

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

FEBRUARY 2019

If ... We Put It ALL
In the Palm of
Your Hand
Could You
Make It
WORK ?



Steve Chou

of "My Wife Quit Her Job"

**Has A List for Us of
Things She Learned**



**12 Things She Discovered from Starting
Two 7-Figure Lifestyle Businesses**

**E-Commerce
Provides Us with
a Shopping Mall
in Our Pockets**

By Eunice Walker



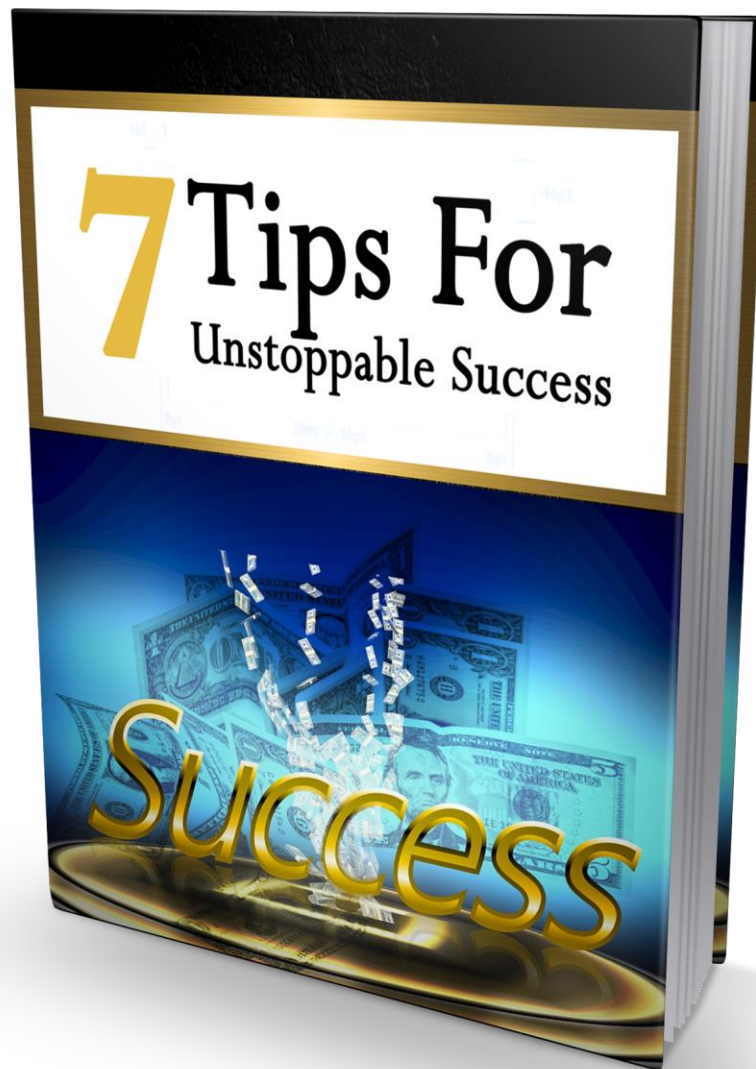
**This Month's
Marketing
CLINIC
Is Relationship
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There is absolutely no risk. I'm even going to take away ALL RISK for you. It's pretty simple: if you don't like the Training, you don't pay. Period. You have nothing to risk and everything to gain.

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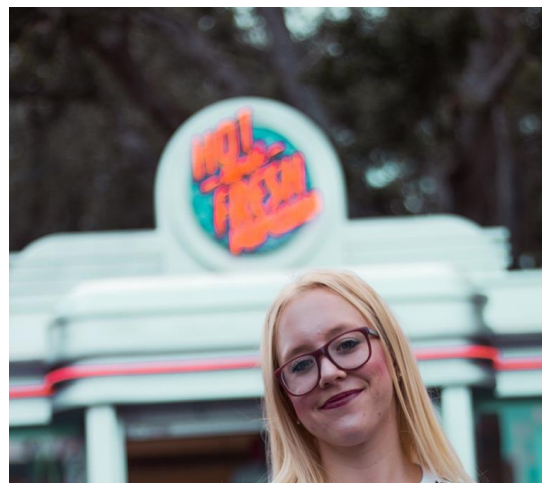
You Don't Even Have To Say "Yes" To Get Started Right Away, Just Say "Maybe" And I'll Send Your First Lesson Instantly!

Features ...

- 5 **MWM Editor's Letter**
Welcome to the **MWM FEBRUARY 2019**
- 6 **MWM Inbox**
- 8 **E-Commerce Provides Us with a Shopping Mall in Our Pockets**
By: Eunice Walker
- 9 **MWM New Product Feature**
WP Fresh Start 5
- 13 **MWM Success Guide – Do You Need A Trademark?**
- 16 **MWM New Product**
Dynamic Digital Software Store
Want A FREE Website?
- 17 **Subscribe For FREE**
to Making Web Money Magazine
- 18 **MWM Ask The Expert**
Case Study: How To Make 5 Figures A Month Giving Away Free Courses
- 26 **MWM New Product Feature**
MailScript X
- 29 **Advertise in MWM**
Be seen by **YOUR** potential customers.
- 38 **MWM New Product Feature**
FastEye Pages



8 Eunice Walker



57 MWM Back Stories

- 35 **MWM Q&A - “Buyer Beware!” or “How Sneaky Language Increases Sales”**
- 41 **MWM Marketplace**
Buy & Sell domains and websites.
- 57 **MWM Back Stories**
Steve Chou gives us 12 Things Discovered from Starting Two 7-Figure Lifestyle Businesses

MWM contents

[FEBRUARY 2019]

Features ...

- 7 MWM In The NEWS
- 22 MWM - New Series on Business Hacks – this Month - Business Hacks to Grow Your List with Webinars
- 30 How To Sell a Ton More Residual Products
- 32 MWM Videos
- 37 4 Ways to Find USA Wholesale Suppliers
- 41 Are You Getting Paid Up Front Yet?
- 45 Can't Write 6 Emails a Week? Do This:
- 45 MWM wants You to Know - The One Word Every Prospect Loves
- 51 How to Drastically Increase Your Sales Page Conversions
- 52 How To Eliminate Distracting Negative Thoughts
- 54 Affiliate Marketing Done Right

55 This Month's Marketing CLINIC

Is Relationship Building Hogwash?



22 Business Hacks



55 Relationship Building



Welcome to the **FEBRUARY 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.*

- **eCommerce Provides Us With A Shopping Mall In Our Pockets** By Eunice Walker

- **New Series on Business Hacks** - this Month - **Grow Your List with Webinars**

- **How to Sell a Ton More Residual Products**

- **4 Ways to Find USA Wholesale Suppliers**

- **Are You Getting Paid Up Front Yet?**

- **Can't Write 6 Emails a Week? Do This:**

- **How to Drastically Increase Your Sales Page Conversions**

- **How to Eliminate Distracting Negative Thoughts**

- **Affiliate Marketing Done Right**

- **This Month's Marketing CLINIC** - Is Relationship Building Hogwash?

- **MWM Success Guide – Do You Need A Trademark?**

- **MWM Ask the Expert - Case Study: How to Make 5 Figures A Month Giving Away Free Courses**

- **MWM Q&A: "Buyer Beware!" or "How Sneaky Language Increases Sales"**

- **MWM Back Stories – Steve Chou gives us 12 Things Discovered from Starting Two 7-Figure Lifestyle Businesses**

I hope you enjoy this month's issue of the magazine – Check out over 80 Great Back Issues of Making Web Money!

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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 entertainment purposes only.



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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.

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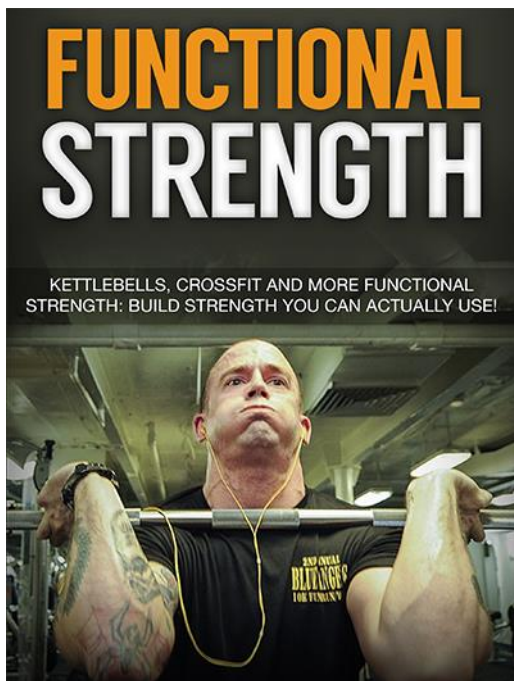
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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harry.crowder@gmail.com



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?

Did you
know:

Facebook is blue because Mark
Zuckerberg is color-blind and best
sees the shade of blue.



IN THE NEWS

Google Introduces Four New Search Ad Position Metrics

The Google Ads team has introduced four new search ad position metrics to better help advertisers get most out of their online ads.

These metrics are going to help advertisers learn where their ads appear in the search results.

<https://support.google.com/google-ads/answer/9140484>

Americans Buy 58% Items Added to Shopping Carts [Survey]

A Yahoo! news report citing a survey by OnePoll has revealed that Americans buy only 58% of the items added to their shopping carts.

Here are some useful findings:

<https://uk.news.yahoo.com/abandon-online-shopping-carts-time-163000225.html>



E-COMMERCE PROVIDES US WITH A SHOPPING MALL IN OUR POCKETS

By: Eunice Walker



Businesses all over the world have started exploring the abundant prospects of marketing over the internet. One such field which has made perhaps the largest impact is e-commerce. The idea of shopping has been transformed to a whole new experience. Buying and selling as we used to know, might not exist in the future.

The comfort of online shopping

The idea of conducting business online is not a new idea but to conduct direct purchase of varied range of products from daily utilities to fantasies could not be thought of in the past. But with the rise of information technology, the internet is turning out to be perhaps the largest shopping mall in the world. The comfort given to the buyer and the wide variety of choices displayed has made us more active shoppers

Smartphone apps gives us shopping malls in our pockets

The advent of smartphones and the development of various 'apps' mean we can carry around a virtual shopping mall in our pockets. Mobile marketing with spamming via text messages, emails and online ads has taken ecommerce a step forward. The idea of shopping out of your cell phone has been driving us more and more towards ecommerce.

The start-up giants of online shopping

E-commerce has given platform to various start-ups as well as established businesses to gain access to previously unknown and unexplored aspects of marketing.

- Companies like Amazon and e-bay is now among the top revenue earning companies in the internet. These American start-ups are now operating worldwide with huge global turnovers.
- Chinese giant Alibaba is steadily taking their venture worldwide. The ease of modern day banking has been a very essential aspect in taking this trade forward.
- **Cloud computing has been creating these huge markets with the entire world becoming the customers and the huge chance of businesses to**



Eunice Walker is a content marketing expert. She enjoys creating interesting articles about different topics, from health and fitness to child care.



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

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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!**

Do You Need A Trademark?

First, I'm not a lawyer. I don't play one on television, but I do enjoy a good legal drama show with humor (Boston Legal, anyone?).

Thus, this is NOT legal advice, just my own non-legal opinion, written with the help of Legal Zoom.

And my answer is yes, you most likely need a trademark... unless you don't. We'll decipher this in a moment.

First...

What is a trademark, anyway?

A trademark is basically a brand.

Think CocaCola, their name, their logo, and you get the idea. Customers purchase based on brand names. For example, they don't buy Dr. Nut, they buy Dr. Pepper.

Yes, Dr. Nut was a real soda, and it was GOOD - better than Dr. Pepper. But Dr. Pepper had the well-known name backed by millions of dollars of advertising - Dr. Nut didn't. But I digress.

A trademark is basically a communication tool. Your brand or logo conveys intellectual and emotional attributes and messages about you, your business, your reputation and the products and services you're selling.

And a trademark doesn't even need to be a word. Think of Nike's "Swoosh" design: It's recognized globally, regardless of language.

Trademarks make it easy for customers to find you on the internet and social media, making them a true asset to your business. They don't cost a lot of money to get, and they never expire.

The United States Patent and Trademark Office will charge you as little as \$275 to obtain trademark registration. After 5 years you will pay a few hundred dollars more, and then every ten years you'll pay again. Not bad, considering you're protecting your business and your name. And as long as you use your trademark, it will never expire. You can leave it to your heirs or sell it along with your business to fund your retirement.

What if I don't register my trademark?

If you don't register your trademark, but you do use it in your business, then you may have common law protection. You may be able to stop others from using your mark, but only in your immediate geographical area. This doesn't help if your business is on the Internet, but it's useful if you run a mom and pop pizza shop.

If you do register your trademark, you gain several advantages according to Legal Zoom:

- Nationwide trademark protection
- Your trademark ownership becomes part of the USPTO's database, creating a public record of your ownership and the date you began using the trademark
- People who conduct a trademark search will see your trademark and may be less likely to use it
- You can file a lawsuit in federal court to enforce your trademark
- Registration creates a legal presumption that you own the trademark and can use it for the goods and services listed in your trademark application. This is helpful if you ever need to sue someone to enforce your trademark

What kinds of names can be trademarked?

According to Legal Zoom, the more distinctive the name is, the easier it is to trademark.

"Coined" or made-up names like "Xerox" are the easiest to trademark and receive the strongest protection. Names that use existing words in unique ways-such as "Apple" computers-also make strong trademarks.

Names that suggest a product without describing it can also be trademarked. Examples are "Greyhound" bus and "Goo Gone."

Descriptive business names are the hardest to trademark. These include personal names, such as Ben & Jerry's ice cream; location names, such as "Chicago Pizza;" and names that describe a product or service, such as "Best Carpet Cleaning." The USPTO won't register a trademark for a descriptive name unless you can also show that the name has been used so much that people automatically associate it with your product or service.

If your name is similar to another business that offers similar products or services, then you likely won't get the trademark. For example, Pink Petunia Clothing is too similar to Pink Petunia Dress Shop and would confuse any customer.

There might be an exception if you can PROVE you've been using the name longer than the other business. In this case, you might want to consult a legal professional.

For that matter, you might want legal help regardless of your situation when applying for a trademark. If you hop on Google, you'll find all manner of services that are standing by to help you secure your trademark, for a fee, of course.

I sell on Amazon, do I need a trademark?

If you sell your own products with your own brand name (as opposed to being a reseller) then most likely, yes.

From JPG Legal: Amazon has recently changed its standards for their brand registry, which is the in-house trademark database they maintain for sellers. This is the main resource Amazon sellers have for stopping people who counterfeit and infringe on their brands.

With the changed standards, it is now much more important to have a trademark to legally defend your good name from copy cats selling inferior products.

What kind of Trademark Service help can I get online?

Basically, there are two kinds of online help:

There are full-fledged lawyers and law firms who will typically bill you for as many hours as they think they might get away with, so buyer beware. When you've got a fledgling business, you obviously don't want to be paying five figures for a trademark if you can help it.

On the other end of the spectrum, there are cheap, no-frills online service providers who may or may not get you the help you need.

Why would I need any help at all?

Applying for a trademark isn't just filling out a form and submitting a fee.

First, you determine if a trademark is right for you and your business.

Next, you get ready to apply by selecting your mark, finding out if it is registrable and determining how difficult it's going to be to protect.



Then there is mark format, identification of goods and or services, searching the USPTO database to determine similar or identical trademark rights in wording and or design and determining your filing basis. Only then do you prepare and submit your application.

You can monitor the progress of your application through the system online. You'll be assigned a USPTO examining attorney who will review your application to determine if it complies with all applicable rules and statutes.

Note: If you make a mistake along the way, your filing fee will not be refunded and you'll have to try again. And this entire process can take months.

If the examining attorney decides your mark should not be registered, the attorney will send you a letter explaining the reasons for refusal. If only a minor correction is needed, they may contact you via phone or email. If the examining attorney approves the mark, it is then published to give other parties 30 days to object. If there are no objections, the mark can be issued.

The proceeding was a greatly streamlined and simplified version of the entire process, which should clue you in as to why many businesses use attorneys. Still, don't let the process deter you from doing most of this work yourself.

You can go to <https://www.uspto.gov/trademarks-getting-started/trademark-process#step5> to read the specifics of the entire trademark process. And you can find the appropriate forms online if you wish to pursue the matter without legal help.

Did I scare you off from getting a trademark?

I hope not. Yes, it is a hassle. Yes, it takes months to get a trademark, or even longer if someone objects. Yes, it costs money.

But if you are serious about building a brand that customers trust and that you can one day sell for SERIOUS money, then I highly recommend you consider getting a trademark.

The extra work and hassle you endure now to get that trademark can pay off handsomely in financial dividends later.



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Case Study: How to Make 5 Figures A Month Giving Away Free Courses

This takes some legwork, but once you have it set up, you can make 4 or 5 figures a month like clockwork.

First, you're going to target niche marketers (in most any and every niche) who want to turn their hobbies, interests and passions into full time income.

There are couple of reasons for targeting them, versus targeting people who come online for the sole purpose of making money, without already have a foundation to build upon. These niche marketers often already have some income. They have an audience. They have a blog and social media. They just need help to monetize it, and they're ready and willing to pay for that help.

Now then, why give a course away? Because the real money is on the backend.

In our case study, Joshua (not his real name) has built several different courses, all aimed at helping these niche marketers to monetize their efforts.

If you think about all the different aspects of internet marketing, such as building funnels, driving traffic, creating products and so forth, you'll realize there is a LOT to teach here, with a huge potential.

Joshua picks a topic – for example, how to build a profitable sales funnel.

He creates an awesome training course on how to build a funnel and monetize it to the max. And he creates this course from the newbie point of view, giving good information and techniques.

The free course is offered through a squeeze page, and he sends traffic to the page via paid and free methods. One of his best free methods is free viral reports targeted very specifically to certain niches.

These courses are doled out in segments over the course of weeks. The first couple of weeks are overviews to acquaint the reader with how the whole thing works, what to expect, what a sales funnel is and so forth. It gets them really excited for the content to come.

Next, everything is laid out in a step by step fashion. For example, step one might be to get an autoresponder or a website.

And in every single step, he recommends any and every service and product that can help his readers.

He even provides separate reports on each one, giving reviews, comparisons and so forth.

Products he recommends are things like Leadpages, Clickfunnels, Aweber, Getresponse, certain plugins, hosting, software and so forth.

And of course, each and every one of these products and services is offered through an affiliate link.





Remember, the course is FREE. And it's excellent information. That's why Joshua doesn't feel bad about splashing his affiliate links here, there and everywhere.

These services he offers are billed on a monthly basis, bringing him monthly payments, too.

But it doesn't stop there. Joshua also recommends specialized courses on various aspects of the business. He only recommends products he firmly endorses, and his readers trust his recommendations.

Everything is framed from the standpoint of helping the reader and being an advocate for them. And everything also pays Joshua hefty commissions, too.

Next, Joshua offers done for you services, like article writing, SEO, graphics, website design, email sequences, email support, PLR, plugins and so forth.

He has a team of freelancers that handle this work for him. Naturally he sells everything at a markup. And his customers are thrilled they don't have to find their own freelancers.

Next, Joshua offers high-ticket coaching and support. For \$200 a month, he will answer questions via email. For \$400 a month, he jumps on the phone with you once a week. Frankly, I think he could charge more for the coaching, and he says he will likely double his prices soon.

All of this comes from giving away a FREE course. And remember, Joshua is also building a list in the process. He sends out promotional emails three times a week in addition to all the promotions within the training, and no, he doesn't get complaints because his course is FREE.

And Joshua currently has THREE of these courses set up, with his eyes on creating another 4 in the next 4 months.

That's seven free courses, all building his list and gaining him sales of all the various products and services he's recommending. And he never comes across as 'selling.' Not really. He always plays the 'advocate' card, looking out for his subscribers and only steering them to the best resources that will give them the highest advantages and biggest paydays.

Right now his take home income after expenses is up to over \$8,000 a month and climbing. I imagine when he gets the next four courses online, that will likely double or more.

Not bad for creating some courses one time and giving them away for free.

One note: If you do this, be sure to update your courses as needed. If your information is kept current and your links are all valid (some products come and go) then each course can continue to make you money for years to come.

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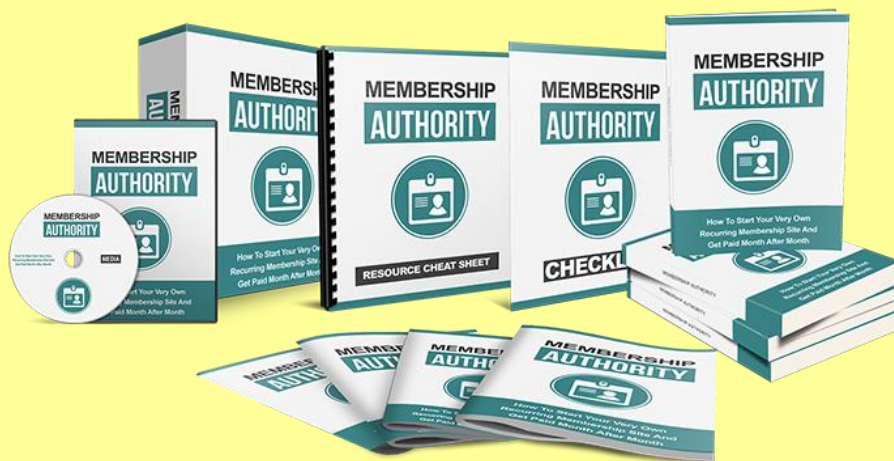
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Why Should You Create a Membership Site?

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.**



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Business Hacks to Grow Your List with Webinars

Video is responsible for over half of all traffic to websites. Because of that, webinars are amazingly effective in helping you build a responsive email list. But, to be successful you need to choose the right topic for your audience, present it on the right platform, and get the word out about your webinar so that you have plenty of registrations.

Remember, registrations equal email subscribers, not necessarily live viewers so you want to offer a recorded replay of the live webinar too because that's what's going to ensure that they stay on your list and respond to your offers.

There are many reasons webinars work to help you build your email list. You're going to be seen as an expert by your audience. Plus, you'll stand out from your competition, grow your list, and increase profits all because of webinars. Let's look at the process of growing your email list with webinars.

Choose Your Topic Wisely

Picking a webinar topic is one of the most important aspects of using webinars to build your email list. You need the webinar to be valuable enough for people to want to spend an hour with you, but you don't want it to give everything away so that they have no reason to purchase your offers.

- **Make it Useful** – Your ideal audience member should be able to attend the webinar and learn something useful that they can put into use right now to solve one of their problems. You don't want to make the topic too broad because it'll be too much to deliver in just an hour, but you want it to provide something useful enough that they want to stay on your list and even join your wider community and hopefully become a paying customer.
- **Is Specific & Focused** – Keep the webinar very focused on that one thing that you want to teach your audience. Don't get off on any tangents because it'll make the webinar feel unfocused. When you focus it, you'll have plenty of time to deliver value including questions and answers. Plus, the more focused your topic is, the more relevant subscribers you'll get from the webinar.

Business Hacks to Grow Your List with Webinars



- **Get Ideas from Your Current Content** – Do some research to find out what content you already have that is most popular. What is getting the most views, the most engagement, and the most shares? That's what you want to do a webinar on to get more sign-ups. That's what your audience is interested in.
- **Conduct Some Research** – If you don't have an audience yet, conduct some research using Google to find out what your audience likes. Find some experts and look at what they're talking about that has the most shares, follows, and engagements.
- **Ask Your Audience** – If you have an audience on social media or via email, you can poll the audience to find out what types of topics they'd love to see a webinar about. Even though these are your current audience members, that's going to attract more people just like them which is what you want.

When you pick your topic wisely, you'll get a lot more subscribers due to their interest in the topic. They'll want to subscribe and learn more. They'll also feel as if you're just the person to learn it from because you are so good at reading their minds about what they want to know.

Pick Your Tech Carefully

Pick Your Tech Carefully

Like most things, your audience has opinions about the type of technology they like to use. Plus, some technology just works better than others for your purposes. If you want to build your list with webinars, you'll want to ensure you have the right type of website, webinar software, autoresponder as well as a good camera and mic so that people can actually see and hear you during the event.

- **Website** – When you start hosting webinars to build your list you'll want to redesign your website to be focused on your webinars and promoting your webinars. You can choose to create an entirely new site for this or you can use your current site. But, being able to direct your audience to a specific URL, where they can sign up to your webinars, will make marketing a lot easier.
- **Webinar Software** – The webinar software you choose is also important. It should easily integrate with other technology such as your email autoresponder choice, social media for marketing, and enable you to automate the registration process and list building process. Some good choices for this are [Zoom.us](https://zoom.us), [Zoho.com/meeting](https://zoho.com/meeting), and [Bigmarker.com](https://bigmarker.com).
- **Email Autoresponder Software** – Choosing the right email marketing software depends on what you use for other aspects of list building. You want software that is compatible with your other software. You also want it to have features for marketers, allows single opt-ins, and lets you schedule emails. Options like tagging, for better segmentation, helps too. Some good options are [Drip.com](https://drip.com), [Aweber.com](https://aweber.com), [Infusionsoft.com](https://infusionsoft.com), and others.
- **Good Camera & Mic** – While this doesn't directly affect people signing up for a webinar, it will affect your reputation and whether people sign up for future webinars or not. Plus, you want the quality to be good enough that you can reuse and repurpose every webinar that you host to increase your list building opportunities.
- **Getting people on your list is only part of the process of building your list with webinars.** You also want to keep them on your list by providing top-notch information in a way that your audience relates to and understands.

Fill Your Autoresponder

You'll want to add autoresponders to your service that help your new audience remember the webinar, engage with the topic of the webinar, and even help you market the webinar. Let's look at some messages you can add to the autoresponder that will encourage sharing, help them remember, and help you make some money too while growing a strong list.

- **Thank You Messages** – The first message they should receive is a thank you message that congratulates them on signing up for the webinar. This message should recap when the webinar will begin and what the topic will include. It should also include additional information to help them get the most out of the webinar. You should also let them know what to expect in terms of related messages, so they'll watch for them.
- **Extras** – Provide some surprises in your email messages prior to the webinar. For example, if the webinar has more than one presenter, provide some background information about each presenter in separate emails leading up to the event. You can also point them to products and services that they may need, with discounts only for them, if possible.
- **Reminders** – Schedule reminders every single day and then several times a day the day before and the day of the event. These reminders should also ask your subscriber to share the event with their friends by asking them to share using easy share to social media buttons.
- **Replays** – Once the webinar is over you'll want to send a recap to your subscribers with a link to the replay of the webinar. Some of the subscribers will have attended live but some won't be able to due to time issues. Sending the replay and then giving them 24 hours to watch and take advantage of the offers. It's okay to give a better offer to live viewers but you want to give something to later viewers too.
- **Relevant & Useful Content** – In addition, once the webinar is over you can continue to send relevant and useful content to the subscribers if they stay on your list. If you make the content useful and relevant, they'll be likely to stay a long time.
- **Offers** – Don't forget to find ways to work in offers. A good rule of thumb is to send an offer after ever three informative bits of content and freebies you send to them. Don't forget to add in information about future webinars too.

The right messages in your autoresponder will help you retain subscribers once they join, weed out non-responsive subscribers, and even help get more subscribers when you inform, educate and entertain your audience because they'll want to share with people they know who will be interested.

The More the Merrier

When you plan webinars to grow your email list, a great way to accomplish that is to leverage other people's audience and lists too. Therefore, consider co-hosting your webinar with one or more partners.

- **Find a Partner** – Find someone (or more than one someone) who serves your audience in a complimentary way to host the webinar with you. They'll market the event along with you at the same time which will garner more buzz. You'll introduce them to your audience and they'll introduce you to their audience.
- **Host a Webinar Conference** – A conference involves having several speakers for the webinar. This works for day-long online events. A good example of this is [Tawnya Sutherland's twice-yearly Virtual Assistant multi-day conference](#). There are 20 speakers. Each speaker markets the event to their audience and it helps grow everyone's list. This is a paid event, but the price is very low, so it can still qualify as a list building activity for the speakers.
- **Run Them Again** – Just like having more people involved with your webinar will help grow your list fast, so too will using the webinars again. There is technology that enables you to run your recorded webinars as if they're live events. A good explanation of this is on [GoToWebinar's page here](#). Other software allows you to do this too.
- **Repurpose Recordings** – In addition to running recorded webinars as live to grow your list, you can use a recorded webinar as a content upgrade, a lead magnet, as membership content and even cut them to use in advertising for future webinars to help build buzz about your future webinars.

Getting everyone involved with your webinars will definitely help you grow your list. But, to ensure that you get to enough registrants so that you get more email subscribers you'll need to get the word out about your event via marketing and advertising.

Market Your Webinars

When you've decided on a topic for your webinar, you can start marketing it right away. You don't have to be finished with the design, the content, or anything. You just need to know approximately when you'll be doing it and what it's going to be about, and you can get started telling people and building buzz.

Blog About It – The moment you are thinking about hosting a webinar start talking to your audience about it via your blog. Give them your thoughts about topic ideas you're considering. Ask them to submit their ideas and to share the buzz about the upcoming webinar too.

Show Social Proof – Once you decide on a topic when you make the landing page on your website for the event you'll want to show some form of social proof. That can be about you as a business, as a person, or about the solution you're offering depending on what you have available.

Reach Out to Your Colleagues – Once you have a good idea of the topic, reach out to colleagues to find out if anyone wants to join you. You can do one big conference with several people or you can be more strategic and do a separate webinar covering different aspects of the topic with different experts over a few weeks.

Share on Social Media – You'll want to share your process and your event via social media. You can use different methods to accomplish this. You can share all your blog posts on social media, the event landing page, interviews with your speakers, and interview of yourself and more to get buzz going.

Encourage Sharing – Don't forget to ask your audience to share everything you share with them. Getting them to share with their friends is a good way to get more people interested in your event. But, if you don't ask, they may not do it.

Pay for Advertising – It isn't expensive to pay for advertising on social media such as Twitter, Instagram, and Facebook. If you really know who your audience is and can target them specifically running paid promotions will help you get even more subscribers to your email list.

Let Your Affiliates Help – You can use a webinar as a lead magnet for your affiliates if you also have a good upsell opportunity so that they can earn money. You can also pay them directly for each subscriber if you set it up that way. It can be more than worth it to pay for these leads.

Your Thank You Page – You can also market your webinar via the thank you page by setting it up so that your subscribers can share the webinar on social media and via email with their friends. This is an excellent place to market your next webinar, if you have one scheduled.

Marketing your webinar requires a multipronged approach. You'll want to shout it out to the world using your own blogs, social media, and friends. But you'll also want your affiliates to tell people about it as well as those who sign up. When you use different ways to get the word out about the event you're going to have a lot of subscribers. Webinars are one of the fastest ways to grow your list and they can be fun too.

Get started right now. You won't regret it.

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- It's all cloud based, nothing to install, works on PC and Mac

Also, You Can Sell The Emails You Create With Mailscriptx

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See MailScriptX In **Action**



Did you know

USA leads the pack of nations with most Internet hubs. USA has 97 hubs, Brazil has 23 and France has 21 hubs.

"Discover How To Start, Build and Launch Your Own Digital Product Business Without Breaking The Bank..."

Find Out How To Create Your First Digital Product For Sale And Start Getting Sales On Autopilot!



What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
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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**
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- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
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This is the ultimate guide to **How To Launch a Digital Product Business!** You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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e-Commerce is growing like never before!

You would be amazed to know a proven and tested system to easily and quickly create a profitable online store, and boost your profits in a hassle free manner.

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?

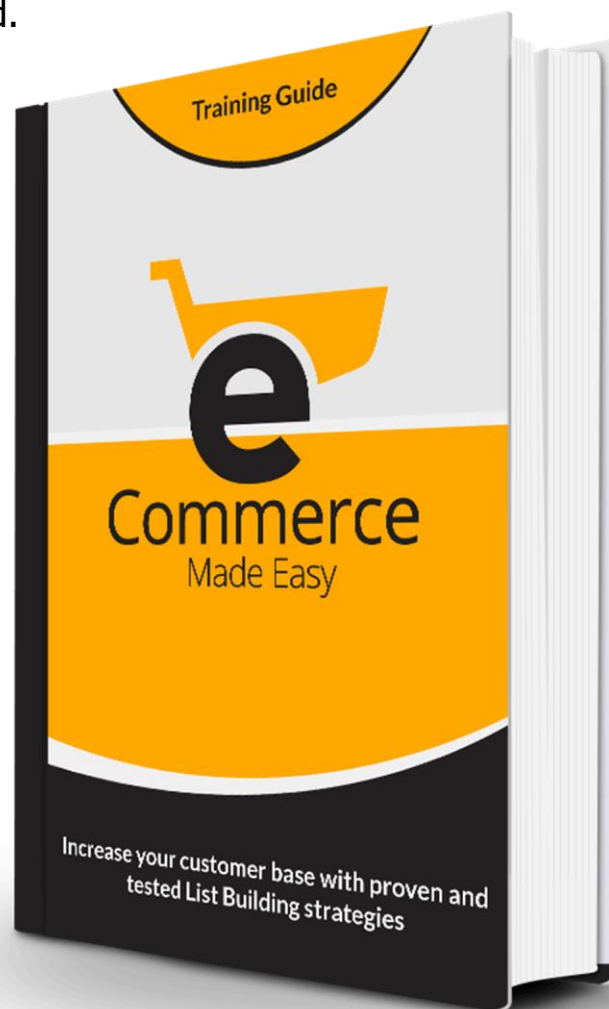
Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020
- 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

Get Your copy of your "[eCommerce Made Easy](#)" Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!



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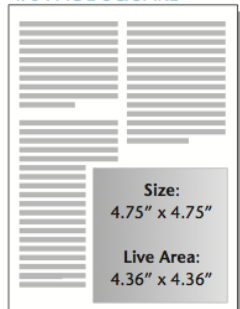


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

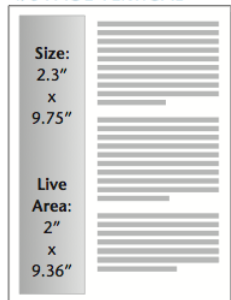
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We will match your ad size buy x 2 with Article Space about your product.

or you can book via support here: support@makingwebmoney.com

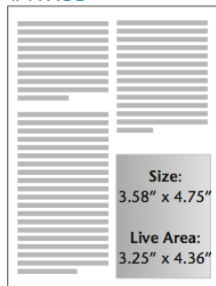
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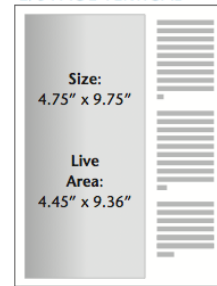
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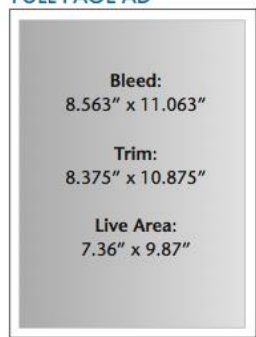
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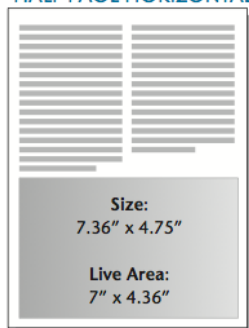
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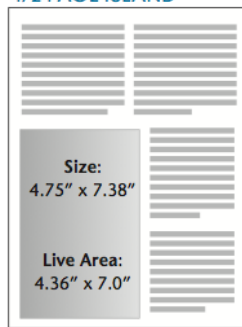
FULL PAGE AD



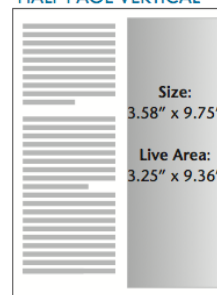
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



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<http://makingwebmoney.com>

How To Sell a Ton More Residual Products

There are certain products and services that most every marketer needs, such as hosting, Leadpages and an autoresponder.

And if you're lucky enough to sell those services, you can get paid month after month, year after year on the sales you make.

But how do you compete against all the other marketers trying to sell the same services?

One guy I know has found a way to easily cut through the noise and earn himself six figures for very part time work. He writes helpful reports for each service that he promotes, giving useful tips about how to use the services.

And in each report, he makes it clear that he will provide help and support for anyone who purchases through his link. He uses paid traffic to advertise these reports, and also SEO on simple websites that also offer advice, hints and tips. He uses all of the services he promotes, so he knows what he's talking about.

And while you might think he would be spending all of his time answering emails, the fact is that only about 2% of the people who sign up through his links ever get in touch again. Those that do get in touch get very friendly, helpful emails back. After all, he's making a commission - sometimes for years - on these products, so he's happy to provide support.

The paid traffic he buys is extremely targeted and results in a high rate of sales. And the minimal SEO he does on his little websites also brings in plenty of traffic.

I'd estimate he only spends an hour a day on this business, but it's earning him more than most full-time jobs.

And it's so simple and easy to duplicate with any software as a service. Imagine if you make a few hundred sales and customers stay subscribed for years... there's a lot of money to be made long term in this simple business model.

Did you know:

Up until the 14th of September 1995, domain registration was free.

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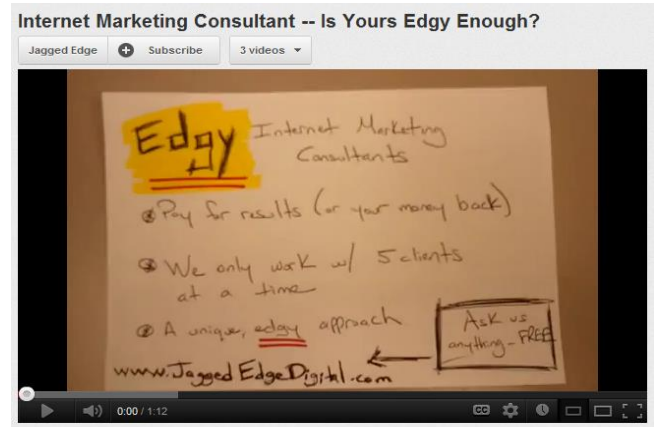
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MWM Videos

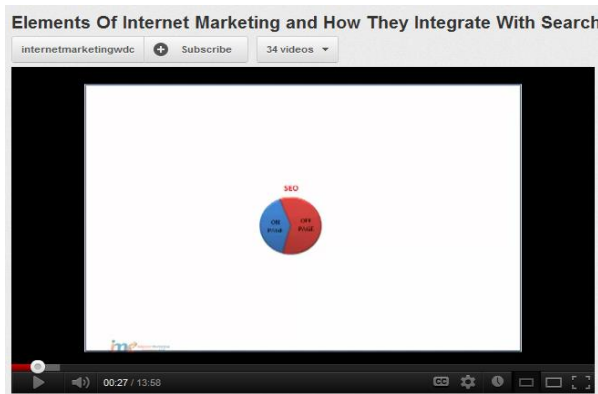
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<http://www.youtube.com/watch?v=h5GQm55ccTk&feature=related>



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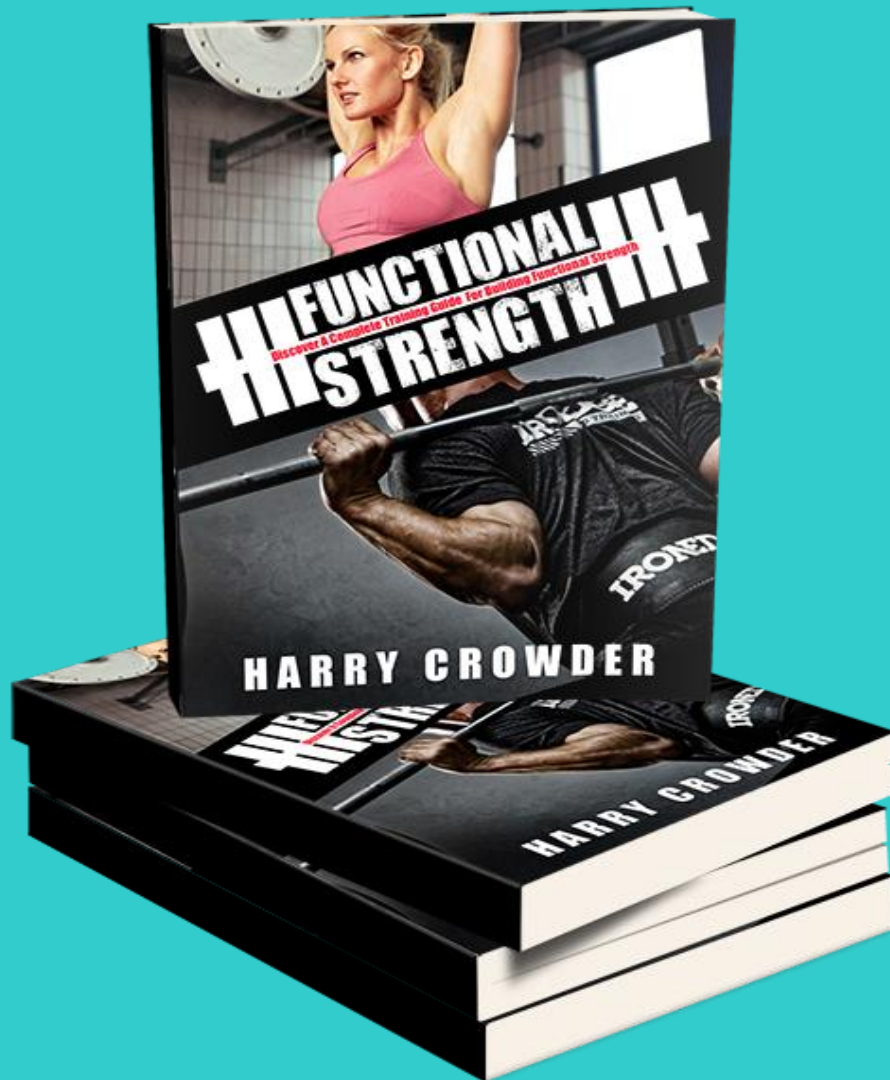
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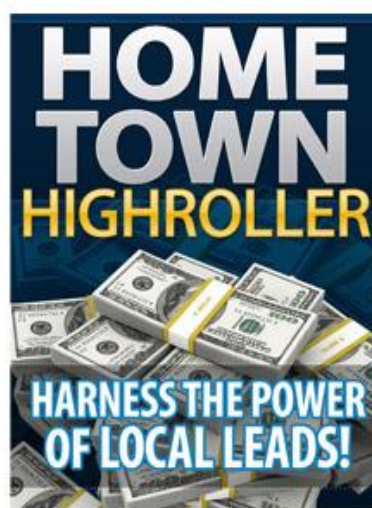


For the Whole Story go [here](http://www.functionalstrengthnow.com):

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Because every smart business builder needs great content!

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the **elite in marketing** who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.

“Buyer Beware!” or “How Sneaky Language Increases Sales”

I couldn't decide on a title so as you see, I went with both.

But really, I wanted to title this article, “What Happens When You Read the Fine Print.” Okay, I'm not going to pass judgement - good or bad, on what I'm about to reveal.

Some would say this is 100% ethical, and I won't argue. Others will say something that involves cuss words, and I won't argue with that, either.

I would just like to point something out, and whether you use this information for your own protection or to increase your own sales is up to you.

Fair enough?

I was sent an email claiming that this person wanted to make my sales for me. In fact, the exact words were, “You will make sales for doing nothing, guaranteed!”

Yeah. Uh-huh.

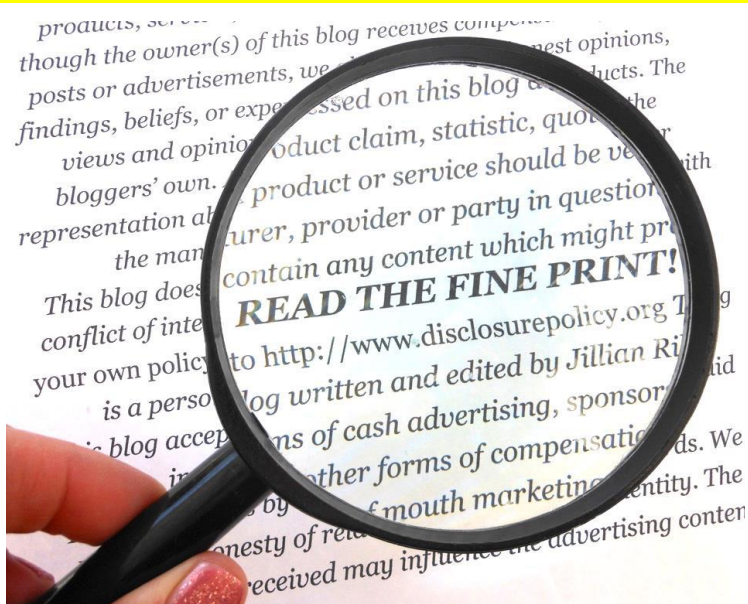
So, I read the email (mostly for laughs, but... you know) and clicked the link.

Mind you, the person who sent this is no slouch. He's been around. He's probably made a boatload of money. And I'm sure this promotion alone is making him another boatload of money. But I digress.

I was sent to a page with a recording from a webinar (which I did not watch.) Beneath the webinar replay, after the usual, “We've already sold 15 and there are only 5 left” comments, it said:

“We'll promote Bob's top selling product for 7 days to our 200,000 subscribers using your affiliate link.”

“We will send at least 3 broadcast emails per day for 7 days using YOUR affiliate link promoting Bob's best selling product. You will receive 100% of all sales made through your link.”



Ugghhh. Whenever I read something like this, I always think that if there's sales to be made, then they sure as heck won't be using someone else's affiliate link to make the sales.

This emailing they want to do is a bonus for buying the product in the webinar. And I'm sure it's an expensive product.

Let's see... if they send out my affiliate link 3 times a day for 7 days to 200,000 subscribers, that's a possible 4,200,000 exposures of my affiliate link to their readers. Right?

Nope.

Here's where you need to read the fine print. Or in this case, the print that's found way... Way... WAY... down at the bottom of the page.

Oh-oh, what's this??

“Your affiliate link will be put in a rotation system with a maximum of 20 links for the entire 21 email campaign over the full week to our 200,000 subscribers, promoting your link.”

Forget the 4,200,000 exposures of your affiliate link. We're now back to 210,000 exposures.

Big difference, wouldn't you say?

I've no doubt they will make sales (of whatever is being promoted on the webinar) to people who think they're going to have their link promoted 3 times a day for 7 days to 200,000 subscribers.

And yes, they did come clean later on the page. Is it deceptive? Like I said, I'm not judging, just providing information.

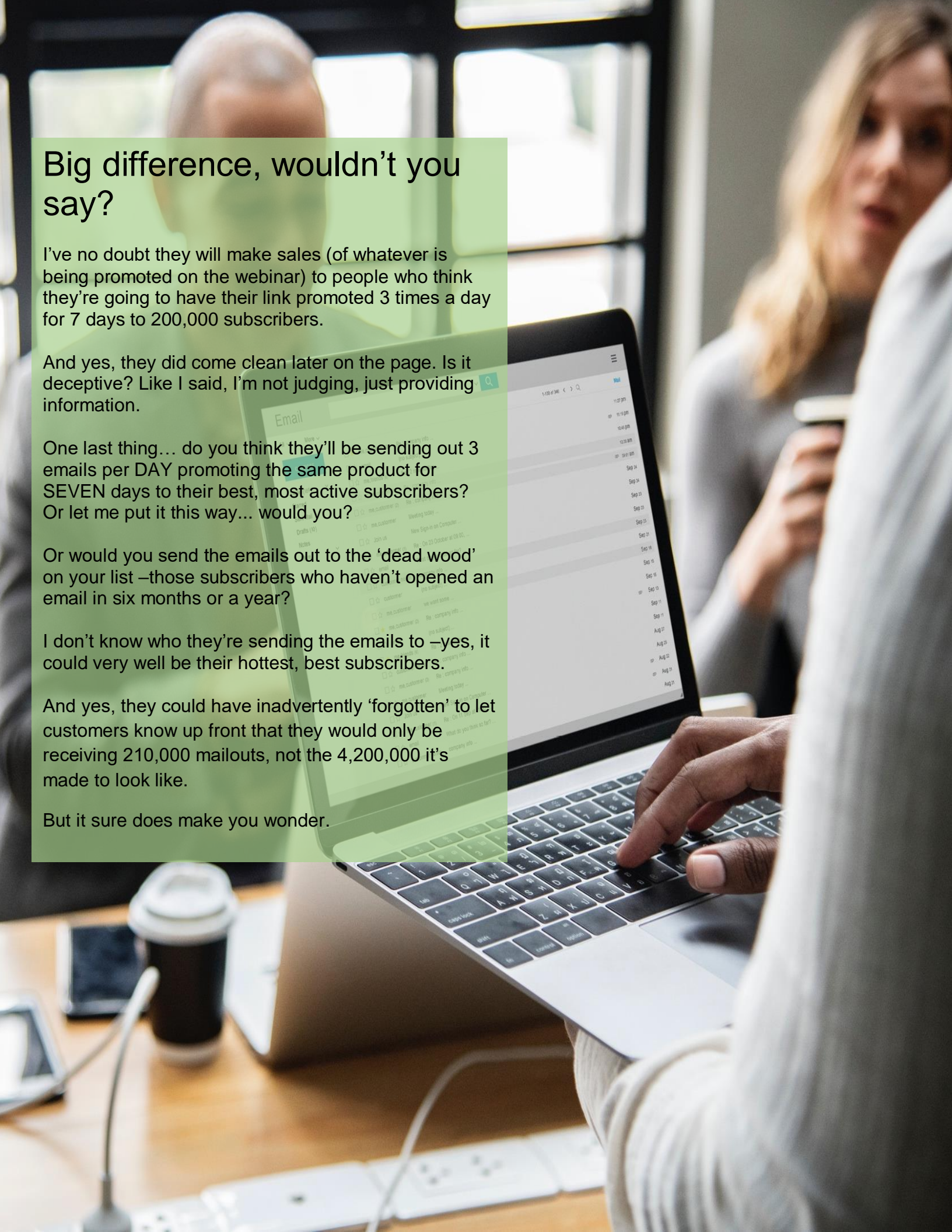
One last thing... do you think they'll be sending out 3 emails per DAY promoting the same product for SEVEN days to their best, most active subscribers? Or let me put it this way... would you?

Or would you send the emails out to the 'dead wood' on your list –those subscribers who haven't opened an email in six months or a year?

I don't know who they're sending the emails to –yes, it could very well be their hottest, best subscribers.

And yes, they could have inadvertently 'forgotten' to let customers know up front that they would only be receiving 210,000 mailouts, not the 4,200,000 it's made to look like.

But it sure does make you wonder.



If you live in the USA, you might be having a problem with tariffs. It seems the powers that be aren't going to be happy until they tariff just about every product from overseas, making it darn difficult for you to make a profit.

And even if it weren't for tariffs, there are still reasons to buy 'locally.'

When you're in the USA and deal with Asian vendors, you've typically got language barriers, import duties, shipping costs, different time zones and longer lead times for production.

Working with vendors in your own country is much more straightforward.

Here are 4 methods for find US based wholesalers:

#1 World Wide Brands

This is a service that aggregates light bulk and dropship wholesalers into a nice, searchable directory. They also pre-vet these suppliers to make sure they are legit.

It's an excellent resource for finding light bulk and dropship suppliers in the United States. And you can get started for a much lower cost than going with traditional factories. If you're struggling to find dropship vendors in the United States, then World Wide Brands can save you a lot of time.

#2 Reference USA

Reference USA is 100% free but it's probably the best and most comprehensive database available in the United States.

Reference USA offers the most up-to-date data on businesses in the United States and it can be used to...

- Locate any type of company nationwide
- Research business executives of any company
- Find business opportunities and suppliers for your ecommerce store
- Find manufacturers to produce your products

But there's a small catch. Reference USA can only be accessed at your local library, but most libraries support it. Just call your library and ask if they have it. Odds are you can access it right from your own computer, using the library website.

10,000 of a single product that profits you \$5 per product can certainly make the hassle worthwhile.

4 Ways to Find USA Wholesale Suppliers

#3 Makers Row

This is a directory of over 10,000 US manufacturers across over a dozen different industries. And similar to ThomasNet (below), you can search by location and capability.

Yes, it's work. Then again, selling (for example)

Makers Row is considered a premium service and it comes at a monthly membership cost. But their interface allows you to easily get estimates, book consultations and reach out to real US manufacturers.

And they present you with a view of each factory, including reference samples, pictures and videos.

Keep in mind that Makers Row is tailored towards businesses looking to manufacture their own products from scratch.

#4 Thomasnet.com

This is a database of US suppliers that caters to industrial and commercial suppliers. You can easily run searches for what you're looking for, and even search by zip code to find a supplier near you.

And Thomas.net also is a good place to look if you want to fabricate your own designs, whether it's clothing, plastic or metal.

When it comes to sourcing in your own country, versus another country such as China, it pays to do a full cost benefit analysis. Factor in all costs, including inspection, freight forwarding, import taxes, tariffs and duties and so forth.

Yes, it's work. Then again, selling (for example) 10,000 of a single product that profits you \$5 per product can certainly make the hassle worthwhile.

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The Average Internet User
Spends *15 Minutes On Youtube Every Single Day...*
For A Total Of **OVER 2 BILLION DAILY VIEWS!**

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Gift Ideas Super Site

for all your gift giving needs... coming soon

Are You Getting Paid Up Front Yet?

One of the differences between successful marketers and unsuccessful marketers is how they get paid.

For example, if you have to wait every month for the \$7 payments on your monthly newsletter to roll in, things can be difficult.

Wouldn't you like to get paid up front? Offer an incentive to pay for a whole year at one time. Then continue offering the incentive to new subscribers. When a year rolls around, you'll now be getting annual renewals, too.

Or sell coaching and take your monthly fees up front. 5 students at \$1,000 a month on the first of the month would probably pay all of your bills on the first of the month, too. This makes budgeting cashflow so much easier.

Look at your business and see where you can offer up front yearly or monthly pricing. If you don't have anything you can charge for up front, think about it. It's nice to have that lump sum come in the door when you need it.



MWM marketplace

> Domains, Websites & Products For Sale.



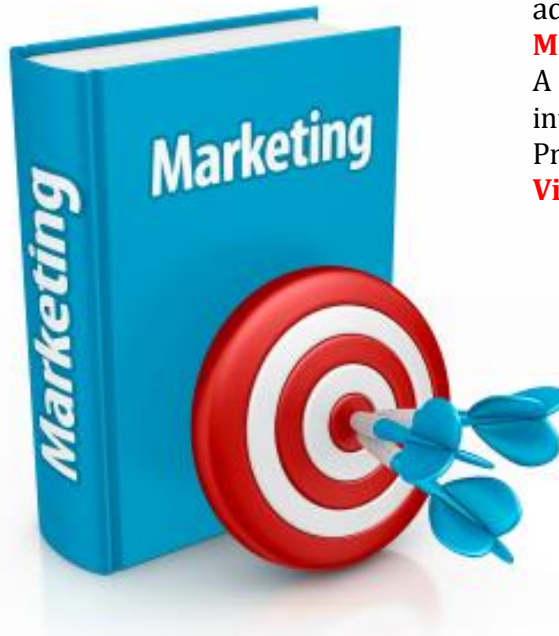
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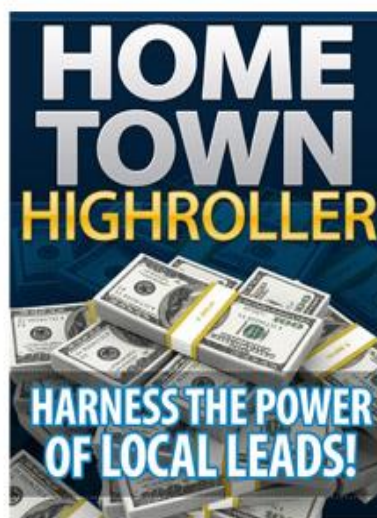
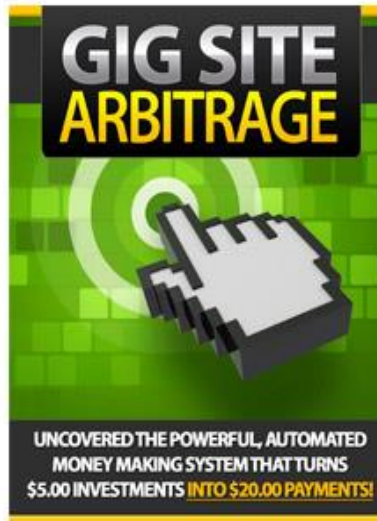


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Quotable: "Some things Man was never meant to know. For everything else, there's Google."

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Can't Write 6 Emails a Week? Do This:

If you don't have time to write 6 or 7 emails each week to send to your list, try this method instead:

Pick out several evergreen products that you know and trust and can promote to your list for months (years?) to come. For example, your favorite hosting service or autoresponder, if you're in the internet marketing niche.

Write 4 emails for each of these evergreen products. They can be stand alone emails or a sequence with each email building on the previous one, whichever you prefer. Put a link in each email to the product or service you are promoting.

Place these sequences into your autoresponder and schedule them to go begin going out as soon as someone joins your list.

However, cue these emails so they only go out on Sundays, Tuesdays, Thursdays and Fridays.

Monday and Wednesday are reserved for new emails you write, promoting new products.

No matter when a new lead signs up, they start on the email sequences you've programmed, but they never receive them on Monday or Wednesday because this is when you send out your new, live emails.

Now you're only having to write two emails per week. Once you get used to sourcing products to promote and writing the emails for them, you have a choice: You can either send more live emails and fewer autoresponder emails, or you can use some of your new emails as automated sequences (assuming the products stay relevant and available.)

This method is a great way to ease into emailing 6 days a week, and it's perfect for the person who is currently working a full-time job but looking to quit as soon as the online income is high enough.

It's also perfect for the new marketer who takes a long time to write an email. No worries, you'll get faster with time.

Try this method and see if it doesn't take some of the email writing pressure off of you.



For The Next **12 Months**, I Will Show You Step-By-Step How To Implement **12 Channels** To Draw Targeted Visitors To Your Site.



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MWM wants You to Know

This might be the most important word in the copywriter's arsenal, ranking higher than even "free," "new" and "savings."

Do you have any guesses as to what this word might be?



The One Word Every Prospect Loves

We're talking about the word "you."

Using the word "you" gets your prospect's attention and keeps them reading. It's vital that your reader regards herself as the target of your message, and there is perhaps no better way to begin that process than to use the word "you."

Your goal is to build a relationship with your prospect, as in, "We." But paradoxically, the best way to build the relationship is to talk about "You" a whole lot more than you refer to "we."

Think of a conversation with someone new. If you allow them to do the talking while you listen attentively, they're going to think you're the greatest conversationalist in the world.

But if you talk about yourself, they're not going to think nearly as well of you.

And this goes for anyone. Imagine meeting a world leader you respect, and they show interest in YOU. How great would that be?

But if they ramble on about themselves (as you would expect they might) you'll be happy to have met them because it makes for a great story, but you won't be walking away with the warm fuzzies. And that's somebody well known and regarded.

When we come to our prospects, they often don't know us from Adam, or they only know us from some emails and blogposts. Certainly, we've never sat down over a cup of tea and gotten to know each other.

That's why, if your goal is to put prospects first, it's best to have the "you's" far exceed the "we's."

It's the "you's" that matter to prospects. They're your workhorse for communicating your message and include all derivatives such as "your," "yours," "yourself," "you're," and "you'll."

I wonder if I can use all 6 of these in a sentence or two...

“You will love seeing how happy your family is when you get this product for yourself. You’re simply going to overjoyed at knowing from now on, the world is yours and you’ll be able to do anything you want.”

Okay, maybe it is possible to overdo the “you’s” and all the derivatives, but not by much. When you’ve written your copy, go back and see how many you’s there are.

Then add some more, changing “we” and “I” to “you” whenever possible.

Then read the copy out loud, and unless the amount of “you’s” seems crazy, you’ve probably got it about right.

People care more about themselves than anything. This isn’t to put people down - not at all. It’s simply the way we’re wired for survival, and you can use that knowledge to get your prospect to pay attention to your message.

What else makes “you” so powerful? For one thing, it addresses your readers directly. In effect, it says “Hey you,” which is much harder to ignore than “Hey somebody.”

Say “Hey you” in a crowded room and a lot of heads will turn. Say “Hey somebody” and a few heads might turn.

Think about conversations you’ve had. When you say the word, “you,” doesn’t the other person pay closer attention? *“What do YOU think?” “Are YOU going to that event?” “I hope you’ll enjoy this restaurant - what do you think of the decor?”*

When people say these things to you, they get your attention and involvement. After all, they’re interested in your opinion. They’re interested in the things you do. They have something to tell you that will make you happy.



That's the goal of you-oriented copy. Address your audience directly, personally and in terms of their interests. Be conversational and "you" will pop up in the copy naturally.

Newsweek used the exact same subscription solicitation letter for nearly two decades. This is the letter they sent out to cold prospects, asking them to subscribe.

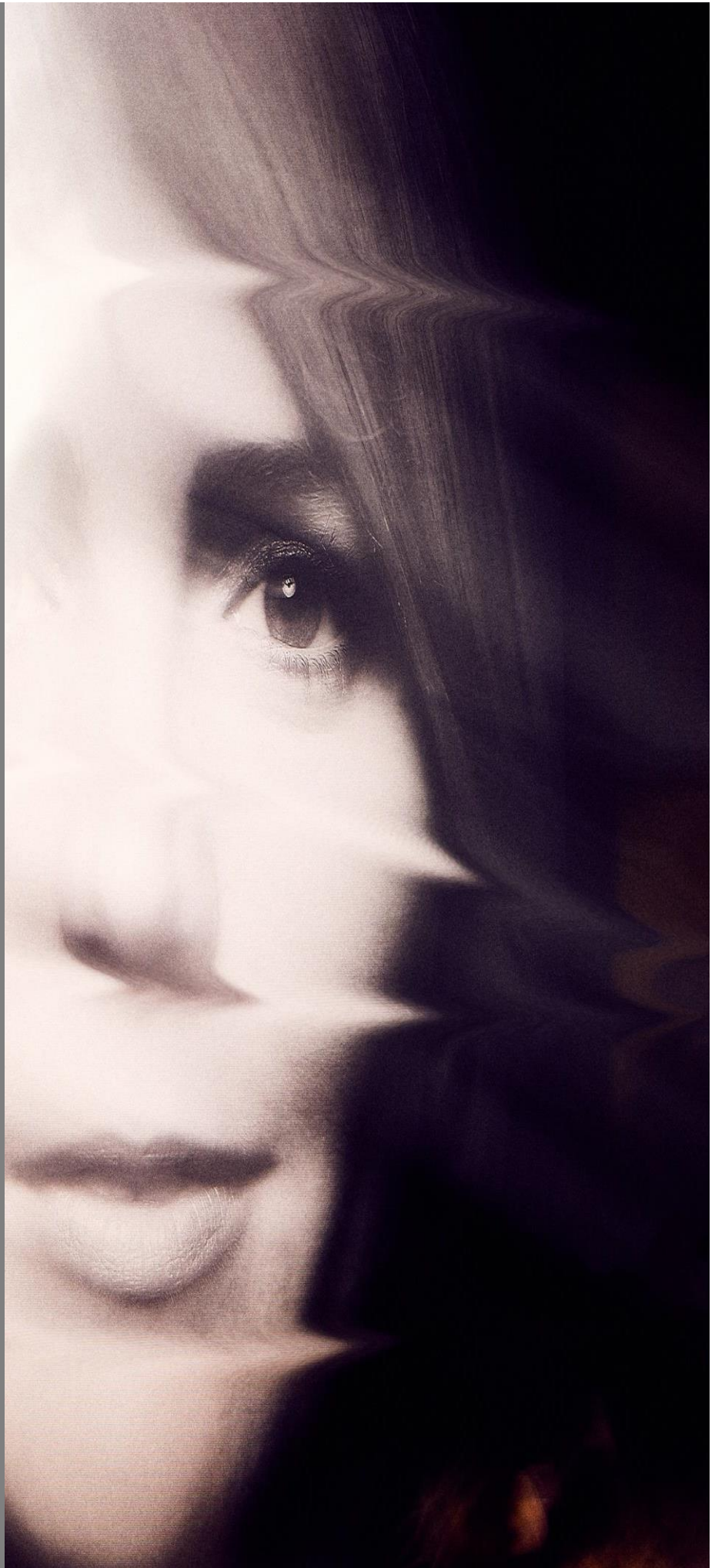
If they used the same letter for nearly 20 years, then clearly it was effective - so effective that no control could beat it. Why did it work so well? Perhaps it's because the word "you" was used nearly 30 times on the first page alone.

More than 100 million copies of the letter were mailed, a testament to its effectiveness.

When you write your sales copy, don't forget things like benefits and having a great offer. All the "you's" in the world won't overcome a lack of a great offer and awesome benefits.

But if you have something to offer your reader that is truly beneficial, focusing your message on your prospect and using the word "you" can mean the difference between mediocre sales and a control sales letter that continues to make sales for a very long time to come.

you



How to Drastically Increase Your Sales Page Conversions

The best copywriters in the world do this, although you may never hear about it.

It's so simple, really, and yet powerful. And once you start doing it, you'll likely see your sales go up in a really big way.

Here's what you do:

Take a good look at your product from a prospect's point of view. Come up with every single objection they might have as to why they cannot or will not buy your product.

Write down all of these objections - every single one of them.

And then answer them in your sales copy.

For example, might they say you're charging too much?

Outline the potential income and benefits they'll receive compared to the pittance they're paying.

Are they afraid it won't work?

Create a money back guarantee that assures them they are taking absolutely, positively no risk, and back it up with plenty of testimonials.

Might they say it's too complicated? Show them how easy it is or provide a 'done for you' service.'

This is such a simple thing, yet most marketers never take the time to do it. Just gather all the objections together, overcome each one in your sales copy, and they won't have a reason left not to buy your product.





How To Eliminate Distracting Negative Thoughts

You sit down to work, but thoughts keep getting in the way. Maybe it's something you saw on the news, or the guy who cut you off in traffic, or irritation you have at yourself for the stupid thing you did yesterday.

Worse yet, maybe those thoughts are all about self-doubt. You're afraid you're not up to the task at hand, and so you hear this monkey chatter about how you're wasting your time because you're not good enough to get the job done.

Whatever it is that's bothering you, just write it down. Don't try to talk yourself out of it or over analyze it, just write it as it flows into your mind and out through your pen or typing fingers.

If you have trouble doing this, set a timer for 15 minutes and just start writing anything. Don't stop until that timer goes off. You'll be surprised what comes to the surface after the first few minutes.

For maximum results, do this exercise daily.

NOTE:

For the first few minutes after doing this exercise, you might actually feel worse. But that's okay, because it's just your body letting all this negative stuff go.

Within 15 minutes you should be feeling better, and within an hour or less you should feel lighter, happier and more optimistic.

Did you know ?

Sweden has the highest percentage of internet users, they are 75%.

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Warning: The Doors Will Be Closing SOON On This Amazing Offer!

Congratulations! You Just Found The One And Only Resource You'll Ever Need To Become A High Profiting Blogger!

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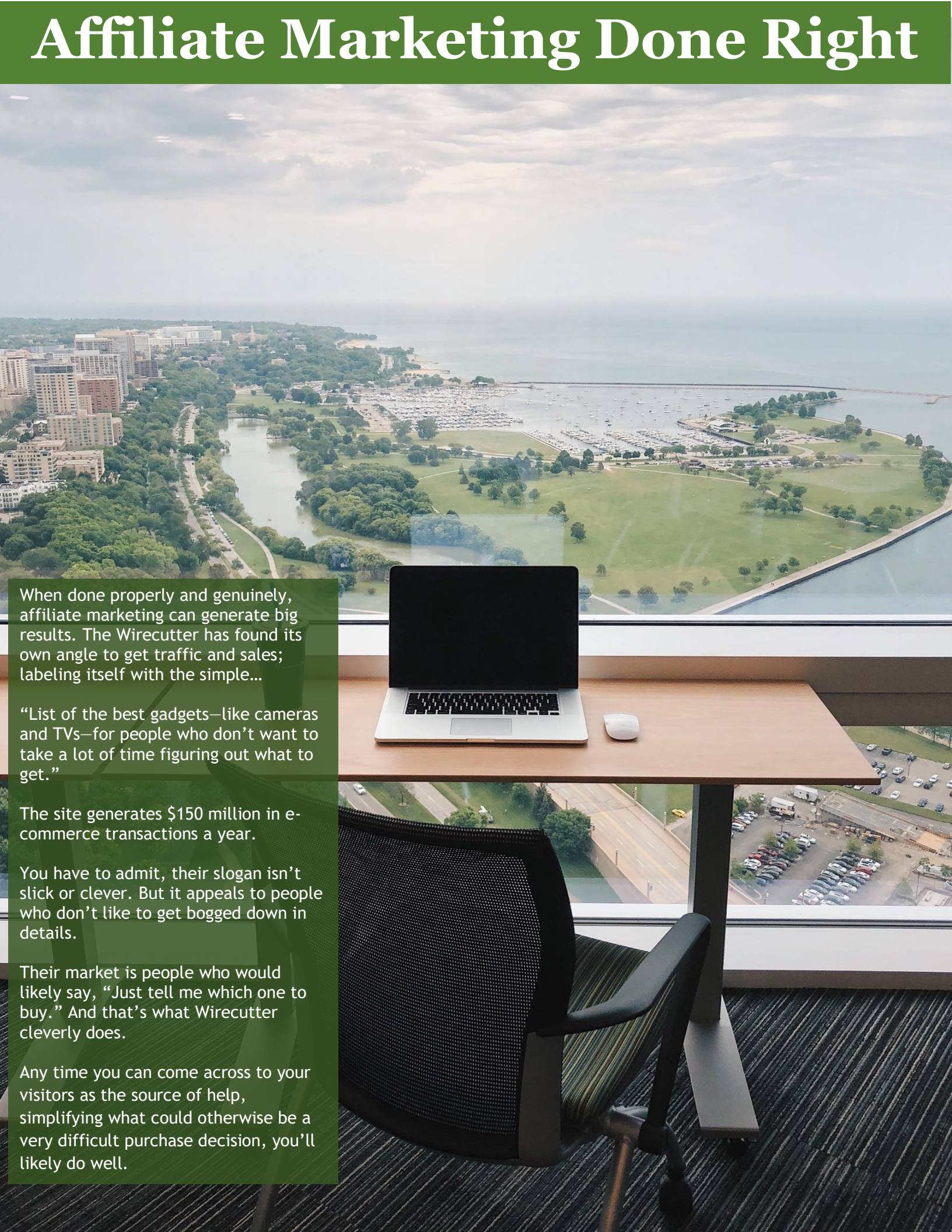
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Affiliate Marketing Done Right



When done properly and genuinely, affiliate marketing can generate big results. The Wirecutter has found its own angle to get traffic and sales; labeling itself with the simple...

“List of the best gadgets—like cameras and TVs—for people who don’t want to take a lot of time figuring out what to get.”

The site generates \$150 million in e-commerce transactions a year.

You have to admit, their slogan isn’t slick or clever. But it appeals to people who don’t like to get bogged down in details.

Their market is people who would likely say, “Just tell me which one to buy.” And that’s what Wirecutter cleverly does.

Any time you can come across to your visitors as the source of help, simplifying what could otherwise be a very difficult purchase decision, you’ll likely do well.

Is Relationship Building Hogwash?

Someone asked me the other day, “Why build a relationship with customers when you can just sell to them?”

I asked this person how much money they're making selling online.

And their answer was nothing.

True, they haven't even put up their first website yet. They have no list and no products.

But they're sure that you don't need to build a relationship with prospects – just put your links out there and people will buy.

I asked this person why they don't do that on social media – just post links to products and make sales. And I loved their answer: “Oh yeah, I've been doing that. I've posted a half dozen different links probably 20 times each.”

“And how many sales did you make from that?” I queried.

“None yet, but I expect the sales will start rolling in any day now.”

Yeah.

Right.

As they say, “Good luck with that.”

Imagine for a moment that you're surfing online. Maybe you're on social media, or a blog, or where ever. You see a link. You click the link. And it takes you to a sales page.

What do you do? 9 out of 10 people will click away within seconds.

The other person maybe checks it out for a moment, and then leaves.

No sale.



Now imagine you've been following this person online. You like them. They're interesting, entertaining, and most of all they give you good information.

One day they recommend a product. And because you know, like and trust this person, you check it out. You like what you see. And hey, it's recommended by someone you trust, so you buy it.

Big difference, right?

Now the question is, how exactly do you build rapport with your audience?

It's not by throwing affiliate links at them. At least, not right away. True, you can try to upsell them when they fill out your squeeze page form. It's a good way to monetize your list building so that it pays for itself.

But most people won't buy yet because they don't know you yet.

That's why you want to send them to a blogpost or "about me" page that tells them about you, your lifestyle and what you believe.

Your goal is to resonate with your new subscribers, or at least some of them. You'll repel some, too, but that's okay. It's all about building your tribe - find the people who will follow you and love you and your content and yes, your recommendations, too.

I've seen some marketers hit their new subscribers with a page full of their products. WHAM! It's like a slap in the face. "Now that I've got you here, I want you to BUY BUY BUY!"

Which is a really good way to get your new subscriber to RUN, RUN, RUN.

Do you know how to sell \$3,000 a month coaching?

Sell them a \$10 ebook. Follow up with amazing content. Sell them a \$50 product that blows them away. Spend a few weeks or months demonstrating that you are the person they can get to know, like and TRUST.

Then present your \$3,000 coaching program, and you won't even need a sales letter. "Hey folks, I'm opening my coaching to 3 new clients. Here's where you sign up." Yes, it works. Like gangbusters. And yes, you're taking the long view approach, but it's the method that works, so why not?

Or, you could just throw out handfuls of affiliate links, and hope that sooner or later someone buys something.

Yeah.

Right.



12 Things Discovered from Starting Two 7-Figure Lifestyle Businesses

Steve Chou of “My Wife Quit Her Job” fame has made a list of 12 things he learned while starting not just one, but two different 7 figure lifestyle businesses from scratch.

He created the businesses so that his wife could quit her job to stay home with the children, and because he wanted to spend plenty of time with his family. That tells you right there that Steve does not believe in working 80 hour weeks, but instead creates businesses that conform to the lifestyle he seeks.

First, he started an online store that made 100K in profit the first year and has been growing ever since, now generating 7 figures per year.

Next, he started a blog that became highly profitable in its third year, and now generates over a million dollars a year on its own.

Here's what Steve learned on his journey of lifestyle success...

1: Find out what you're good at, and focus on that

Be hyper focused on one thing and be the best at it. Steve focused his wedding linens store on handkerchiefs and became the largest seller of hankies on the internet.

Then with his blog, he positioned himself as an ecommerce entrepreneur because there were few blogs out there that wrote about running a real online shop.

He recommends finding the thing you have a shot at being the best at, to avoid blending with the rest of the crowd.

2: Work with People Who You Love and Who Challenge You

While Steve loves working with his wife, he's also the first to admit that working with a spouse might not be right for everyone.

But if you can find someone with a complementary skill set who pushes you harder than you'll push yourself, having this person will keep you motivated and moving forward.

3: Make Decisions and Execute

When you have no clue as to what to do, it's really easy to sit on the sidelines until you choose a path. But the problem is you'll never know which path is right until you pick something and go for it.

If you're feeling indecisive, take action anyway. By getting off your butt, you begin to accumulate valuable data that you can use to make adjustments in what you do next.

When Steve decided to launch an online course, he did nothing for six months because he didn't know where to start. Then one day he launched the course with ZERO content, preselling the class to 35 students at \$299 each.

Now he was forced to take action and create the course content. This class has since generated millions of dollars in revenue.



4: Build and Own as Much as You Can

While many would-be entrepreneurs take shortcuts and rely on third party services to run their websites, this limits flexibility and puts your business potentially at the mercy of someone else. He explains that building your own site may increase your time to market, but in the long run it's worth it.

Good examples are Etsy and Ebay. By relying on a third party for their primary sales channel, sellers are at the mercy of these companies when they drastically increase prices or change ranking algorithms.

That's why he recommends owning your own website, so you're not at the mercy of someone else.

5: Understand the Underlying Principles of What You Are Outsourcing

Have you known someone who outsourced the creation of their Wordpress website for a few thousand dollars? And then paid more money every time they needed to make a change or update to their site?

This is why it's important that you have an understanding of what is involved in a job you outsource.

Yes, it's absolutely terrific to hire others to do the work you don't want to do. But you do need a basic understanding of what's involved, so that you don't get taken advantage of.

6: Establish a Routine and Stick with It

A great way to burn yourself out before you barely get started is to pull several all-nighters in a row. Instead, establish a set routine that allows you to gradually and steadily make progress over time. Steve and his wife devoted Sunday mornings and various evenings to their first business. And their only objective each time was to accomplish one thing per day.

By creating a priority list and checking off goals, they made consistent progress and their shop was soon ready to launch.

7: Treat Your Customers Like Royalty

If you treat a customer well, they return the favor and tell their friends about your business.

But if you treat a customer poorly, you lose a lot more than just that single customer.

Did you know that the average business doesn't hear from 96% of unhappy clients?

Or that every dissatisfied customer will, on average, tell at least 9 other people?

This means for every customer complaint you get, there could be 24 more customers who are unhappy but didn't say anything.

And if those 24 customers tell 216 more people about their negative experience with your business, you've got a problem.

But on the flip side, up to 70% of customers will do business again if their complaint is resolved, and up to 95% will do business again if the problem is resolved quickly.

That's why you want to treat your customers like royalty and never underestimate word of mouth and social media.

8: Get Some Exercise

When Steve and his wife were working to start their first business, Steve stopped exercising.

But then he noticed he felt listless from a lack of energy, and he'd lose focus easily.

Once he went back to lifting weights, running and playing sports, he was far more productive in his business.

9: Just Ship It

You can spend weeks (months or years) tweaking your website, perfecting your product, playing with your sales funnel... and the whole thing turns out to be crap anyway. Or... you can get it DONE and 'ship it.' See what's working, what's not working, and make adjustments as you go.

As Steve says, if you are making too many minor tweaks, or if you're second guessing yourself (for the 47th time) then you are likely stalling your business on purpose because you are afraid to launch.

Just. Ship. It.

10: Don't be TOO Cheap

It's good to be frugal... to a point. But let's say there's a task you're doing that takes you 20 minutes a day, or 2 1/2 hours per week. There is a software that will do the task for you, but you're frugal and don't want to pay the \$20 a month for the software.

Do you realize that when you factor the money saved versus the hours you spend on this task, you are basically 'earning' \$2 an HOUR??

Is that all you're worth? Or could you perhaps use those 10 hours a month to make a LOT more than 20 lousy bucks?



Think about this the next time you decide to ‘save’ money by doing a task manually that software can do for you.

In fact, think about this before you do anything. For example, let’s say you need some work done. To hire an outsourcer to do the work for you is going to cost \$250. Ouch, right?

But this is something that you are **NOT GOOD AT**. You will need to **LEARN** how to do it, and then you’ll need to practice, and then you’ll need to work out the bugs or problems that you caused because you didn’t know what you were doing.

You spend perhaps 10 hours or 100 hours (depends on what it is and how bad you are at it) to get this task done.

11: Don’t Take Yourself Too Seriously

You’re starting and running an internet business... not overthrowing a regime or blasting off to Mars.

Have fun. Take time out and enjoy the process. Marvel at how much you’re learning. Be thankful that you are doing something 90% of other people don’t even dare dream.

And when you have your first big success, or your hundredth big success, don’t let it go to your head. The moment you do, you’re headed for a fall, pun intended.

No one likes a smug, self-centered know-it-all, especially your customers. But everyone likes a regular “joe” or “jane” who doesn’t take him or herself too seriously.

And remember to poke fun at yourself every chance you get – your customers will love you for being real, rather than pretending to be something you’re not.

12: Be Inspired

Hang out with the right people to get inspired. Read stories of how other entrepreneurs built their businesses. Find like-minded people and start a mastermind, or a support group, or a combination of the two.

The best way to stay motivated is to be among those who inspire you to push yourself beyond your comfort zone. Because yes, you can!

See you next month!

“

Quotable:

**“Never let a computer know you're in a hurry.”
~Author Unknown**

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.

