Making W E B MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

DECEMBER 2019



Goal Setting That Actually WORKS

MWM Marketing CLINIC

How to Earn
Multiple Income
Streams from
Today's Fastest
Growing Social
Media Platform TikTok

Business Hacks to Grow Your List

with

Facebook & Instagram Live





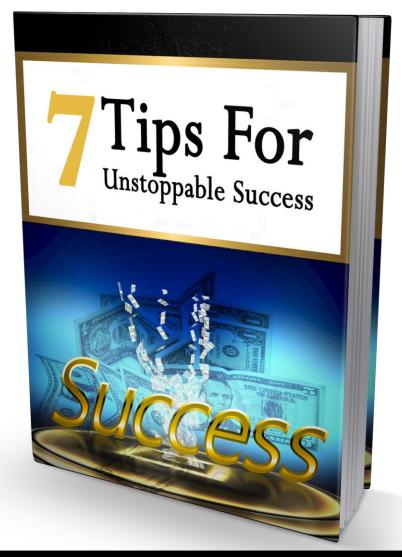
How To Turn a \$7 Sale Into a \$1,000 Sale

Learn How People Are Making Web Money Online Today!

BONUS!

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

Limited Time Only: Grab This FREE Gift Now!



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

IT'S FREE ... CLICK HERE to get yours!

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 <u>HOW</u> 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 <u>ALL RISK</u> 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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Welcome to the **DECEMBER 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.*

- PLR Profits Coaching Club
- Trend Surfing for Cash
- Series on Business Hacks this Month Grow Your List with Facebook & Instagram Live
- Goal Setting That Actually WORKS
- Unlock My Secret Traffic Methods
- How To Launch a Digital Product Business
- The Functional Strength Guide
- MWM Interview Matt Bacak
- Simple Trick Triples Your Output
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- -This Month's Marketing CLINIC How to Earn Multiple Income Streams from Today's Fastest Growing Social Media Platform – TikTok
- MWM Success Guide How To Make Money Online With NO History or Reputation
- MWM Ask the Expert Marketing Terms You Need to Know
- MWM Q&A: How To Turn a \$7 Sale Into a \$1,000 Sale

I hope you enjoy this month's issue of the magazine – Check out OVER 90 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

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Making Web Money Online Marketing Magazine

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Advertising: See Above

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Various experts in their fields

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

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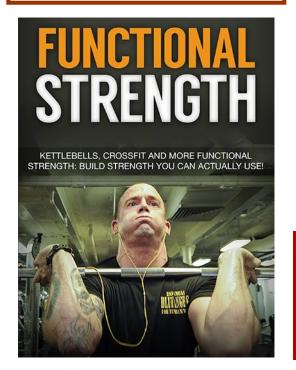
MWM inbox



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





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 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?

The nVidia GeForce 6800 Ultra video card contains 222 million transistors.



Thrive Leads

From the website: Thrive Leads is a lead generation plugin for WordPress... ... a list building solution that's created by a team of people who are obsessed with conversion optimization. Using Thrive Leads is like having your very own list-building and conversion expert - baked right into a powerful piece of software.

This is not your old-school list building plugin. We've taken the most cutting-edge conversion tactics used by smart businesses and growth hackers and for the first time ever, those tactics are easy as pie for you to use on your own site. You can finally experience explosive list growth and the amazing business benefits that come with it.

https://thrivethemes.com/leads/



Watch Google's Four 'SEO Myth Busting' Videos

Last month Google made an announcement, launching an 'SEO myth busting' series for the web developers.

The Google Webmasters team has published four videos as a part of the 'SEO myth busting' series.

The video topics are:

- SEO Myth Busting 101
- SEO & Googlebot
- Structured Data
- SEO & Javascript.

https://webmasters.googleblog.com/2019/06/a-new-series-on-seo-for-web-developers.html

MWM New Product



Just 1-Click and Get Your Google Friendly, GDPR Ready Site in 2 Minutes

Perfect for anyone creating....

Amazon niche sites

Facebook niche sites

Offline/local business sites

Adsense niche sites

Affiliate review sites

Sites for your own products

Really...The sky is the limit.

YES - Now You Can Set Up Your WP Site In Just 30 Seconds!

- 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

The Ultimate Guide To Product Marketing in 2019

Learn about the power of product marketing, how it can help your bottom line and impact the success of your products.

This is a download and includes templates. An email address is required to obtain the kit.

https://blog.hubspot.com/marketing/product-marketing



6 Instagram Mistakes That Keep Your Brand from Growing

With more than 25 million business profiles and over 200 million visiting at least one business profile daily, Instagram isn't the easiest social media channel for brands to master.

It can be frustrating to get the attention of the rather distracted users.

However, too many brands are making mistakes that can be easily fixed, which will help their Instagram platform grow.

Let's look at six frequent pitfalls and how to fix them.

https://contentmarketinginstitute.com/2019/06/instagrambrand-mistakes/





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!

MWM success guide

How To Make Money Online With NO History or Reputation



This isn't for everyone because frankly, it either takes work or money to get started.

But it is a great way to break into online marketing and start making money money, even if you have no list, no history online and no one knows you.

It's not a new method by any means. It's not glamorous or sophisticated. But it is a proven money maker.

Quite simply, you either have a PLR product created, or you create one yourself, and you sell it as a WSO or JVZoo product.

Done correctly, you will make money from this.

Forget health, dog training, dating or any of those other niches. You want to create a product in the make money online niche because that's what's going to sell the best.

And you want to sell your PLR product on either Warrior of JVZoo because that's where you'll find your best buyers.

Many 'how to make money online' products recommend buying and using high quality PLR, which is exactly what you're going to provide.

Pay attention to what is selling really well right now.

Online marketing products go in streaks - for awhile anything related to a certain social media will be hot, and then something else will take its place and so forth. Look for trends and choose hot selling topics for your PLR products. JVZoo and Warrior are your places to do your research to see what's selling.

Anything new in offline marketing is typically a hot seller, as is Facebook and Amazon.

Don't create an ebook, since they don't sell as well as they used to. Call your PLR something else, such as a blueprint or strategy.

Break the content into sections using big, bold fonts for the headings. Ideally, your content can be broken into blogposts or emails, or used together as a dynamite lead magnet or blueprint.

Add in images to break up big blocks of text.

If you're outsourcing, you can get everything, including sales page and graphics done for about \$500.

You could create PLR videos if that's your thing, or even PLR software.

If you purchase software creation software, which is software that allows you to produce your own software, you can produce new PLR software every week if you like. All you need are good ideas for what kind of PLR software you want to create, and your first WSO should pay for the initial software.

PLR is the perfect way to get involved in the make money online market because you need no prior experience or track record.

And if you like, the PLR rights can actually be the upsell to the product. For example, you might sell the end product with personal use only for \$9, and then offer the PLR rights as an upsell for \$17.

If you're stuck for ideas, just see what's selling well and then find a way to re-invent it or come to it from another angle.

You can certainly make a \$1,000 each time you do this if you pick the right topic and have a good sales letter.

Be sure to place a sample within the sales letter, so that people can see the great quality of the product.

And do you know who will become your best customers? The people who already purchased a PLR package from you.

Each month you'll be building your list of buyers. And each time you release a new PLR package, you can email your list of buyers first to let them know, and also encourage them to become affiliates for you, too.

That's why if you consistently put out at least one PLR package per month, your income should grow larger with each subsequent month.

Yes, it's an old school method of making money, and it does take work to make the PLR or resources to get it done for you. And it's not glamourous, either. But it can be really good money.



Trend Surfing For Cash

If you follow the trends, you can make a fortune.

Most niches have trends. For example, in the make money online niche, trends tend to center around the newest methods, the latest social media fads and whatever is hot that month.

Look at JVZoo to see what's selling and the Warrior Forum for what people are talking about, and in an hour of research you'll know exactly what's hot right now.

There is a lot of money to be made watching these trends and jumping in quickly.

After all, it really is true that money loves speed.

You pick a trend, do a day or two of research, write or record your product, and launch it.

Yes, there are already a dozen products out there on this trend, but guess what?

If you do a halfway decent job of creating and promoting your product, then yours will sell too, right along with everyone else's.

You can even offer resources related to the trend or fad, rather than teaching about the trending topic itself.

For example, you might write about how to start that type of business using free online tools.

Or you could create a directory of service providers on Fiverr that offer related gigs.

Watch the trends, see what's selling and then jump in.

The most you can lose is a couple of days work, and you might in fact profit greatly.



How Would You Like a Complete **Done-For-You** Niche

Targeted Website - All Professionally Designed

And Ready For You to Profit From?

The Dynamite Digital Software Store

<u>Click here to get Your Website Now!</u>

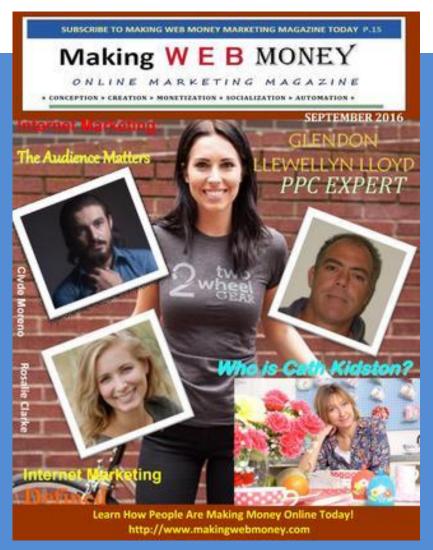
High Quality Website Design!

Extensive Niche Market Research!



100% Simple to Edit Content

Monetize Your Website in Seconds!



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You can upgrade to receive the printed edition,

MWM ask the expert

Marketing Terms You Need to Know

If you're marketing online, it's imperative that you master the language of marketing in order to maximize your results.

That's right - knowing the language of marketing can actually increase your income. For example, if you don't know what A/B testing is, then you're not doing it. And if you're not testing, I can almost guarantee you are losing sales that rightfully should be yours.

Just like any other profession or business, there is a learning curve. And part of that education is mastering the terms and concepts you need to succeed.

A/B Testing

Testing two versions of a webpage, email subject line, landing page, CTA, etc. to see which one performs better.

Analytics

Tracking data and creating meaningful patterns from it that inform future marketing endeavors. The data can come from website traffic, conversions, social media, etc.

Backlink

An incoming hyperlink from one web page to another website.

Bounce Rate

The number of people who land on a page of your website and leave without clicking on anything before moving on to another page on your site.

Buyer Persona

A summary of your ideal buyer, based on market research, data and hypothesis. The representation helps marketers define their ideal audience and it helps salespeople determine lead quality.

Call to Action

An instruction located on a web page, article, whitepaper, or infographic that's designed to prompt a user to take a specific action that aligns with a company's long-term goal.

Click Through Rate (CTR)

This number shows the people that move through your website or marketing campaigns. It's actually the "clicks" or actions prospects take, divided by the total number of actions people could take. Hence, the name "clickthrough rate."

Content Management System (CMS)

The software on which a website or blog is built to manage its content.

Content Marketing

A strategic approach to marketing that's focused on consistently creating and distributing high-quality, valuable content to attract, engage, and convert a specific audience and drive profitable action.

Content Marketing Funnel

The different stages — from education to purchase — that content strategies take leads through.

Content Metrics

The system of measurement that companies and individuals use to determine their content's success, including traffic, social shares, engagement, conversions, number of leads generated, time on site, page views, etc.

Content Syndication

The process of republishing content a company has created, such as a blog post, infographic, or video, on third-party sites to maximize reach and, typically, earn a link back to the original post.

Contributor

Someone who writes and publishes a piece of content in an external publication or media outlet.

Conversion Path

The path, or course of actions, a prospect will go through to eventually become a lead. These events can include a call to action, lead form, thank you page, downloadable content, etc.

Conversion Rate

Percentage of people who take a desired action, such as filling out a form, registering, signing up for a newsletter, or any activity other than just browsing a web page.

Cost Per lead (CPL)

The total cost marketing pays to acquire a lead. It is an important metric to keep track of and it influences your Customer Acquisition Cost (CAC).

Customer Acquisition Cost

A measurement that allows you to assess the cost of scaling up your business.

It can be calculated by dividing the time and money spent on customer acquisition for a specific period of time by the number of new customers gained.

(Money + Time Spent)/Number of New Customers

Customer Loyalty

When a consumer is a repeat buyer of a product, service or brand.

Customer Relationship Management

A system that manages a company's interactions with current and potential customers by using technology to organize, automate, and integrate sales calls and emails.

Demographics

A specific profiling aspect that takes into consideration age, gender, income, family life, social class, etc. It's often used in segmentation or for focal points in marketing and advertising strategies.

Digital Marketing (Online Marketing)

Marketing to a target audience solely via the internet. Could be email marketing, content marketing, etc.

Earned Media

Media exposure a company earns organically, often by accomplishing something truly newsworthy and attracting media attention, distributing press releases, securing press mentions, contributing thought leadership content to publications, and achieving word of mouth.

Ebook

Also referred to as a lead magnet, ebooks are generally a piece of longer content designed to generate leads.

E-Commerce

The means of selling products digitally on the internet.

Editorial Calendar

The schedule an organization uses to plan content creation, manage content production, and ensure consistent publication each month.

Email Marketing

The process of sending a strategic message directly to a contact or group of contacts via email for the purposes of educating, engaging, and/or encouraging them to take a specific, profitable action.

Engagement Rate

A measurement of likes, shares, comments or other interaction a particular piece of content receives.

Evergreen Content

Content that is valuable to a reader today, in 5 years and in 10 years. This "evergreen" content is timeless, offers the highest-quality information and offers huge SEO benefits.

Friction

Any aspect of your website that is hard to understand, distracting or causes visitors to move on from your page.

Gated Content

High-quality owned content, housed behind a form, that website visitors can only access by submitting contact information and that fuels a company's lead generation.

Geographic Segmentation

Segmenting a group of audiences based on where they live or where they are located.

Guest Post

An original piece of high-quality, expert content, such as a written guest post, infographic, or video, that's contributed to an external publication or outlet to help a thought leader reach, engage, and build trust with a new audience.

Infographic

A type of content that is visual in nature, making complex information easy to understand and digest.

Keyword

A specific word or phrase that describes the content of a webpage.

It should always align with your target audience.

Knowledge Bank

A customizable template that stores and organizes a thought leader's expertise, audience insights, and industry knowledge to enable consistent, efficient content creation.

Landing Page

A page on your website that houses a form that prospects will fill out and exchange their personal information for a lead magnet or free offer (such as an ebook, demo or consultation).

Lifetime Customer Value

A prediction of the net profit attributed to the entire future relationship with a customer.

Marketing

The process of identifying, anticipating and satisfying customer requirements in a profitable way.

Marketing Automation

Software platforms and technologies designed for marketers to more effectively manage online marketing and automate repetitive tasks.

Marketing Funnel

A model illustrating the process companies use to attract visitors, convert them into leads, and nurture them before they finally reach the buying moment.

Monthly Recurring Revenue

The amount of income produced each month from subscriptions to your products or services.

Niche Market/Business

A very specific segment of a market in which you are trying to meet the needs of that market.

Offer

This is an asset that you'll offer prospects on a landing page. The offer is designed to help you generate leads, and they can include everything from a webinar, ebook, checklist, template, demo and more.

Organic Distribution

A method of distribution by which content is naturally circulated among an audience, such as through social media shares, referrals, and search engine results.

Owned Media

Marketing assets a company has control over, including its website, blog, whitepapers, and email campaigns.

Paid Distribution

A method of distribution by which content is circulated and amplified among a target audience via paid promotion, such as promoted posts on social media and paid ads on search.

Pay Per Click (PPC)

A method of advertising on the internet where you only pay when someone "clicks" on your ad.

Responsive Design

A website that changes based on the device the consumer uses. Mobile, laptop, and desktop devices offer different views of a website, and responsive design accommodate for each view, without having to build separate websites for each one.

Return on Investment (ROI)

A way to measure the profitability of the investment you make in marketing, sales, etc. If the ROI on an investment is negative, it generally means you're losing money on that endeavor. Measuring the ROI on your marketing is a smart way to ensure you're putting your money into the strategies that bring results.

Relationship Marketing

Establishing relationships with the intent of developing a long-term association with a prospect or potential customer. This strategy is much less expensive that gaining new customers.

Sales Funnel

The entire sales process as a whole - from prospect to paying customer - and all marketing, advertising and sales processes in between.

Search Engine Optimization (SEO)

A method to increase a webpage's performance in web search results. By tweaking elements on a webpage (there are on-page and off-page SEO factors), you can move a webpage up on a search result "page." Marketers generally want to get their website page to appear on page 1 of a search results, ideally at the very top of the page. SEO elements include keywords, title and image tags, links, and more.

Target Marketing

A group of customers toward which a business has decided to aim its marketing efforts and merchandise.

Thought Leader

An industry expert who shares his or her expertise with a broader, targeted audience with the purpose of educating, improving, and providing value to the industry as a whole and building trust with key audiences.

Unique Selling Proposition

A factor that differentiates a product from its competitors, such as the low cost, the quality, etc.

Unique Visitors per Month

The number of new people who visit a website in one month.

Viral Marketing

A method of product promotion that relies on getting customers to market an idea, product or service on their own.

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

With This Point & Click Simple Wordpress Theme

YOU Can Do The Same!

Tapping Into The Most Buzzing Trend
On The Internet And Sucking Free Traffic
From Pinterest & Facebook On

COMPLETE AUTOPILOT!



Covert PinPress 2.0 Is The Easiest Theme You Have EVER Used!

ATTENTION: Want to start your own high-ticket business?

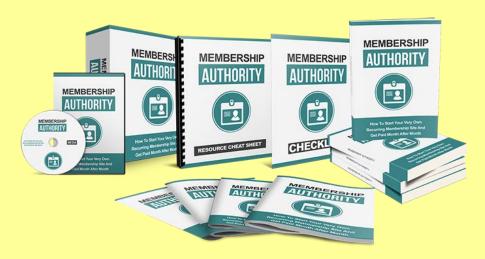
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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 Facebook & Instagram Live

Using Facebook and Instagram Live as a list growing method is an excellent way to use social media and the power of video to grow your email list. But you won't grow your email list without a plan to follow. Use these business hacks to grow your list with Facebook and Instagram Live.

Develop Lead Magnets

The first things you need are multiple problem-solving, attention-grabbing, lead magnets. Think about what your ideal audience members on Facebook and Instagram want and need. Your lead magnets should address a common need of your ideal customer. After all, you want to build an email list of buyers.

- Facebook / Instagram Buyer Persona Who needs
 this lead magnet on Facebook or Instagram? What
 other products would they be willing to buy after
 getting the lead magnet? Knowing what you'll want to
 promote after they download your lead magnet is as
 important as creating the lead magnet.
- Facebook / Instagram Buyer Needs As you determine what to create ask yourself what can you do particularly for your Facebook and Instagram buyer? What problems does this audience have? What solution or info can you give them to download as a PDF?



- Facebook / Instagram Audience Solutions —
 The lead magnet you offer Facebook and Instagram members should inspire hope and provide a solution. When you solve an issue for your audience, it highlights your value and authority, as well as the solution's worth. This builds trust and reduces the ever-present risk and fear factors involved with signing up and downloading.
- Name the Facebook / Instagram Lead Magnet

 Choosing a name for your Facebook and
 Instagram lead magnets is very important. It should grab the audience's attention, be direct, intrigue, and allude to the solution offered. It should also enable the people who need it to see themselves or relate to a specific emotion or situation. Ideally, the title and promise should excite the potential Facebook and Instagram subscribers or buyers.

The lead magnets you develop for Facebook and Instagram followers should be created in the formats that the audience prefers and best suits the type of content pieces you include. The end-product should be delivered in a standard file format that is easily downloaded, read, viewed, heard, or used on a wide range of devices. The PDF file format fits the bill for most written and non-verbal content. There are exceptions for some function-friendly spreadsheets and similar items which require the ability to edit. For these situations, find out what software your audience prefers.

Lead Magnet Landing Pages

Once you have your lead magnets and their supporting items ready, including the cover image, copy text, benefits, advertising text, CTA, etc., you'll want to create a landing page for each lead magnet. Treat free products with the same attention and care that you treat your paid products. Your free items will serve as an example of your overall quality and set the expectations for other items.

Create landing pages that pre-qualify the reader.
Summarize the problem, who often experiences it, and let them know why this is the solution they need.
Explain the benefits of the product to your audience.
Make it quick and easy for them to access the lead magnet.

Your landing page can consist of an image of your product, a list of the benefits of the product, your small form, and a guarantee of what the freebie will accomplish. This form can fit above the fold of any page on your site.

The keys to great lead magnet landing pages are:

- Bulleted Lists Instead of long copy use bulleted lists instead. This can get your point across a lot faster in smaller spaces while enhancing understanding.
- Minimal Copy Instead of using long-form copy, use shorter forms with minimal copy space included to help your audience make a faster choice.
- Security Badges Making your customers feel safe doesn't end just because your item is free. You want to show them that you care about security.
- Visual Cues Help lead them to the CTA button by providing visual cues in the form of pictures, actual arrows, and other methods to lead the viewer's eyes where you want them to go.

- A Short Form This depends on your goal but if you want more people to sign up ask for less information and use only a short email and name form.
- A CTA Button Make sure your CTA button is visually appealing and noticeable. If your viewer cannot see the button, they may not know what to do to get your offer.
- An Amazing Headline You'll want to craft a
 headline that gets the message across of what's
 on this page. Just like any other headline you want
 to be clear and to the point about what the reader
 will get using keywords that people may use to
 search for the information.
- Emphasis on The Free Offer It's important when you're offering something free that you brag about the item being free even though its value is much higher. You want them to feel smart and special for taking advantage of the free offer.
- Testimonials If you already have some testimonials, you should include a quote or two to grab attention.
- A Valuable Image Putting an image of your product or the results of the product is a great way to get your point of value across.
- Multiple CTA Opportunities Even when you
 have a landing page for your offer you may want
 to offer multiple ways for your ideal customer to
 get that freebie. Offer it in your footer, in your
 header, on your sidebar, in a slide or pop-under.
 Just make sure they don't compete.

Getting most of these ideas into one landing page may be impossible at times but the more you can incorporate these ideas into your lead magnet landing page the better it's going to work for you to add members to your list.

Plan Your Live Event Topic

Once you have a sales page for your live event freebie, it's time to plan your live event. The way this is going to work is during the live event you're going to ask them to go to that landing page that you've created which will lead people to join your email list.

Facebook or Instagram Live Event Considerations:

- Know the Purpose of The Live Understanding what your purpose is for the event will help you get the topic right. So, one purpose is you want them to download the information that you're promoting which is your freebie. Therefore, you should talk about the problem the freebie solves. You'll want to poke the bear. You'll want them to feel the problem so that they want the solution.
- Hype Your Live Video Event If you can schedule your live event using third-party technology do so. That way you can get people signing up for notification of the event going live. Plus, you want to tell everyone about it as much as possible in the week leading up to the event. Tell your affiliates, tell your list members, tell your social connections. Let everyone know about the event happening, when and where.
- Incentivize Their Viewing You want your audience to be excited about coming to your live video event. One way to do this is to give prizes to those who are watching live every few minutes. Ask them to tweet a quote with a hashtag. Then enter those who used the hashtag into a drawing and let them win something.
- Practice Makes Perfect Try some shorter unplanned lives to promote the main event so that you can test out your technology. More times than not it's best if you're hard-wired to the internet or using very good internet via your mobile device. Make sure things work as you expect. Know how to flip your camera, understand what to do if there is a volume issue, and ensure that people can hear you.
- Host a Q & A Session Including a Q & A session in your live event is a great way to entice people to attend the event, especially those people who need to hear directly from you. You can ask that topic related questions be sent in advance. Provide more details on your mailing list. If that prompts more sign-ups, consider creating a product from those related questions and solutions.

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Planning your live video includes setting the stage for an exceptional experience by taking care of the little details such as sound and lighting quality. It also means that you start marketing your event by building pre-event buzz. Marketing and promoting are keys to ensuring that your live event is successful.

Promote Your Live Event

Once you know what topics and problems you'll cover in the live event, you can start building excitement about it. When you know the time, the date, and the place, you can officially start promoting it with marketing materials. You'll want to create memes, mailing list invitations, and attract new subscribers on social media using ads and warm up live events.

- Paid Ads You might think it's nuts to pay to
 promote your free live event and lead magnet, but
 the truth is, this is the best way to get people to
 come to your live event and to ensure that the word
 gets out to more people. Paying for ads isn't
 expensive on Facebook and Instagram and can be
 done through the same system via Facebook Ads in
 your Facebook account for your page.
- Affiliate Promotions Teaching your affiliates about what they can promote of yours that is free to their customers is a great way to build that affiliate relationship too. Teach them the value of promoting your free offers by showing them what promotions you'll send to referrals who click through and sign up.

- Social Networking One way to get people to watch your live is to remind your social networks of the event repeatedly. Every day leading up to the event post at least one post about the event giving a little more added detail about why they don't want to miss it.
- Blog About It Ensure that you write blog posts about the event and explain why you're hosting it. This will be another way to share the event and give details about when and how people can participate.
- Promote Posts When you share a blog post to your page, be sure to promote the post so that you'll get more eyes on it. You may also want to use your Facebook Pixel to promote to people who have come to your website before.
- Share Keep sharing other people's content, as well as your own content, and relate it together about how this proves or shows that they should attend your live event and what they'll get out of attending.

The more you can talk about the live event and when it's happening, and how it's happening, as well as why it's happening, you'll be able to get to more people and have a much bigger turn out than if you said nothing.

Your Live Event

Now that you've promoted your live event, it's time to host it. You'll want to do your best regardless of the turnout. The main reason is that people can watch the event as recorded and you'll still get a lot of responses this way, in fact, you may get more after the recording is up than during the live event.

 Limit Distractions – Before you start your live event it's imperative to get rid of distractions such as kids, animals, and other sounds and issues. Turn off your house phone and notifications. Make sure your kids know you're busy for an hour or so. Put someone in charge of the dog and the baby so you can focus.

- Check Your Technology About 30 minutes prior to your live test out your technology again to ensure it works. Go live fast to say I'm going to live in 30 minutes to check your volume. You should have time to watch the recording to make sure it all works.
- Give People Time to Show Up When you do go live, it's not like a TV show where everyone will be paying attention right off the bat. Go live in advance and put up a sign that the live starts soon to turn up their volume or grab a cup of coffee or tea and get ready for an amazing event.
- Think About Your Introduction Instead of getting on the live and just starting, give it some time so that people can not only join in but so they can see you first. Wave, look at the camera, say hello to your audience. This reminds your audience to turn the sound on or up.
- Remember to Promote Your Freebie You'll want to think of the live as if it's in segments. This is going to help you remember what to say each segment. Then after each segment, you'll want to promote your freebie to get more list members to sign up. And, if you're giving prizes announce your prizes too.

Be enthusiastic, authentic, and upfront, during your live event. Let your audience know who you are and what you stand for. It's easier to be yourself than what others want. Remember, there is only one you, and you are the right messenger for your people.

Repurpose the Recording

Once the live event has been recorded, you'll want to keep using the content you created during the live event. You can use it as is or edit it and use it in different ways. Repurposing content is the best way to update and create more content without doing much more work.

 Upload to YouTube – You can simply download the video as is and upload it to your YouTube channel. Add a good description, adding links in the description area, add some editing like annotated clickable text for the offers you make in the video. And of course, add a link to your social media page so new people can follow you in both places.

- Cut & Use in Paid Ads One way to use your old live recordings is to market the next one. If something fun happened cut that part and use it to market your next live video event. When people see how much fun you have, they'll be more likely to join.
- **Bite-Sized Videos** Just like you can cut the video into an advertisement, appropriate for getting people to come to your next live event, you can also make a bite-sized video based on the segments you created or specific quotes you make within the video. Then, you can upload those separately to different platforms and embed in separate blogs about that issue.
- **Blog Post** When you create a video you should always create a blog post about it. Include a description of the video and/or a transcript. Embed the video in the blog post so people can watch it on your site, where they feel safe and don't have to login on another site.
- **Transcribe the Video** Take the time to have the video transcribed. When you do, you're more likely to identify good points that can be used individually or form the basis for new content.
- Turn It into A Podcast For some video, you may realize that it could be only in audio. If that's the case, you can turn it into an MP3 and upload it to iTunes as a podcast. Then you can link to the podcast on each incidence of the video in case someone wants to listen while they do something else.

Finally, you'll want to share the recording of your live events anywhere and everywhere you can. If it's an answer to a question, share it. If it gives someone help, share it. Don't be shy about sharing your live video recordings whenever the opportunity arises.

Any time you create a lead magnet, you can also promote it directly, to build your list. Even though you made this lead magnet for your live event topic, you can promote it without the live event. You can also use parts of the video to run ads that promote the lead magnet. The options and content combinations are almost unlimited.





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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.

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QUOTABLE..

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

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand how to drive more traffic to your landing page using SEO, PPC, e-mail marketing and social media
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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:

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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.
- Commerce
 Made Easy

 Increase your customer base with proven and tested List Building strategies

- 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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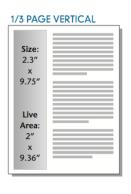


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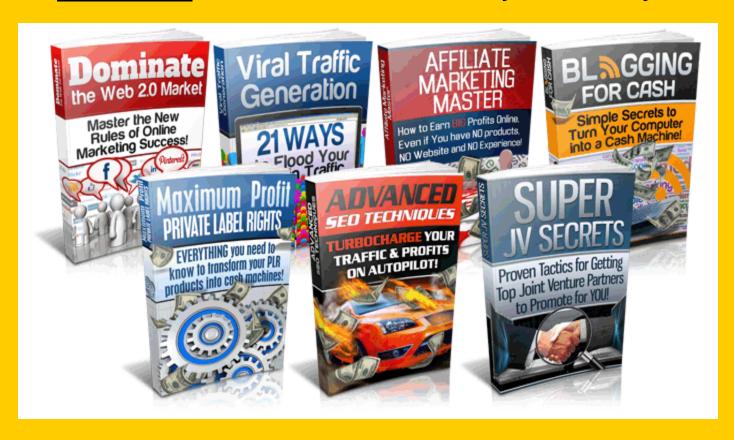
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MWM Interview

MATT BACAK interview



Gavin McCoy:

My guest on the Internet Marketing Newsletter today, the podcast, is Matt Bacak, from Atlanta, Georgia.

Hi, good afternoon Matt.

Matt Bacak:

Hey, thanks for having me.

Gavin McCoy:

Matt, you've had a fantastic career in internet marketing, and if we can start with just taking the clock back a few years as to what you did before you became an internet marketer.

Matt Bacak:

I'd have to go back more than few years. But what I did before I was an internet marketer, I was pretty much doing it in college. So back then, I was doing sales, I mean, I guess. I had my own company, so I had been running my own company since I was a kid.

When I got started, we called it the information superhighway. So everything that we know today wasn't existing, pretty much. There's really nothing that was around back then, maybe AOL, if that's even around. So there's not much. But before, initially what was I doing? I was just a kid that wanted to make a lot of money, I mean, really in my dorm room.

Gavin McCoy:

What was your first kind of interest in using the internet to market? How did you get that idea?

Matt Bacak:

So I was going out knocking on doors and trying to get people to buy stuff, and it was a pain in the butt. So instead of me chasing people down, I figured I wanted people just to come to me. And that kind of was the big thing. I was like, "If I could just get people to come to me instead of me, instead of me chasing them down, that would be a great scenario." And that kind of caused me to start looking at this internet thing and get started doing stuff.

Gavin McCoy: Did you initially sell hard products or did you go straight away for information?

Matt Bacak: Yeah, I did. I sold cassettes. Information, yes. But on cassette tapes, on VHS tapes, so all of

that. That was before the DVD, and now actually DVDs are going obsolete, so I'm actually seeing the next wave of things being obsolete, the stuff we were selling with information. But I was selling other people's information, not my own. Actually it was Kiyosaki stuff, right,

when he was getting started? So I sold the books, and I sold just hard stuff.

Gavin McCoy: Everybody says the money is in the list. You've all got to start with one name and one small

list.

Matt Bacak: Well, I think for a lot of people that are listening, I mean, just to speak to them, I think there's really two ways we could do it. One, creating, giving somebody an ethical bribe or something

for free is always a great way to get people on your list. But I will say over my years, I would

always tell people that ... today, I would tell people, really, I think you have two choices.

Actually this latter, this new choice is a better choice I would believe for everybody is instead of giving something away for free, you might want to create it and make it a lower ticket product and have people opt-in with their credit card, so you can actually build a buyers list.

And that's going to be the best list you can ever build.

You know, you could build 100,000 people or 10,000 people. From 10,000 people giving away stuff for free, or you can buy and get a thousand people that bought something from you, even if it's a dollar, that's going to be so much better than the 10,000. So my point to a lot of people is, you can go one of either route, just realise all subscribers aren't equal, but the best

buyers you can ever get are the ones that opt-in with their credit card.

Now a lot of times today, you know, people will say, put an opt-in page up, drive traffic to the page, have people sign up, give them something for free. That's what I've taught forever. But today I tell people, "Well, you have two routes and it's which route do you want to go?" I prefer the newer route.

I didn't think about that before, but more and more I start utilising data, more and more I started looking at things, the more and more I realised the power of somebody opt-in with a credit card is so much bigger than the power of somebody just looking, because you get tyre kickers, plate lickers, you get all these.

The thing is, you get complaints, more complaints. Somebody that gave you their credit card, now you have more, even they have bare commitment, but also you have more backup to say, "Hey, look you did, you bought this."

Instead of, "Hey you opted in."

Because today, people do some crazy stuff with opt-ins, but buying is a good gate too or a good hurdle people can jump over to really prove, to show you that one, they're interested, and two, it's going to make your list more powerful and more responsive than anything else you could do.

Gavin McCoy: So definitely the starting point for a new

internet marketer is try and find something to catch people's attention?





Matt Bacak:

High value, and now it's just according to how you want to price that. I mean, because there are people who sell 2,000 odd products for a dollar. You know what I mean? You're going to get a lot of opt-ins if you do something like that.

I'm not telling anybody to do it, but really, yeah, something of high quality, high value, because the first impression is the most important thing for everybody.

If you do deliver something that they just pay \$7 for something that's worth 500 or a hundred dollars, they're like, "Oh my gosh," imagine what they're going to give me when I give them more money.

Gavin McCoy:

So, the definite thing to remember is high value information, but low cost to get people hooked in. And, from that, I think you can kindle a sense of indebtedness because people think, "Wow, you're really generous in giving us all of this stuff for next to nothing." That sometimes opens the door for the next transaction.

Matt Bacak:

And the loyalty and the trust factor. I mean, that's a big thing too. That's one thing that's underlining with all the lists that we're ever going to build, the biggest thing is, when somebody comes in, especially the first time they meet you, people talk about building rapport, and that's great, but the best way to build the best rapport is to build trust.

NOTE FROM THE EDITOR

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

Click Here to Listen to the Full Interview

Everybody's like, "Oh, you want to build these relationships?" The best way to build a relationship is do what the heck you say you're going to do and do it better. You know, under promise and over deliver, you're going to build so much more trust, and so much better relationship with that people.

The other thing too, for a lot of people, because you know, I made millions, multimillions from email, and I will say everybody's like, "Oh, go out and build these ... once somebody signs up, send out these relationship things." It's great and that's a good idea, and it does make people all excited and feel good about it. But the point is, how you train your list at the beginning is how they're going to treat you in the end.

So, my point is, if you do let them know, "Hey, I'm going to give you good value stuff. I'm here to give you good value stuff that's going to change your life or whatever feeling you have."

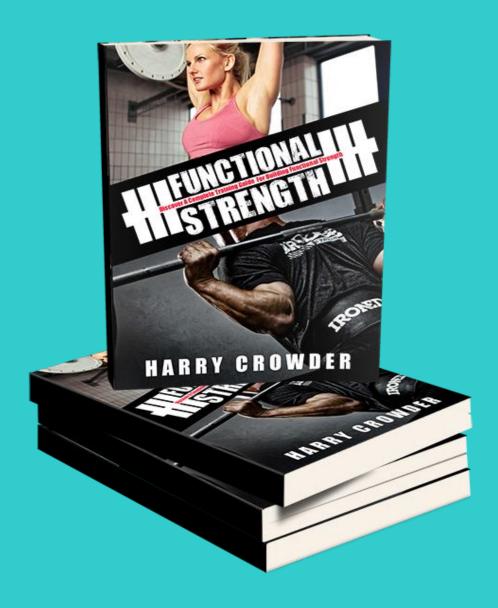


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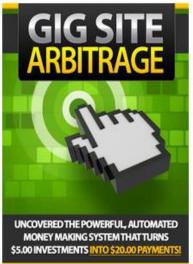


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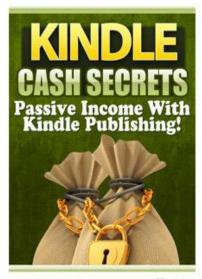
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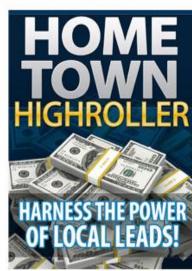
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MWM Q&A

How To Turn a \$7 Sale Into a \$1,000 Sale

Here's something most marketers never do, which is a shame. They're losing a great deal of money because of it.

What happens when you purchase a \$7 ebook or a \$19 video, and you have a question? You email the person who sold it, and one of two things occurs... either their assistant answers you or you get ignored.

Go ahead and try it, I dare you. 9 times out of 10, or perhaps even more often than that, you will never hear from the product creator herself.

Yet what happens if you respond to questions from your own customers?

First, you know what they're asking. If you see a trend, such as several people asking the same question, then you've just discovered something.

It's either a gap in your product that needs filling, or it's the opportunity to create a second product that is almost guaranteed to sell.

But that's not why I'm advocating you answer your own emails. Something else magical happens when you respond to customer questions...

Your customers are pleased. SO pleased, in fact, that YOU took TIME to answer them, that they will often spend more money with you.

I've sold a \$3,000 coaching course to someone who had a question about a \$7 ebook.

And I've done this multiple times.

I've also counseled customers that the big expensive product wasn't right for them.

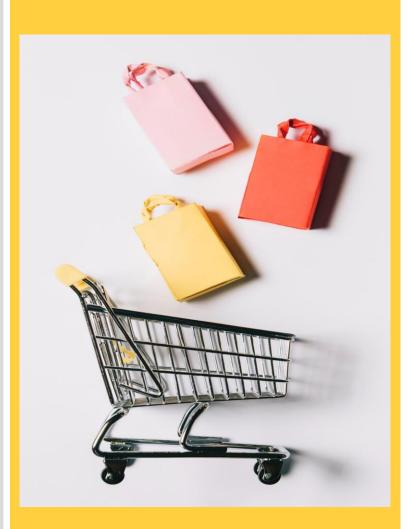
They're so happy to find an honest marketer, that they go on to buy something else almost as expensive.

I can't tell you how much extra money I've made by simply answering emails myself, but it works wonders.

And don't be afraid to jump on Skype, too. Make it clear up front that you only have 5 minutes. But of course, you can always go longer if you choose to.

This is a secret I've seldom told to anyone, namely because I like being the marketer who, in contrast to others, does this...

Because it pays really, really well.





Goal Setting That Actually WORKS

By now I'm sure you've learned in life that having a goal isn't enough. You set a goal, you get all excited, you feel like you've already accomplished something, and a week, a month or a year later, you are no closer to the goal than you were before.

What happened?

First, the setting of the goal gave you immediate satisfaction, so that you didn't feel you needed to do any more at that point. Sure, you'd have to work on your goal later, but for the moment, you felt good. And that inertia of the false feeling of already having accomplished something kept you from moving forward.

Second, if and when you did come back to work on the goal, you realized it wasn't just a goal. It was a fat, hairy GOAL with teeth! It was big and scary and overwhelming and hey, couldn't you get started on it tomorrow? But of course!

And so, you very likely didn't even begin.

If you did get started (good for you, because 2 out of 3 people never even get that far) then you soon felt so overwhelmed, you set it aside for later. And that 'later' never came.

But... if you have MILESTONES to achieving your goal, then you can - wait for it - ACHIEVE YOUR GOAL.

Think of crossing a wide stream of rapidly moving water. If you try to leap across the stream in one bold move, you're going to land in the water and get swept downstream.

But if you place several large boulders across the stream, and if you move from one boulder to the next, then you can get across.

Milestones work the same way. You set several milestones between where you are now and the result you seek. As you achieve each milestone, you get a sense of accomplishment.

Yes, your goal might seem too big and too grand to achieve. But you can get to the first milestone, right? And each milestone has a series of action steps that need to be taken to reach that milestone.

You perform the actions to achieve the milestone. You achieve several milestones to get to the goal.

And then you've done it! There is nothing new or novel about this approach. Yet, 9 times out of 10 goals never get achieved because the person setting the goal never broke it down into smaller, manageable steps.

Because most people never map out the specific actions essential to their goals and never schedule these actions, they just turn in circles.

A sense of overwhelm overtakes them because they're seeing a huge mound of things to do in their mind, but they've never gotten specific and organized about how to do those things.

Unless you can see the goal, the milestones and the actions right in front of you, you're going to waste a great deal of time and mental energy trying to figure out what to do next. You'll do things out of order, you'll lose your sense of accomplishment, and you'll get discouraged and quit.

One of the great secrets to getting where you want to go is seeing everything visually in front of you, much like seeing the map on how to get to your destination. Once you've got your goal, you pick out the milestones to be achieved on the way to that goal, and then you write out the actions for each.

As long as you've got a specific list of actions to take, you've got it made. Now you can move into action quickly.

If you don't have a specific list of actions to take, then things are ambiguous - something with which you're no doubt highly familiar. We think we're comfortable with ambiguity, because it allows us to stay in our comfort zone and not stretch ourselves.

But the funny thing is that there is nothing comfortable about the comfort zone. It keeps you turning in circles instead of moving ahead. And it keeps you in a constant state of overwhelm, instead of feeling good about yourself and what you're accomplishing.

Of course, you could make alterations to your own course to make it look like it's more customized.

And your course doesn't have to be on building websites - it could be on anything that businesses need, like getting new customers or automating some aspect of their business, like list building.

One more thing - he makes a second stream of income by selling a done-for-you service, too.

For those who buy his course and don't want to put in the work of building their own website, he has his team of outsourcers build the site for them.

He discounts the cost of the website by however much they paid for the course, so the course is then 'free.'

He's now closing in on \$20,000 a month doing this, and I'd estimate he spends about 10 hours a week on the business. Not bad.

Is the payoff big enough to excite you?

If not, then you don't have the right goal. You need a bigger goal. Your goal should be large, not 'reasonable.' It should be exciting. It should be BIG with a BIG payoff that makes you excited and happy just thinking about it.

If the payoff is big enough to excite you, then ask yourself... Have you kept the payoff front and center in your mind? if not, then you know what you need to do - night and day, you need to visualize achieving that goal.

The payoff is the vision embedded in your subconscious that effortlessly sets you on fire with your goal. Your goal should be something you can't get out of your mind, something that pulls you along - not something you have to push yourself to accomplish.

Get serious about keeping the vision of the payoff in your mind at all times, because this is the ONE thing that will get you going and KEEP you going.

No one - not the best motivational speaker in the world sitting on your shoulder - can keep the vision of the payoff alive for you. You must continually stoke that fire and keep that vision front and center in your mind.

How do you do that?

It's going to depend on your goal and the payoff. For many people, visualizing that payoff you receive when the goal is achieved is enough. Sit quietly morning and evening and LIVE the achievement of the goal as though it is happening right before your eyes.

Say affirmations that support the achievement of the goal and receiving the payoff.

Listen to motivational recordings while thinking about your goal and the payoff.

Write down your goals - by hand - at least once per day. If you're doing all of these things and you're still not motivated, then the payoff is not big enough. You need a bigger goal. Make the goal bigger and start the process over.

What about doubts?

If you have an exciting goal with a great payoff, but all these doubts are creeping in, then you're not on the right track. If your payoff is large enough to really capture your imagination, so that you can't keep your mind off of your goal, then doubts won't matter. They won't make an impact and they won't slow you down.

Maybe I better say that again: When your goal is BIG enough and the PAYOUT is EXCITING enough, the doubts won't matter. You'll push right through them like a bulldozer through cotton candy.

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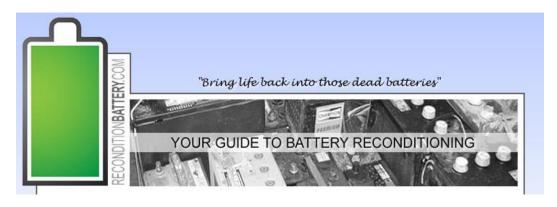


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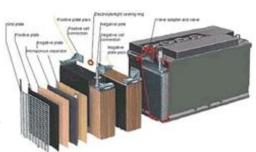
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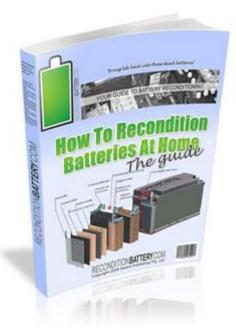
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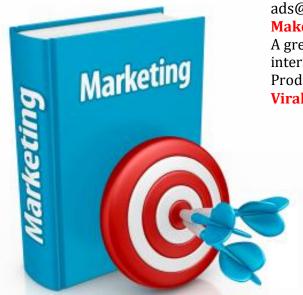
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MWM wants You to Know

Dark and Dangerous Upselling

If you're in the right sort of niche -such as make money online, investing, selling and others -there is probably a lotof information you don't actually share with your customers.

For example, let's say you're creating a product on how to create and market website plugins. It could be a book, video course or whatever.

You put in all the great info on how to come up with ideas, how to have the plugins created and how to sell them.

But along the way, you realize you also have a lot of info that you're afraid to share... Like how you make more money if the plugin is essentially useless without the upsell. Or how you can easily rip off someone else's plugin, make a few small changes, rebrand it and make a fortune.

These are things that are not lily-white hat. They're not black hat, either, but fall somewhere in the grey range.

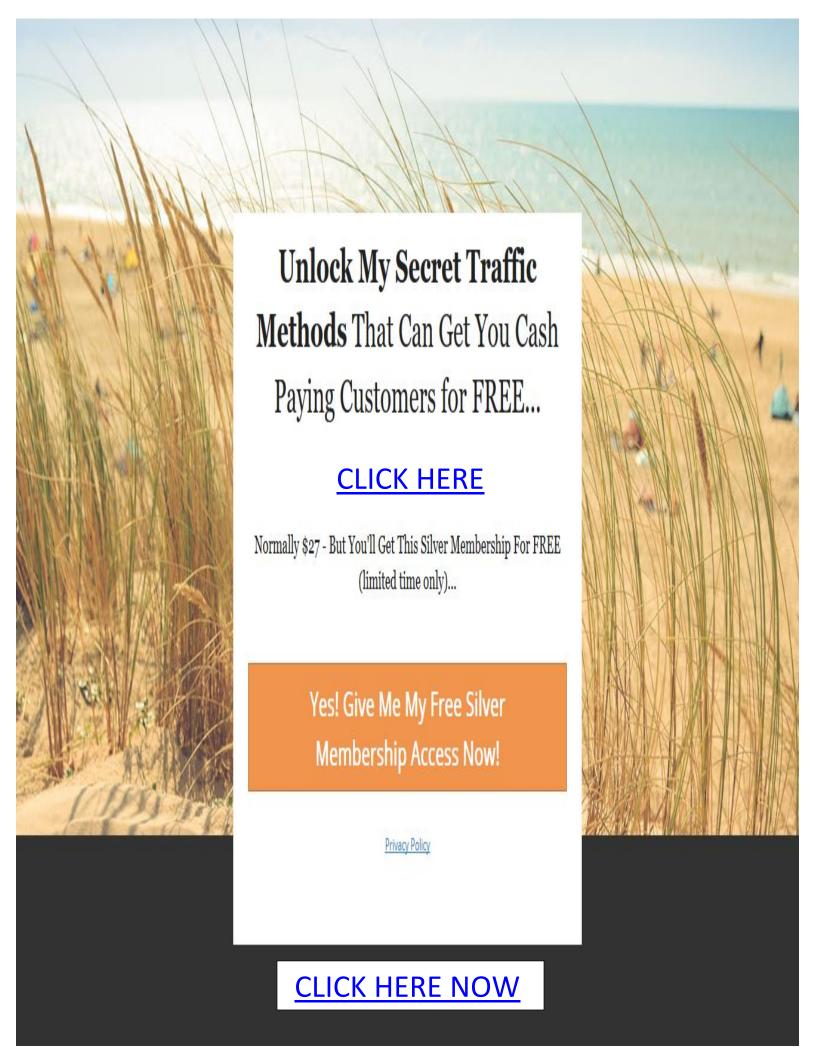
Should you include these things in your main product?

No.

Instead, place them all in a separate product and offer it as an upsell. Have plenty of warnings on the upsell page that these are NOT whitehat, but not black-hat, either. Some people might object to these techniques, be offended and so forth.

"Buy it at your own risk, and don't say we didn't warn you."
Skulls and crossbones might work nicely for this, along with the words "Top Secret" and so forth.

Charge perhaps half the price as you charged for your main product, and I'll wager you sell the upsell to half of your main product customers.



Simple Trick Triples Your Output

You've only got so many hours in the day to get stuff done.

Plus, you'd like to have a social life, too, right?

So how do you get the most stuff done – and done well – in the least amount of time?

With something called task grouping.

Grouping tasks simply means spending a majority of the day or a large chunk of time within a certain day to do a specific kind of task.

It could be creating several podcasts back to back.

Or answering all emails once per day, rather than throughout the day.

Or outlining or even writing several blogposts at once.

It doesn't matter what it is, as long as you can do several of it back to back.

This is beneficial because instead wasting time transitioning from one kind of task to another kind of task, and having to get back into the flow state each time you switch tasks, you can get into one groove and stay there until you have several tasks accomplished. You can wake up knowing that today is the day you outline the next 3 months of blogposts, and so your head and your mental energy is in the right place for that.

It allows you to get a lot more done in a short period of time. Let's say you're doing podcasting. You do 4 or 5 podcasts in one afternoon or one day, and then you can send them off together to be edited, and your podcasts are done for the month.

Think of how much more you could get done if the day to day stuff took maybe a third or a quarter of the time it takes now.

When you switch between tasks, your mind has to shift gear, too. You use different thinking to do different tasks in an optimal fashion. Think of a time when you were "in the zone." What happened when someone interrupted you? You lost the flow. It's the same thing every time you switch between tasks – you lose the flow. Trying to pick up where you left off, you lose time figuring out where you were and what you were doing. And if you add all of this up at the end of the day, you've lost not only time and productivity, but also the quality of your work has suffered, too. But don't get this confused with taking breaks. Your brain needs you to take a 5-minute break every hour so it can recoup and get ready for the next burst of work. And your body will really appreciate it if you use those 5 minutes to MOVE and get your heart beating a little faster, too.

To summarize, batch your work so that you are doing similar things in a bunch, like recording several podcasts in one day. Take short breaks to move and get your energy flowing, then get right back to work. Don't allow any other interruptions other than short breaks. You'll be amazed at how much work you get done.



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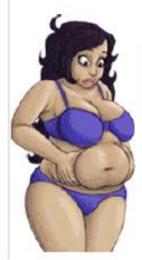
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This Month's Marketing CLINIC

How to Earn Multiple Income Streams from Today's Fastest Growing Social Media Platform - TikTok

TikTok began as a moderately successful video sharing tool, but now it's become one of the most downloaded apps in the world.

Marketers have begun to see the potential of the platform, and yet you still don't hear that much about how to monetize this new social media app.

That's why we're going to talk about what TikTok is and several strategies you might use to build your audience and even monetize this app.

Don't worry, you don't have to lip synch videos and put yourself out there on the app. In fact, you can stay completely behind the camera if you wish.

You can think of TikTok as Vine's strange cousin that originated from China. It's an app on which you can make 15-second funny/silly/weird videos and then add different effects and filters.

TikTok has over 500 million active monthly users and it's rapidly growing. Instagram's monthly active users' number 1 billion, which means TikTok is already halfway to equaling Instagram.

You might want to read that last sentence again because it spells massive OPPORTUNITY for early adopters...

As you can see, this is a HUGE new emerging market of opportunity if you know how to use it to your own advantage.

Probably the most significant impediment to TikTok marketing success has been that most marketers (and business managers) older than 30 have never heard of the platform, leaving vast opportunities wide open for those who take action now.

This is our TikTok marketing guide, offering you multiple possibilities for your business to make the most of TikTok and its young and growing audience.



One note about age of users: While the audience is decidedly young now, I've already witnessed several instances of teens and twenty-somethings getting their parents and grandparents involved.

Unlike Facebook when young people left as older people came in, this platform might reverse that trend, with young people leading their elders onto the platform to see their latest escapades and creative endeavors. Time will tell.

How Does TikTok Work?

TikTok has always been about uploading short videos. In the beginning when it was known as Musical.ly, users uploaded videos of themselves lip-synching to music videos. Yes, that surprisingly caught on.

But the more talented and technically proficient members uploaded videos of their own original content. Naturally, these are the people who became the early influencers on the platform.

Most TikTok videos are up to 15-seconds long, which is perfect for short attention spans and continual surfing. But you can create and share 60-second Stories-type videos, too.

Examples of what you might find on TikTok are new comedians performing stand-up routines, musicians playing, skateboarders doing tricks, people pulling pranks, fashion and makeup tips, crafters and their creations and just about anything you can think of that holds interest for 15 seconds.

And you will also see (HINT HINT) videos featuring people using their favorite products.

Just like YouTube, a vast number of TikTok users are much more interested in watching videos rather than making videos.

How Can You or Your Brand Use TikTok?

There are three main ways that brands can do traditional marketing on TikTok. (Note: We'll cover additional methods of monetizing TikTok later in this article.)

1. You can create your own channel and upload relevant videos through your channel. These videos could highlight your product, if done in an entertaining, somewhat non-salesy manner.

- 2. You can work with influencers, to spread your content to a broader audience. You might want to do a combination of running your own channel and working with influencers to spread content to a broader audience.
- 3. You can pay to advertise on TikTok. These are EARLY days for TikTok advertising, and things are changing and evolving as they roll out beta models and test them out.

As of now, here are the types of ads that are available, but keep in mind all of this is subject to change:

Biddable Ads

In April 2019, TikTok launched a beta of its "managed service platform" for biddable ads space. There is only one ad unit: The standard in-feed video ad.

There are three action models: CPClick, CPM, CPView (6 seconds). For targeting, TikTok offers age, gender, and state-level geotargeting, and the company is promising interest, behavioral, more granular demo targeting over time.

Brand Takeover

This ad appears instantly when a user opens the app, bringing your message front and center. You can then drive users to an internal or external destination.

However, the use of this format is limited to one advertiser per day.

Branded Lenses

Similar to lenses offered by Snapchat and Instagram, TikTok's branded lenses bring face filters, 3D objects, and augmented reality (AR) to users. This brings an incredibly deep level of user engagement.

Hashtag Challenge

This ad campaign heavily encourages user-generated content (UGC) by asking users to participate in a challenge, which are immensely popular on TikTok.

This capitalizes on the users' natural tendency to create and share content on the platform and has a high potential for virality. The rep partners with the brand for six days during the length of the campaign. For example, US talk show host Jimmy Fallon issued a #tumbleweedchallenge. Users were challenged to upload videos showing themselves rolling around like a tumbleweed, complete with western music. This simple and silly challenge garnered over 8,000 submissions and more than 10.4 million engagements.

Until your brand builds up a popular TikTok channel of its own, you might want to work with influencers to kickstart your #hashtag challenge.

Best of all, once a #hashtag challenge is launched on TikTok, it's super easy for people to participate and share.

User-Generated Content

You can create your own content to place on your own channel, or work with influencers to encourage their followers to create user-generated content that supports your brand.

Keep in mind that TikTok users tend to be young. They love participating, rather than simply being passive.

That's why if you can find a way to encourage your TikTok users to create videos of themselves with your products, you're likely to get a high buy-in.

A great example is the Chinese restaurant Haidilao and a do it yourself option on their menu. Customers who selected the DIY menu item created their own unique offmenu dish and then filmed the experience.

Once a few patrons uploaded their culinary attempts, others flocked to the restaurant so that they could also create their meal and video.

Ultimately, more than 15,000 people requested the DIY option; 2,000 ultimately uploaded videos of their creations, and 50 million people viewed the videos.

Your goal in making content on the app is to try and get big with it, just like any other social media platform. It's a fairly new app so there's not a lot of seasoned creators that you have to compete with yet.

But TikTok millionaires have already been minted on TikTok, mainly in China, since the app got its start there.

Now this is key:

As you gain a following on TikTok, transfer that following to Instagram, YouTube and your email list.

Just to be safe, do NOT put all of your eggs in one basket.

Remember Vine? There were marketers who concentrated exclusively on Vine, and when it disappeared, so did their followers.

Transfer your audience to different platforms, and that way if one platform disappears, you're still fine. Of course, it's highly unlikely that YouTube is going to disappear, or even Instagram for that matter.

But TikTok is still too new to say for certain that it will still be around in 5 or 10 years.

Plus, it can be easier to monetize your following on YouTube, Instagram, Facebook Groups and your own email list, too.

There are some folks who started on Vine because it was easier to build an audience there. Then they transferred their audiences to YouTube and are now millionaires.

Something to think about \odot .

Influencer Marketing

The influence marketing techniques you see on YouTube work on TikTok, too. Choose influencers who have audiences that are suited for your product.

And if possible, consider letting your influencer create the content their way, because they know what their followers like.

One of the best things about TikTok is you or your influencer do NOT need to be the next Steven Spielberg.

TikTok's young clientele aren't interested in high video production values, but rather originality and fun.

It's best to trust your influencers to produce their videos their way – even if it looks amateurish to you.

Let's say you start a drop shipping store. Maybe you sell tshirts or apparel or anything people 35 and younger might like.

This could be a golden marketing opportunity to get the right influencers to promote your stuff.

Since TikTok is new, odds are these influencers aren't getting too many brand deals, so they probably won't charge too much for a shout out. The return on investment you could get with these influencers could be huge.

How to Make the Compilations?

This isn't going to be a whole primer on making video compilations, because frankly it's pretty darn easy.

Compilation Videos

Here's a money-making method that simply involves hunting and editing videos.

People right now are creating TikTok compilation videos that are making tremendous money on YouTube. In fact, it's kind of mind-blowing how much people are making using this little method.

Here's how it works: When you upload videos to YouTube, your goal is to get a certain amount of views and subscribers that allow you to connect your channel to Google AdSense, which then starts playing advertisements at the beginning of your videos.

You earn a percentage of the advertisement that's being played.

People are taking a bunch of TikTok Videos and compiling them into one video, and then uploading that new video to YouTube.

People used to do this with Vine, and they were doing extremely well. Of course, the problem with that is Vine no longer exists so those channels ran out of content to post. TikTok is the new version of that.

If you go to YouTube and search TikTok compilation, and then filter it by view count, you'll see videos with over 200 million views in six months.

If you do the math and figure out how much money they're making, it gets insane. On YouTube you get paid per 1,000 views, and how much you get paid depends on the type of content you have.

But even being super conservative with our figuring, these top TikTok compilation videos most likely are earning well over a hundred thousand dollars in 6 months. In fact, it might be three times that much for the top viewed videos.

How much you earn will vary and I make no promises, but you can certainly see the potential in this. Keep in mind that throwing up just one video might not get you the YouTube traffic you seek. But being consistent and continuing to put up videos will bring the traffic.

Why do people love these videos? I think it's because people want a quick laugh and they have short attention spans. Each clip inside the video is going to be maybe 5 to 10 seconds, and then it's on to the next clip.

And when the video is over, most times the viewer then wants to watch another compilation, and another and so on.

You choose a topic or theme for your video, and then search TikTok for appropriate videos.

Use SaveFrom.net or a service like it to download the videos.

And then use WeVideo.com or any software you choose to make the videos.

Both SaveFrom and WeVideo are drop dead easy to use, and if you do have questions, they have help sections. You can also look on YouTube for help as well, but I don't think you're going to need it.

Make it a practice to create and post at least one video a week. Make the videos 5 to 10 minutes long and no longer.

It's better to have many shorter videos than a few long ones, because you'll get more views and make more money.

If I were to convey one thing about TikTok, it's this: Because it's new AND it's growing like wildfire, get in now and just DO something with it. Experiment and find out what works for you and your business.

There are going to be many more ways to monetize TikTok that haven't even been thought of yet. You don't always get the chance to be in on something new and hot, but when you do get the chance, it just makes good sense to DO something about it.

Enjoy, have fun, and watch for the possibilities and opportunities.

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