.

## Second method:

Do webinars in which you teach something. Let them know this is the tip of the iceberg and offer them a free one-on-one session.

During the session, find out their problems and goals, and help them solve one thing. Let them know you can help them with the rest, but only as your client.

Believe it or not, the mechanics of setting up a coaching program and filling it with clients is often the easy part. It's getting your mind in the right place to believe you can do it that's hard for most people.



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# MWM wants You to Know

Living a life of significance is the foundation to a successful thriving business.

It's all about deepening your compassion and ability to understand others.

Let's say that two entrepreneurs start businesses on the same day in the same industry. One entrepreneur is out to make a good profit and sell his business in 10 to 20 years so he can retire on the beach.

The second entrepreneur has a vision of helping his hometown by bringing back jobs and pride to the community. He's lived in this small town his entire life and knows almost everyone.

He's seen his neighbors and friends - and even his dad - suffer when first the mill, and then the factory shut down.

He's seen the stores on main street close one by one. He's seen the fire go out of people's eyes as they struggled just to make ends meet.

And he wants to change all that. His new business has the potential to completely revitalize the town and give jobs to everyone who wants them.

He can see the stores on main street reopening, the restaurants full of happy customers again, and neighbors and friends excitedly greeting each other when they meet on the street.

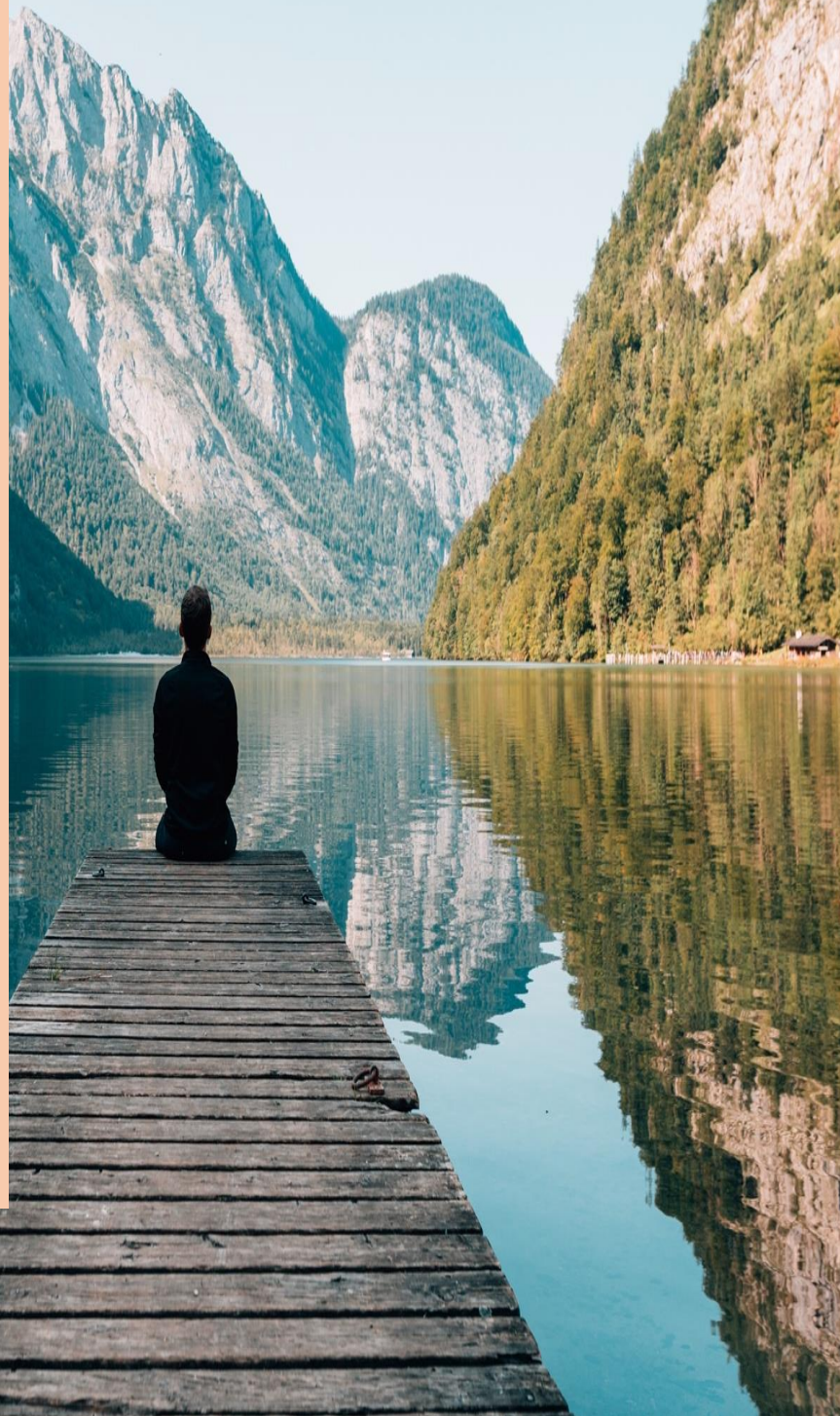
One entrepreneur is building his business for himself. The other is building his business for his entire community.

Who is going to wake up with a fire in his belly each and every day?

Who is going to gladly, happily work longer hours?  
Who is going to do whatever it takes to make his business a success?

Find your cause - whatever it might be - that lights your fire. Then use that as your rocket fuel to propel your business from hum-drum into explosive growth.

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# Customers Lie

You have an audience.

And you want to generate some revenue.  
Which means, you need to sell something, right?

But how do you find out what your audience wants?

Experts will tell you to take a survey.

But... people lie on surveys.

As Steve Jobs said, "People don't know what they want until you give it to them."

So... what do you give them?

According to Derek Halpern, you do it with one conversational (not survey-ish) question:

**"What are you struggling with?"**

People are okay with lying on surveys because it's just a survey. But they don't like to lie to other people, because that's dishonest.

Your job is to open a conversation with each subscriber and listen to what they have to say.

You might do this by sending the question out to your existing list, and then adding the question to the welcome email you send to new subscribers.

**"What are you struggling with?"**

People will tell you their problems.

And when you find the cure to those problems, people will buy it.

Once last thing: When people respond with their answers, they're opening up to you. They expect a reply. Give it to them, or they're going to resent you.

When you do respond, you'll increase loyalty and customer satisfaction because people love the personal attention.

Be sure to modify the question to suit your niche and marketplace. Put it into your own words and find out what your customers want to buy from you.



# 15 Trust Building Phrases

## 1: “What can I do to help?”

This question lets others know you’re on their side. They see you as someone they can rely on. And helping them out now can make it more likely they will help you when you really need it, too.

## 2: “Hi! You’re looking...”

Instead of, “How are you,” build a deeper conversation with an emotional tie by commenting on how they’re looking great, happy, rested, pleased and so forth.

## 3: “I trust your judgment.”

Don’t micromanage people. Instead, let them know your goal for them and then let them execute the plan however they see fit. When you give them control of their lives, it shows you trust them.

## 4: “I understand what you’re saying.”

You might not agree with what they’re saying, but you can still show you respect their beliefs.

## 5: “Can you give me a hand?”

When you admit you’ve made a mistake, asking for someone else’s help make you seem more trustworthy to that person. In studies, they’ve found that people view those who seek their advice as more competent than those who do not seek their advice.

## 6: “In my opinion...”

When you’re about to disagree, transition with something that seems more open than “I” statements. “Others suggest...” also works well.

## 7: “This is my side.”

When you start out with this phrase, you’re letting others know that you acknowledge their thoughts and feelings are as valid as yours and you’re aware they may see things differently. This works great in opinion pieces on your blog and social media, because it invites others to share what’s on their minds, too, and do it in a respectful manner.

## 8: “How do you think that went?”

If you’re starting a conversation about how someone can improve, let them gauge their success by their own standards. Starting with your judgments could make them clam up and be less receptive to anything you share.

## 9: “That was my fault.”

Mistakes don’t kill your credibility if you accept your shortcomings and show that you’re human. People who are imperfect are actually more attractive to us. This is why you should never adopt the, “I’m the perfect guru of XYZ niche” online, but instead let your readers know about your mistakes and how you’re working to overcome them.

## 10: “What can I do differently?”

Let others know that you are open to positive change, whether it’s changing yourself or changes you can make to help others.

## 11: “I think you know my friend.”

We’re attracted to people who look like us, talk like us or have similar interests or friends. If you’re introducing yourself to someone online, mention people that you have in common.

## 12: “I’m all ears.”

People want you and need you to listen to them. Letting them know you’re listening is the first step. Really listening is the second. You can use this online as well. “Tell me about the biggest problem you’re having in your business. I’m all ears, because I want to help you.”

## 13: “Uh-huh, I see.”

Using non-word sounds like “em-hm” or “uh-huh” when someone is talking to you shows that you’re interested, which encourages them to trust you more. It shows you’re paying attention and you’re interested. But don’t make more noises than what feels natural, or you’ll come off as being insincere.

## 14: “Sorry about the...”

A study found that people are quicker to trust people who start a conversation by apologizing for something they’re not responsible for. For example, if a Craigslist seller apologizes for the rain, people feel the person is more trustworthy than if they made a neutral comment or no comment at all.

## 15: “I couldn’t have done it without you.”

Giving credit where credit is due and showing your gratitude for help received shows others that their contributions are valued. When someone helps you online, be sure to thank them and acknowledge them for what they’ve done. If appropriate, thank them privately (such as by email or phone call) and publicly (such as social media or in a blogpost.)





# New Markets, New Possibilities For Your Products

There is a candy bar called Kit Kat that consists of attached wafer cookie sticks covered in milk chocolate. To eat one, you break the wafer cookie sticks apart and eat each one individually. The confection was first created by Rowntree's of York, United Kingdom. In 1988, Nestle acquired Rowntree, and now produces the candy worldwide.

In the US, you might find a few variations, such as dark chocolate, extra creamy, white chocolate and things you would ordinarily expect in a candy bar. So far, so normal, right?

But as Kit Kat expanded around the globe, a funny thing happened.

The Japanese people LOVE Kit Kat bars.

And the Japanese people LOVE different, strange and exotic flavors of Kit Kat.

In fact, there have been more than 300 limited-edition seasonal and regional flavors of Kit Kats produced in Japan since 2000.

Some examples include:



Some examples include:

- Custard Pudding • Sake • Green Tea
- Melon & Cheese • Shrimp (yes, SHRIMP)
- Cough Drop • Ginger Ale • Citrus • Wasabi
- Red Beans • Apple Vinegar • Pistachio & Grapefruit • Strawberry Maple • Butter
- Grilled Potato • So • Sweet Sake • Chestnut
- Plum Wine • Corn • Soy Sauce • Miso (fish paste)
- Peach • Grape • Strawberry Tiramisu
- Tokyo Banana • Rum Raisin & Nuts
- Strawberry Cheesecake & Nuts • Sweet Potato

**Obviously, “Good Luck Candy Bar” is likely to outsell, “You Will Die Candy Bar.” You get the point.**

**Don't be afraid to experiment, and to let your customers have what they want.**

**How did Kit Kat become so popular in Japan?**

Marketing, for one thing. The company partnered with the Japan Post to sell the bar in 20,000 post offices.

That campaign encouraged associations of the product's name to the coincidental cognate Kitto Katsu, which roughly translates to, “You will surely win.”

Nestlé and the Japan Post launched the campaign in 2009, allowing people to write messages and mail the chocolate bars from 20,000 post offices. The special packages included a space to write a message of encouragement and affix a stamp.

The promotional packages were sold out within a month.

That campaign won the Media Grand Prix in 2010's Cannes Lions International Advertising Festival.

When you have a fun, great tasting product that just happens to have a name that is associated with the local term for good luck, you can't go wrong.

**Lessons learned:** Take great care in naming your product.

When Chevy introduced the Chevy Nova to Mexico, the car was a complete dud. “Nova” in Spanish means, “No go.”

But Kit Kat in Japanese had the opposite effect, sounding like their term for good luck.

Do you plan to take your product to non-English speaking markets? Then you'll want to think about these things ahead of time.

Also, if you can choose a name that already contains positive associations, do it.

Obviously, “Good Luck Candy Bar” is likely to outsell, “You Will Die Candy Bar.” You get the point.

Don't be afraid to experiment, and to let your customers have what they want. Would you really think a fish paste tasting candy bar would sell? Probably not, and yet it does.

Even if your product is information, you can tailor that information to different markets. Do you teach marketing?

Create courses especially for different types of professionals, different types of business and different countries where the businesses are located.

Do you coach? Tailor your coaching services to certain types of professionals, or problems, or anything else that sets you apart from the crowd.

And find the hidden message.

Who would think a candy bar would be associated with getting good grades in college, graduating with honors, getting that top job and having an amazing life?

It's a big promise for a little candy bar, but why not? People love a good excuse to indulge, so help them find that excuse. Of course, *Kit Kat never PROMISES good test scores, only good ‘luck,’ which is extremely hard to measure.*

And the concept of ‘luck’ is something some cultures cling to much more than other. Would a good luck candy bar do well in the US, for example? Maybe not.

Always tailor your message to your market.

Bottom Line: Don't be afraid to expand your thinking, your product and your market. Who knows - you could be selling 300 versions of your product, too!

# How To Create a “Plumber’s Lead Magnet”

This works in most any niche and for most any business, not just plumbers. But I’m going to use plumbing as an example for a couple of reasons:

First, odds are, like me, you know little to nothing about plumbing.

Second, if you can do this in a niche you know nothing about, you can do it in any niche.

Let’s say you create a flyer or report, explaining to businesses why they need to generate leads with their website. If they don’t, their competition will, and customers they should have had will go to someone else. Or something along those lines – you know the drill.

Let your business owners (plumbers, in this case) know that when a prospect goes to their website, it’s super smart to capture their email address. They can send out an email every week or two with a plumbing tip or coupon.

When that person needs a plumber, who are they going to call? The plumber whose name they know, who sends them good advice and tips, that’s who.

You sell the plumber on the idea of capturing leads and sending them an email now and again to keep in touch and stay in the forefront of their customers’ minds.

But what does the plumber offer in exchange for the email address?

They could offer a discount, but for a service business, that can raise problems.

After all, ‘15% off’ doesn’t mean anything if the customer can’t compare prices with other plumbers. Maybe this plumber charges 50% MORE than other plumbers, so sure, they can afford to give 15% off.

But how about a “how to” report from the expert himself or herself, on how to do something?

Maybe it’s how to diagnose where a leak is coming from, maybe it’s how to empty that trap thingee under the sink, maybe it’s to finally reveal to a customer what a plumber looks for when they come into a home to solve a problem.

Whatever it is, you’re going to write the report for the plumber.

*“What?! But I don’t know anything about plumbing!”*  
And that’s the beauty, because you don’t have to know anything. Just go to YouTube and find a video that explains exactly what you’re going to teach in the report.

Download the video and send it off to someone on Fiverr or Upwork to transcribe it for you.

Then completely rewrite it in your own words. Get some images to illustrate what you’re talking about. And run it by the plumber. She’ll be able to tell you if you missed anything or got anything wrong. And you’re done!

This took you a few minutes to find the video, the cost to get it transcribed, and the time you took to rewrite it and add pictures.

Sell the usage rights to the plumber, and add their name, logo, and information to the report. Add the autoresponder form to their website and get everything ready to start capturing new subscribers.

You can charge what you like to do this... I would suggest a minimum of \$500 or more.

And you can charge a monthly fee for maintaining the list and sending out emails, too.

How much work you do versus the client on writing the emails is worked out between the two of you.

Likely it will be a collaboration, and most likely it won’t take you more than an hour or two per month to do everything needed. Charge \$250 a month, give or take.

Rinse and repeat. You’ve done this for one plumbing client, why not do it for others? Personally, I would get one client per city in each niche, to avoid any duplication.

Remember to personalize the report to each business, too.

And then branch out into other niches. Any business that can profit by staying in touch with prospects and clients (which is just about all of them) can benefit from this service.



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# This Month's Marketing CLINIC

## 7 Ways To Get \$299 Product Ideas In 10 Minutes



Hopefully by now you are starting to create your own products.

After all, one \$50 product that you sell once a week will earn you an extra \$2600 a year.

Sell it once a day and you'll make \$18,250.

Make a \$299 product and sell one per day, and you'll make \$109,135 a year.

Get the picture?

So, tell me, have you got a product you can sell for \$100 to \$1,000 yet?

If not, or if you want another one, here are 7 ways to get ideas for products you can sell for serious money.

### **Method One: Get Ideas from People Already Doing It**

This might sound like cheating, but it's one heck of a good shortcut.

Get on every mailing list and pay attention to every product launch in your niche. Find out what's selling, how well it's selling, what's great about the product and what needs improving.

Your goal is to find something that is working well and then create your own version that is even better.

Find your own unique selling point - a way for it to stand apart from anything else out there.

Remember, no copying and no plagiarism. You're not stealing, but you're not reinventing the wheel, either. Simply find out what is selling, and then find a way to make it even better.

### **Method Two: Do a Google Search for Webinars**

Take a list of keywords from your niche and then search for each keyword and the word 'webinars.' If someone is doing a webinar, odds are they are selling a related product.

And if they're selling the product via webinar, odds are it's an expensive product, too.

Get on their webinars and take lots of notes. What are they teaching on the call? How do they sell their product? What's the key benefits that make people want to buy the product? What questions do people on the call ask?

You can learn a ton from being a regular on these calls.

One word of caution: It's easy to get caught up in the enthusiasm of the call and wind up being a customer.

This is fine if you will actually USE the product. But realize that just because you spent several hundred dollars on the product, you still can't copy it. Create your own original version and make it even better than the one you purchased.



## Method Three: Search for Membership Sites

Again, use your list of keywords to find membership sites in your niche. Watch your emails for advertisements for memberships, too.

Having a membership site is super lucrative because you get paid month after month for each member that joins. Even if the membership fee is small, you can still make a six-figure income if you get the right topic in the right niche.

In fact, some small fee memberships sites do just as well as the big fee membership sites.

People don't bother to cancel something that costs just \$10 or \$15 a month, and such a low fee can be an extremely easy sale, especially if you give them the first month for \$1 or for free.

## Method Four: Search for Workshops and Masterclasses

Again, do a Google search for each of your keywords and 'workshop' or 'masterclass.'

These often sell for several hundred dollars. Best of all, you can hold the class once and then sell the recordings. Or you can continue to hold the classes over and over, giving live help to each student.

I know one person who teaches how to start an online business. He sells his monthly class for close to \$7,000 and provides coaches for the students.

He's making a killing at this, too.

If this is too big for you, think of a smaller, more affordable version that you can offer, just to get started.

Then once you have a track record of success with your students, you can ramp up to a larger operation with live coaching provided to students.

## Method Five: Look for Dimes to Dollars

Everywhere you go, both online and offline, look for methods that provide your customers with dollars in exchange for their dimes, or save them dollars in exchange for dimes.

For example: If you can show them how to earn \$100 by spending \$10 or even \$50, you've got a great product in the making.

And if you can show them how to save \$1,000 - for example, by purchasing your \$200 product - you've again got a great product idea.

## Method Six: Unmet Needs

Again, everywhere you go both online and offline, look for the needs and wants that aren't being met.

Once you make a habit of searching them out, you'll find them everywhere. Then it's simply a matter of choosing the ones you want to pursue. For example, you're frustrated because there is no software solution that does what you need it to do.

Do you think you're the only one with this problem? Probably not.

Find out if other people would like the solution and if so, hire a coder to build it for you. Bam, you've got a new product with a ready-made customer base.

## Method Seven: Look for Complaints

Watch social media for complaints in your niche. You'll likely notice patterns of questions and complaints that keep cropping up on the same subject.

Find the top 5 or 10, and you can create a masterclass that addresses all of these.

*Want more business ideas?*

*Go to the membership page of Russel Brunson's "2 Comma Club" (great name, by the way) and read what his students are doing.*

*You'll have to either research or take a guess on how successful they are, but it's an interesting read that should spark plenty of ideas for you.*  
<https://2commaclub.com/the-members>



# 4 Magic Networking Words

You're at a networking event and you don't know what to do, who to talk to or what to say.  
Nerve wracking, isn't it?

You could walk around asking, "So, what do you do?"  
Guess what - everyone is asking that, and everyone else is tired of answering the question.  
When you start a conversation by asking what a person does, you are essentially saying, "So, is it worth my time to talk to you? What can you do for me?"

The person feels like they are at a job interview.  
Instead, try this. As you meet them, lock eyes and then let a smile develop on your face.

By smiling after you lock eyes, you are telling them that you like what you see. If you are already smiling when you look at them, then you are smiling at the previous thing or person, not them.

It's a psychological trick, but it works.  
Look at them, catch their eye, and then let a smile grow on your face. Just like if you unexpectedly saw someone you really like.

Say hello, shake their hand if you like, make a comment about the venue, or the food, or whatever you need to break the ice.

And then say this:  
"So, tell me about yourself."  
And then smile and shut up.  
It will probably take them a moment to decide what to tell you about themselves. It could be anything they choose.  
And that's the beauty.  
You are allowing them to have an audience where they can talk about anything they like - whatever is important to them.  
You are interested in THEM. Not their business, or how much money they could make you if you got a hold of their mailing list or they promoted or your product or let you guest post on their blog.  
You are simply interested in them.  
Let them talk. Ask them a question if they pause, but otherwise just listen attentively.  
They will think you are the most brilliant conversationalist in the entire room.

Congratulations - you've just made a new friend, and possibly someone you will do business with. Later.  
First, friendship.  
Business, later.



# How to Overcome Limiting Beliefs & Paradigms

You have certain beliefs in your mind that hold you back from living your fullest life. These beliefs could be about anything... money, career, skills, competition... you name it.

You might think: "I'm not good enough", "I don't deserve to be wealthy", or "He/she's out of my league."

Limiting beliefs are often installed in our minds by our well-meaning family, friends, media, or society.

And while it's not your fault that these beliefs exist in your mind, it is your responsibility to remove them.

Every time you feel that something internal is holding you back, do the following...

## **1. Name Your Limiting Beliefs**

Use sentence completion to have your subconscious mind fill in the blank.

Write down "I am afraid that \_\_\_\_." and finish the sentence 10 times.

These are your limiting beliefs that hold you back.

## **2. Face Your Limiting Beliefs**

Under each of your limiting beliefs you want to write 3-5 'reasons why' you fear those things.

This is digging into the core of these issues and is often more surprising than the beliefs themselves.

## **3. Disprove Your Limiting Beliefs**

Under each of your limiting beliefs, write down as many points of evidence to the contrary as you can.

Go for at least five per limiting belief.

Think of everything in your life (no matter how big or small they may seem) that stands in contrast to your old limiting belief and make note of them.

## **4. Write Your New Empowered Belief**

Reference the old belief briefly, and then in a realistic but compelling manner, state the new empowered belief for each of your ten limiting beliefs.

Ex. "Although I sometimes think I don't I don't deserve success; I know that I will be successful in my new business.

in my new business. Whenever I have put mind to it, I have been able to accomplish great things with ease."

## **5. Repeat as Needed**

Although one session is usually enough to give you clarity, it can be helpful to repeat this process multiple times during the next few days and weeks to really cement the change in your thinking.

Use your new beliefs as mantras, and over time they will become your new overriding beliefs.







## The Accidental Spammer

### Do Your Emails Look Like They Were Written by a Used Car Salesman?

Jerry was super excited about his new business. His niche was online marketing, he'd just started growing his list, and he was sending out emails on a daily basis.

So far, so good.

But in Jerry's enthusiasm, he forgot one thing.

He was talking to people in his emails. Real, live people who like to buy, but don't like to be sold.

Maybe you've seen one of those used car commercials, or maybe a furniture commercial, where the store owner is wearing a ridiculous hat and screaming into the camera to, *"Come on down to the store NOW because we've got great deals and our prices are rock bottom and there's never been a better time and y'all better drop what you're doing because the deals are smokin' hot..."*

What do you think when you see one of those commercials?

Probably the last thing you want to do is go to the store he's advertising, because by gosh, what if you RAN INTO HIM? Ugghh.

Sure, you want a good deal, but you don't want someone screaming in your ear to BUY BUY BUY!

Well, without meaning to, our friend Jerry had become that crazy guy in the ridiculous hat, screaming at his subscribers to buy this and buy that, what a deal he had, and so forth and on and on.

What's that? You were on Jerry's list?

Me too. Sooner or later, we all are.

Now then, if you're a new marketer, I've probably confused you. After all, aren't you SUPPOSED to sell in your emails?

And the answer is a resounding yes.

But... there is a good way and a bad way to do it.

If all you do is send out offer after offer after offer, your readers are going to associate you with... offers. And unless they're just dying to buy something - which they seldom are - they're going to completely stop opening your emails. Contrast that with a comedian who sends out nothing but humorous stories and anecdotes in her emails.

People are going to open her emails whenever they have the time, because they know they're going to be entertained.

*"But I'm not funny!"*

That's okay, you don't have to be funny, although it helps if you are.

Can you give out good tips on how to do stuff?

Can you report the latest news in your niche?

Can you answer reader's questions?

And the big one - Can you tell stories and anecdotes?

Guaranteed, you can do at least one of these things well.

Have you ever watched one of those late night shows that talk about the news, but they do it in a very entertaining way?

It's really only about 20% news, and 70% entertainment.

And that's how your emails should be.

20% of all your content can be serious, how-to stuff. Like a great tip on how to accomplish a certain task.

And 70% can be entertaining.

It works best when the two are combined.

For example, your niche is gourmet cooking, and you want to give a tip on how to prepare a certain flaming dish without setting your stove on fire.

So, you tell the story of the first time you made the dish, and set the stovetop, a stack of towels and a week's worth of newspapers on fire while trying to make the dish.

(Lessons learned: Keep the towels away from the stove, and don't try to put out a fire by smothering it with newspaper, no matter how panicked you might be.)

This beats a "BUY THIS" email, and even a dry "How to do this" email every time.

"But, wait a minute. If all I'm doing is entertaining and teaching, WHEN am I going to sell anything?"

Great question.

There are no hard and fast rules, but here's what I like to do:

Every now and then, I do send out an email that does nothing but sell the reader on the benefits of checking out a product I'm promoting. And my readers open and read these emails because they are the EXCEPTION, not the rule.

Second, I make use of the P.S. in every email.

If you've got someone in a good mood from just having read your anecdote on how you set the stove on fire and tried to smother the flames with newspaper, what do they want at that moment?

More.

It's like when you watch a funny comedian for 5 minutes - you want to watch him longer. But the video is over, so now you've got to find something else to click on.

And that's what my P.S. does... It gives them something more to do, something to click on.

I tell the story, and then almost as an afterthought, I remind them to check out the so and so because the sale is ending, or because Joe just got one and here's what happened to him, or because I just bought it and the trick on page 33 totally blew my mind - how stupid could I have been to have not thought of this?

You get the picture.

Your first goal in emailing your list is to GET THEM TO OPEN YOUR EMAILS.

You've got to train them to do this.

And you train them by giving them what they want - plenty of entertainment with some good info thrown in.

Sort of like lots of dessert with some prime rib or baked tofu (for my veggie lovers) thrown in.

No one wants all dessert all the time. Well... most people don't. But they do want a lot of it, along with some meat, too.

70% entertainment, 20% good info, and 10% selling.

Try it for a month.

Yes, it is more work. It takes time to think up the stories and tips. But it's worth it.

And funny thing... I've noticed that my stories don't necessarily have to correlate to the product I'm selling.

Not at all.

I once told the story of getting stuck in the mud, and wrote a P.S. that said something like, "If you feel stuck in your business, check out the whazzit that will do this benefit and that benefit in no time."

The main story had nothing to do with the product, but I just wrote a silly segue and it worked like magic.

If you can't think of a segue, then don't worry about it.

Just write, "P.S. Today is the last day to get XYZ at half price - only 8 hours left. Here's the link so you can grab yours before it's gone."

I know I don't sound like much of a salesperson, but I'm telling you, this works.

Try it and see for yourself.



# See you next month!



# YouTube Ads Made Easy!

Still burning your midnight lamps to get targeted traffic to your offer?

Would you be surprised to know that **YouTube Ads** are the magic stick to tap into a goldmine of targeted traffic and increase profits without making a hole in your pocket?

Now, let me prove that advertising on YouTube is the **ULTIMATE** need of the hour...

## Training Guide

**This is an all-in-one guide to generate massive traffic and conversions with YouTube ads that you've ever seen before.**

**It will take you by the hand and show you how to generate as much targeted traffic as you could ever want with YouTube advertising.**

