

Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JANUARY 2019

**Guess What ...
You're Doing Affiliate
Marketing All Wrong!**



School Kids Hit It Big



**This Month's
Marketing
CLINIC
4 Ways to
Monetize
Your List**



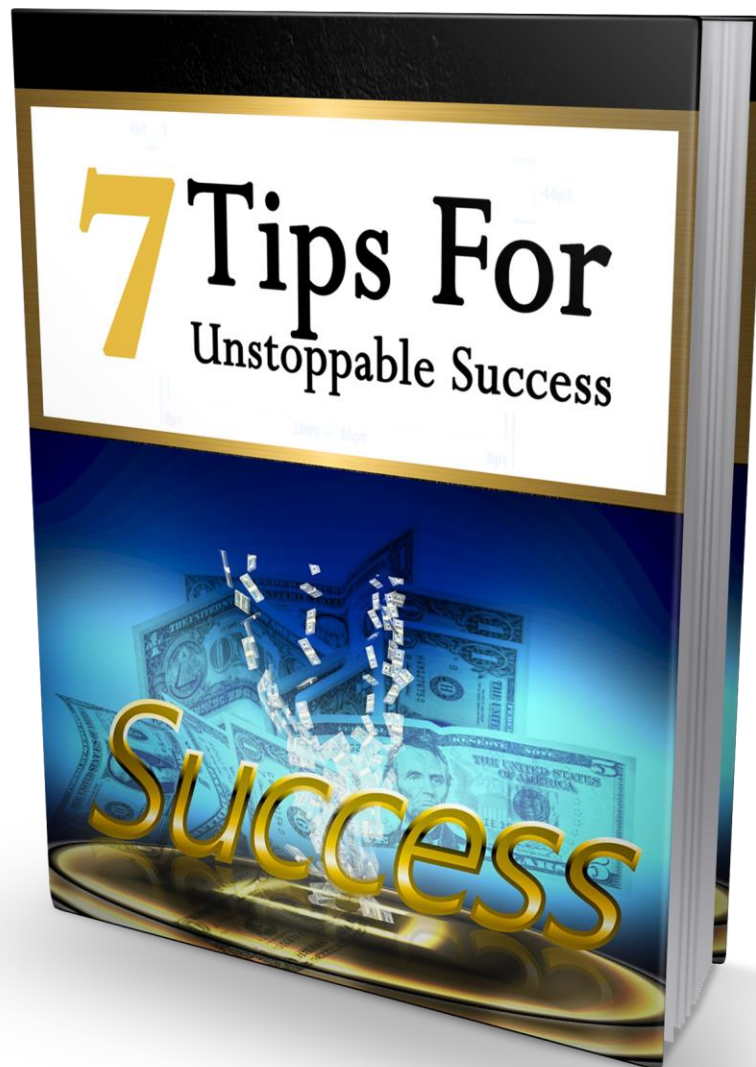
**MOBILE AS A KEY
FOCUS AREA IN TODAY'S
MOBILE COMMUNITY**
With **Melody Bowman**

Learn How People Are Making Web Money Online Today!

BONUS!

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

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These 7 Secrets Will Enable You To...

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

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 HOW to market it...

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

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

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

Let me say it a different way...

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

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School Kids Hit It Big



59 School Kids Hit It Big



Welcome to the **JANUARY 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.*

- Selling Flexible Coaching - Think Outside the Box
- **New Series on Business Hacks** - this Month - Grow Your List with Local Events and Public Speaking
- INTERNET MARKETING THROUGH MOBILE AS A KEY FOCUS AREA IN TODAY'S MOBILE COMMUNITY - by Melody Bowman
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- MWM Q&A : Professional Autoresponder Account Set Up
- MWM Back Stories – (1) Wrong Order Creates Business Empire – (2) Massive Money in Thrift Store Rejects – (3) School Kids Hit It Big

I hope you enjoy this month's issue of the magazine- **OVER 80 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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Subscription enquires:

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Order the printed edition:

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Advertising enquires:

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Making Web Money Magazine

Published

12 times per year.

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Making Web Money Online Marketing Magazine

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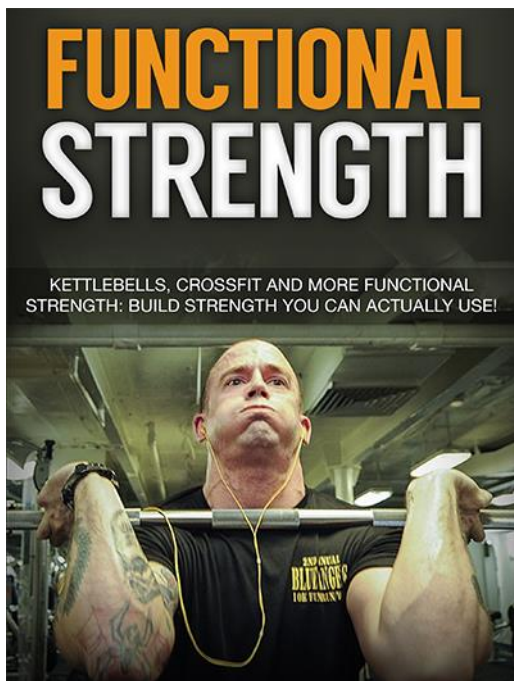
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

harry.crowder@gmail.com



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:

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



IN THE NEWS

How a Small Company Created the Greatest TV Commercial Ever Made

The greatest television commercial ever made doesn't involve celebrities or Coca-cola or anything you might think of in TV commercials.

Believe it or not, the commercial is for retractable awnings, and it's a direct response piece that has viewers call in to get a coupon.

For years the SunSetter Retractable Awning company has been trying to beat this control. They've brought in some of the best ad agencies to do the job, but no one has been able to touch this homey little ad with the perky couple who just love their awning.

To get some priceless marketing and direct response tips, as well as see the commercial itself, check out the full story here:

<https://www.bostonglobe.com/lifestyle/2018/09/22/how-small-company-malden-created-greatest-commercial-ever-made/4228o1kdpC4K86zqLiwxwl/story.html>

Simple Twitter Strategy Generates 90% More Clicks

Social media and marketing tactics are dynamic. With the changes that occur in the marketing landscape we need to change targeting strategies.

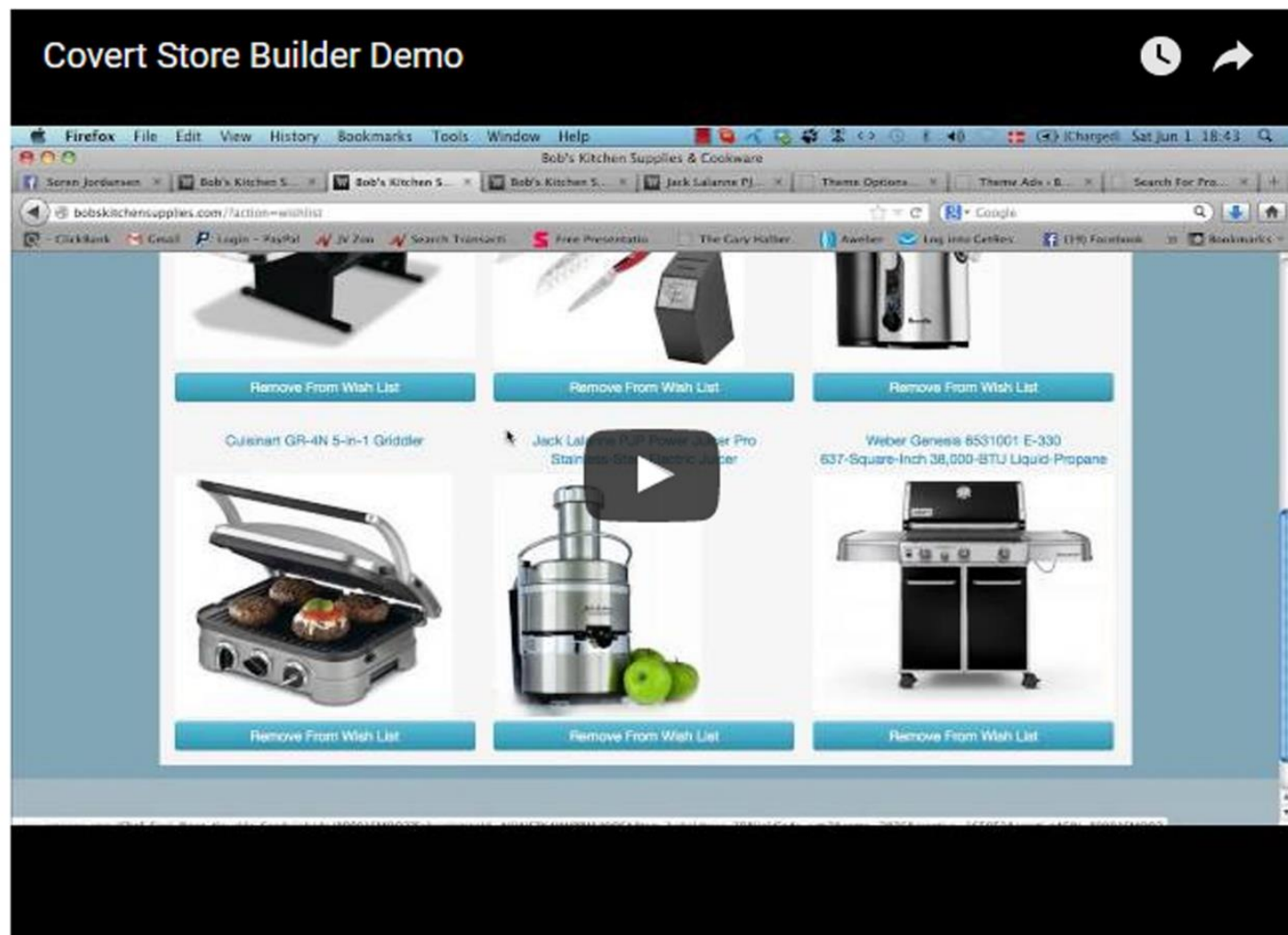
Buffer contributor Alfred Lua shares a Twitter strategy that helped his brand **improve its clicks by 90%**.

<https://blog.bufferapp.com/twitter-retweet-experiment>



Easily Point & Click Your Way To
Profit Pulling Viral Affiliate Stores
With The **World's First Intelligent,**
Self Optimizing WordPress Affiliate Theme

SUCKS FREE TRAFFIC & SALES FROM FACEBOOK,
TWITTER & PINTEREST ON COMPLETE AUTOPILOT



You Are Just One Click Away From Raking In
HUGE Affiliate Paychecks From Your New Affiliate Stores



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?

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The **Most Expensive** Domain In The World Did This...
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With This **Point & Click Simple** Wordpress Theme
YOU Can Do The Same!

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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!



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!**

You're Doing Affiliate Marketing All Wrong

What's the easiest way to make money online, without having to create a product or a sales page?

Affiliate marketing, of course.

So, why is it that most affiliate marketers never make nearly what they could make? Anyone has the potential to make HUGE money in affiliate marketing, yet 90% or more of affiliates make a pittance (I'll wager the number is closer to 98%, in fact.)

Think about this: If you earn an average of \$50 on each sale in a sales funnel you promote, and you make 6 sales, you've made \$300. Sounds good, right?

But guaranteed, there is someone else who made 600 sales and walked away with \$30,000.

Why did they make 600 sales when you made just 6? There are reasons why a handful of affiliate marketers do amazingly well, and everyone else barely makes a profit.

And marketers who understand this will always have a tremendous advantage over marketers who don't.

1: Build a relationship.

I know you've heard it before, but are you doing it? People buy people, not products.

If you want them to open your email and click your link, or visit your Facebook Group and click a link, you've got to have a **RELATIONSHIP** with your people.

This is so simple to do, yet few marketers take the time. Start with a blog post that is all about you, and then send new opt-ins to the post so they can get to know you. Make the post silly, funny and most of all **REAL**. Talk about the stupid stuff you've done, the mistakes you've made, where you live and so forth.

Do you have a strange hobby or unusual taste in food? Include that. Do you have 17 pets? Talk about them. Do you work until 3 in the morning and sleep until noon? Mention that.

Reveal the real you. Not the details people don't want, but the ones that amuse and interest. You're looking to make a real connection, not give a resume.

And above all else, don't make your life seem like a series of magnificent accomplishments. No one is going to relate to someone who turns everything they touch into gold.

But they are going to relate to the time you bought Bitcoin when it was worthless and sold it just before it took off, or the time you thought you could fly and jumped off your uncle's barn into the manure pile.

And don't stop with your 'about me' page, either. Use this relationship building in your lead magnet, your emails, your other blog posts and so forth. Always inject a little bit about yourself. Not so much that you bore people, of course, or make everything seem about you. But just enough to keep it real.





Think about relating an event to a friend. Aren't you going to give your own perceptions of what happened, as well as tell about how you got out of your car and stepped in the mud puddle just before your big presentation?

Use this same method of personal, one-on-one friend communication with your readers as well. Post on your blog as often as possible, and we're talking every day or two. Encourage your list to subscribe to Feedburner or the equivalent so they know when you add a new post.

Your readers will realize you're a real person who isn't out to pitch them a new product every 5 minutes. And they'll gladly read your sales emails much more readily when they know there is a real live human being who is sending them these messages.

2: Use Your Own Voice

How many emails do you receive that say something along the lines of, "Buy this product - this product is the greatest product ever - you will be sorry if you miss this - so rush right over and buy it now."

Yeah. Same old stuff, over and over again.

There is a marketer (or maybe several, but I'm thinking of one in particular) who sells MASSIVE quantities of this exact type of emails as a swipe file to new marketers.

Like a brand-new marketer couldn't write their own 25 word email that basically says, "GO BUY THIS NOW!"

People are TIRED of getting these emails. You're tired of getting these emails. I'm tired of getting these emails.

Same phrases, same message, same B.S. If you're not going to stand apart from the crowd, then you're going to have to share the same crumbs they're getting.

Instead, take 30 minutes and write your own promotional email in your own voice.

Forget hype. Be sincere. Be honest. "Hey, this product isn't for everyone. I don't even know if it's for you. But if you have this problem, then maybe this is your solution. Check it out and decide if it's right for you, because I know it's worked like crazy for some people. And it's on sale right now, too."

I've written emails where I basically tell people not to buy something unless they really really want it or need it.

"Don't buy this if you already know how to do xyz." "Don't buy this if you're not going to be doing this type of marketing." This is only for people who want (fill in the blank.) It's like I'm trying to talk them out of it, which paradoxically often results in more sales, not fewer.

But the point isn't trick to them into buying; it's to be honest. Because you know what? That latest, greatest product you're promoting ISN'T what everyone on your list needs. Some of them, sure. The rest of them, no.

Do you have any idea how refreshing it is to open an email that says, "Here's a new product, thought you might want to know, but please don't buy it if you're not going to use it."

The first time I got an email like that, I bought the product without even reading the sales letter. True story. I was just so happy that someone wasn't ramming a sale down my throat, that I jumped at the chance to buy it.

Weird but true.

My point is, be you. Be honest. Talk to your readers as though they are your best friends and you don't want to lose your best friends by acting like a carnival barker who is here today and pulled up stakes (vanished) tomorrow with their money.

3: Email a LOT

This is the one where people like to argue with me, and I understand that.

You've heard over and over again that you shouldn't email too often, or you'll upset your subscribers, right?

After all, every time you email, there is the potential that a subscriber will hit the unsubscribe button.

Do you know what the potential is when you DON'T email? Nothing. No opens, no clicks, no sales... not even any relationship building.

Do you want people to open and read your emails? Then send out those emails every day.

Here's why:

First, almost no one will see every email you send out. Let's say you've got a sale on one of your products. Don't you think your readers might like to know about it? But if they miss the one and only email you send that lets them know, then they've missed out on the discount and you LOST a sale.

Second, send emails at different times. I opened someone's email just yesterday, decided I was VERY interested in the new membership he was selling, clicked the link and discovered it was no longer available. What happened? This particular marketer only sends out emails at 1:00 a.m. my time, so I don't even see most of his emails in the avalanche of mail I get before I wake up.

Third, if you're sending email once a week or once a month, your readers are forgetting who the heck you are. And when you finally do send an email, they think it's spam.

Fourth, if you mail more often, you will make more money. Don't take my word on this, just do it for one month. Send out one email per day, every day, for 30 days. Put a promotion in each one. See if you haven't made more - a LOT more - money during that time period than during the previous month.

And by the way, I'm not saying JUST send out a promotion in each email. Make sure you have some content in there as well, even if it's just an amusing anecdote.

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

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Extensive Niche Market Research!



100% Simple to Edit Content

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MWM ask the expert

**Creating High Quality
Informative Products
to Minimize Costs**



INFORMATIVE PRODUCTS

When it comes to making money online, one of the easiest ways to penetrate some of the most profitable niche markets, while minimizing costs is by creating a high quality information products.

Information products come in various formats, including:

- ✓ Ebooks
- ✓ Reports
- ✓ Video Tutorials
- ✓ Courses
- ✓ Multi-media Presentations and Training

Depending on your niche market, and the current demand for specific products, you will want to consider multiple formats for your product, in order to cater to your target audience and maximize sales.

The Advantages of Creating Information Products

Unlike traditional business, when it comes to selling information products, you have the advantage of lowering costs as well as limiting your workload.

For example, with information products you never have to worry about inventory, as your digital product will always be available for instant purchase. In addition, you don't have to worry about shipping costs, packaging, or setting up a physical business location as your website serves as your main storefront.

There are many other benefits to building your online business on the backbone of information products, including the fact that you can develop your first product yourself, minimizing costs associated with outsourcing, or hiring employees.

In fact, you can create your first information product within just a few days, and develop a sales process to accept payment and automatically deliver your product each time a sale is made.

Choosing Your Products Focus & Topic

The first step in developing an information product is in choosing the topic and overall focus. To do this successfully, you will want to evaluate your niche market and determine what is currently selling and how you can take a different approach to deliver increased value to your customer base.

When it comes to market evaluation, the easiest way to test the viability of an information product is to browse through info product marketplaces, and investigate what types of products are in demand, and selling successfully.

The largest digital marketplace online is found at <http://www.ClickBank.com> where you can instantly search for existing products that are relevant to your niche market. Then, take your research a step further, by reviewing the different products as well as the merchant's sales page to identify whether they are catering to a specific segment of your niche, and how you can improve upon existing material.

It's important to have a USP (Unique Selling Proposition) when creating information products so that you can produce a quality product that is different from what is already on the market.

The best-selling information products always offer distinct value, such as by presenting information in a new way, taking a new route or angle, or in improving the comprehensibility of existing products and offering clarity in areas where potential customers may struggle.



Choosing Your Information Products Format

As I mentioned in the introduction segment of this report, the format of your digital product will depend on your markets demand and overall preference.

You will want to survey existing products to determine the methods of distribution they are using, so that you can include those delivery options with your own offer.

Consider including:

PDF formats, readable on every operating system

- Audio Files
- Transcripts
- Video Tutorials
- Companion Handbooks
- Reports

Not only will you be able to increase the perceived value of your information products by offering multiple format options, but you will reach out to your entire customer base, by catering to different preferences.

New Point & Click Simple WordPress Theme Transforms Your Blogs Into Your Own Profitable Viral Video Empire

Allowing You To Cash In On The Lucrative Video Trend

Without Ever Having To Record A Single Video

And It Sucks In Free Traffic From Facebook, Twitter,
Pinterest & More - On Complete Auto Pilot!

INSANE AMOUNTS OF
Click Throughs, Leads & Sales

From Your Blog Are Just
One Click Away From You

You Tube

3rd Most Visited Website
according to alexa.com



33 seconds
(time that the average
YouTube user spends
every day on the site)



**Over TWO BILLION
Views Per Day**

That's 2,000,000,000 every day



10%  226,723M
of internet traffic 

24 hours worth of
video is uploaded
EVERY MINUTE

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

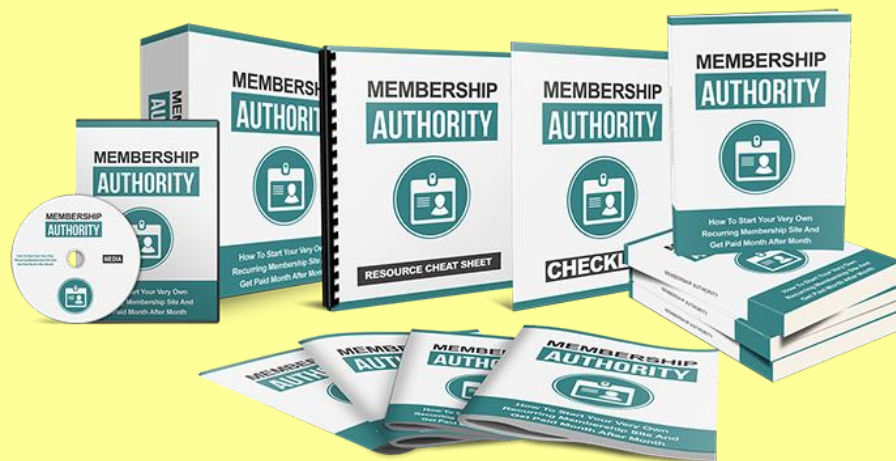
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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 Local Events and Public Speaking

Growing your email list doesn't have to happen only online, or only away from home. In fact, you can grow your email list with local events and public speaking bigger and stronger than you may have thought possible. Let's look at how you can do that. All these hacks work with local events that you attend as a guest or a speaker. Plus, they will also work well with events that are outside your local area, including across the country and sometimes even in a different country. But, start locally, you'll be surprised at how simple it is to build a dedicated audience locally.

Plan & Host Local Events for Your Audience

Planning and hosting events local to you can make you an immediate public speaker without having to wait for someone else to give you a chance. You can then parlay this experience into being invited to speak at other people's events within your niche. So, if you want to speak in public and you want to get people to sign up for your list locally this is an effective way to start.

Choose the Right Type of Event

It's important to choose the right type of event. You may want to start with something simple like a limited seating, hands-on workshop. In this case, you'd advertise to fill 10 to 20 seats for your workshop. You'd speak to them and then you'd work with them on some sort of activity together. If you do well on the first event, you can plan to do more. Then you can start to grow the event, culminating in a longer event, such as a conference with other speakers and leaders.

Provide A Lot of Value for Attending the Event

When you host any type of event, you want the experience to feel more valuable than the cost of the event. Even if the event is free, you want to provide enough value that they don't feel like they wasted their time leaving their homes. Ensure that you send them home with something physical and something learned and remembered in their mind.

Business Hacks to Grow Your List with Local Events & Public Speaking



Give Attendees Something to Take Home

Even if it's a T-shirt or a notepad, giving your attendees something branded will make them remember you. When they come away with a helpful and tangible item that is branded, they're more likely to remember you. But it doesn't stop there. They are also more likely to become part of your community. You can also give them a form to fill out that they return to you for more freebies or a discount, in exchange for subscribing to your email list.

Socialize Before & After Your Talk

Whether you're a speaker or a host, it's important to socialize with everyone before and after the event. You want them to come away feeling energized emotionally so that they don't lose the desire to sign up for your list, buy your products and services, or find out more about you and what you offer. The only way to connect effectively with your audience is to be open and listen to them, before and after the main event.

Market Your Local Event

No event can happen without good advertising and marketing. During this process, you can get people on your list whether they choose to attend your event or not. You can put anyone who signs up to attend the event on your list automatically. But, for those who click away and don't sign up you can offer another opportunity to get on your email list by offering something of value to them that they need. Don't just market one way, try several.

Blog Your Event

If you're planning an event, you'll want to start blogging about it while you're in the planning stages. This will give you a way to get the word out about your event and get the search engines finding your website so that it can deliver it to your audience when they're looking. Plus, it builds buzz and excitement with the audience you have.

Get Social About It

When you blog, always share your blog posts. Do this on your social media platforms, in your existing email list, and share with the local people you know on a personal level. Making these local connections help you to reach others through additional family/friend connections. You can also set up a Facebook Event, which allows you to be listed in the upcoming Local Events calendar.

Local Event Listings

The Chamber of Commerce, Women's Groups, and other organizations often love listing local events. Make sure you send an announcement about your event the moment you have the information so that they can list it.

Facebook Ads

This is an easy way to get people to find out about your event. You can set up a landing page on your site and then market that landing page on your Facebook Page. You can also write a blog post about the event and then boost it via your Facebook Page. You can run look-a-like ads, choose a brand-new audience that is focused locally, or use another method.

Local Newspaper Ads

One of the best ways to market your local event is to run the advertisement in a local paper or magazine. Often, you can get good deals if you run the advertisement on off days. Call the publication you want to run the ad in directly to find out the rates and deadlines.

TV & Radio Ads

You can often get good deals with local TV and Radio Ads too. Don't discount this idea. Of course, it really depends on how large your event is. Check the prices because you may be surprised at how inexpensive these types of ads can be.

Send Out a Press Release

Even if you have a zero-dollar budget, you can still write and send a press release. Be sure that you know who to send the press release too and make sure you frame it as an important community news story and not just to market your event.

Nothing is going to grow if you don't do some form of marketing. You must get the word out. If you're not willing to shout it from the rooftops, why should anyone else? Remember in this process to make it easy for people to sign up for your email list. Include multiple ways to get on your list on social media, on your website, on your blog, and in every advertisement that you run.

Set Up a Registration Table for Your List

Once you have your event you'll want to set up a registration table at your event. This will serve more than one purpose. You'll get to validate those who have paid for your event, give them their premiums and freebies, sell your books if you have them, and provide a way for them to register for your email list right there using a touchscreen computer.

Get Them Registered

Greet people when they come in. Give them their name card and free items. Also, make sure they know where the bathroom is located, and where they can get water or a snack. Tell them to sign up for your email list by directing them to the touch screen or by offering a sign-up sheet where you ask for their email address.

Give Away Books

At the registration table, you can give away some books and sell others. Having a few free items available is a nice touch but don't be afraid to sell your books at the registration table. When you sell things alongside giveaways, it boosts the value of everything you offer and will make them want to get on your list to see more of what you have to offer.

Provide a Coupon Code

A great way to motivate them to give their information is to give them a coupon code in exchange for signing up. That way they can get a good deal and extra value when they buy the things you sell. Remember to make your codes easy to remember so that you can verbally remind them with an easy to say and remember URL.

By having this sign-up area you're not just getting info for your email list, you're beginning to build a relationship. That will encourage them to tell their friends about you. The next time you have an event, more people are likely to come. Plus, if you offer additional discounts for telling or referring their friends, you may get additional signups even after the event.

Ask People to Sign Up At the End of Your Speech

Once you have everyone in the meeting area, you can start your presentation. Whether it's a speech or a workshop, always mention your email list more than once. You want to emphasize throughout the event how important it is to get on your email list.

Remind them to Use Their Sign-Up Coupon

Take time during your talk, whenever it's appropriate to mention something about your website, and the URL, and the landing page URL you want them to go to. Tell them about a coupon offer they get for being at this event. The more times they hear about it the more likely they'll be to sign up.

Sweeten the Deal with An Amazing Offer

Toward the end of your talk, you'll want to sweeten the deal by offering an amazing offer. Not only will they get on your buyer's list, but they'll also end up with some of your products and or services based on listening to your talk. Plus, they'll never miss an opportunity to attend one of your live events or hear you speak.

Teach Them How to Sign Up

One way to get more people to sign up is to do a live demonstration showing how easy it is to do. Record it. Loop the video and play it continually at the signup desk/table. Doing a quick demonstration that also shows the value they get is a great way to get them excited about signing up.

The main thing is to ensure there is no mistake that you've mentioned ways for them to sign up. They can get on your list from buying. They can get on your list by downloading a free resource. They can get on your list just by signing up. Telling them every single way that they can get on your list and why it's a valuable thing for them to do is important.

Ask People to Sign Up When Networking

Before and after your event ensure that you provide time for networking. You want your events to be places people enjoy coming. You don't want them to just walk in, sit down, and not connect with you or anyone else. When people are connected, not just to you, but to the other attendees at an event and they see one person sign up or buy something they're going to be more likely to do it too.

Give Out Cards with QR Codes

To make it easy for people to sign up for your email list at any event, create cards with QR Codes on them. You can even give out other things with QR codes on them such as bookmarks, your book, or even on your own clothing so that they can use their smartphones to get on your list via your clothing.

Encourage them with a Special Value

Talk about your deals, talk about the enormous value everything you do offers when asked. But, when networking, remember to listen. Answer questions in a way that leads them to your offers and list but focus on listening to them more and they'll be more likely to check you out.

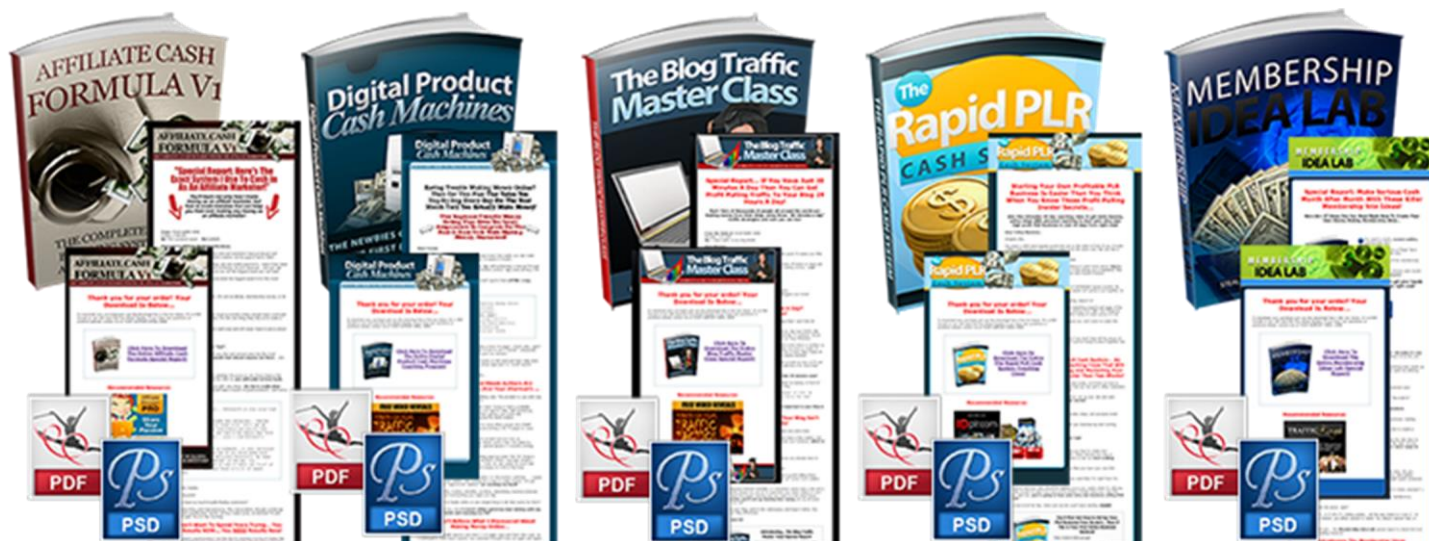
Make Them Not Want to Miss Out

Listen to their problems. Listen to and learn their names. Listen more than you talk. Ask questions. Listen to the answers. When you have something to offer that helps them solve a problem give them the information.

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See MailScriptX In **Action**



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

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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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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?

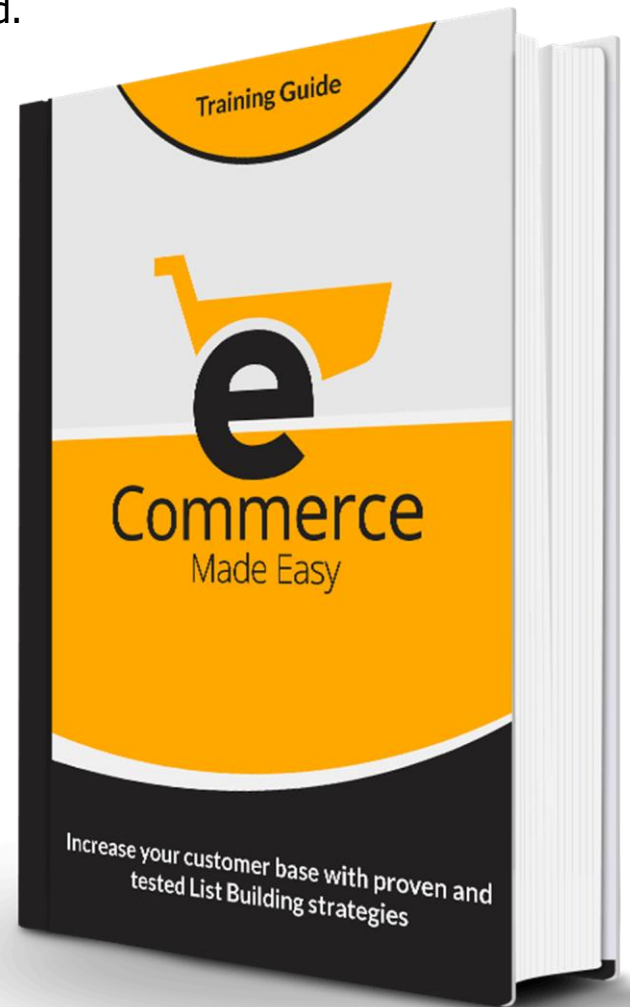
Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

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

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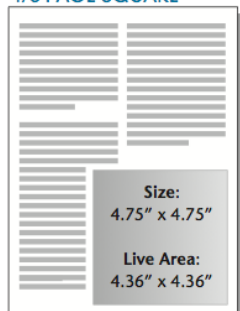


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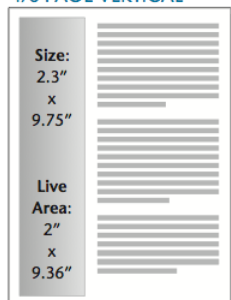
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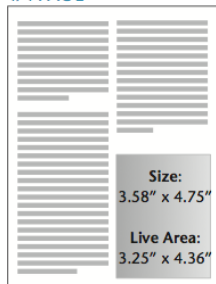
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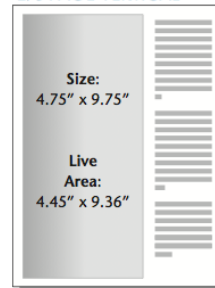
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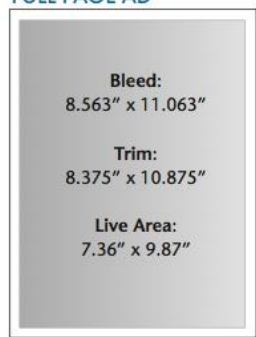
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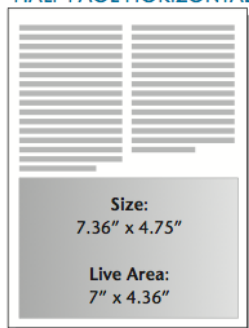
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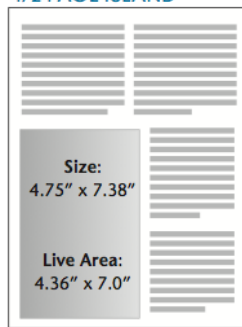
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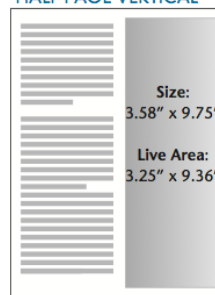
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THINK
OUTSIDE
THE BOX

Selling Flexible Coaching

It can be difficult to schedule a time each week with a coaching client. They work full time, they're in a different part time zone and so forth.

Plus, many clients don't need an hour every week. They might need an hour now, and then not need your time again until 3 weeks later once they've implemented everything they learned on that first call.

If you're trying to sell coaching by having them book their time first and then pay, you're essentially putting up a roadblock to the coaching ever taking place.

But if you sell the coaching first and then let them book whenever they want, as they want, the flexibility will lead to more sales of your coaching.

For example, let's say you charge \$300 an hour to work with clients. Maybe you also offer a discount for booking in advance, such as \$1000 for 4 hours. Let them know you are flexible as to when the coaching takes place and how often you talk.

Open up your coaching for a short time, sell hours, receive a big cash influx, and then close it down until next month.

This gets people off their duff and buying your coaching.

Next, have an online scheduling tool that tells clients when you are available and lets them grab time slots when they want them.

For example, your latest client might want to book an hour as soon as possible, and then book the rest of their time in half hour increments ever two weeks.

You decide when you are available and how much time you want to sell. Your clients can redeem their time anytime they like - now or weeks or months in the future.

And one last thing - if you put an expiration on the time, make it well into the future. A year is good. This relaxes your coaching clients into buying more time, since they don't have to stress about USING IT RIGHT NOW OR LOSING IT.

Added bonus - a few clients won't actually use all the time they book. Strange but true. So yes, you can go ahead and over sell if you want to. Plus, if you sell too much, you can always just add a few hours each month to your calendar.

This really is a great way to have a very nice cash influx each month, just for talking on Skype.

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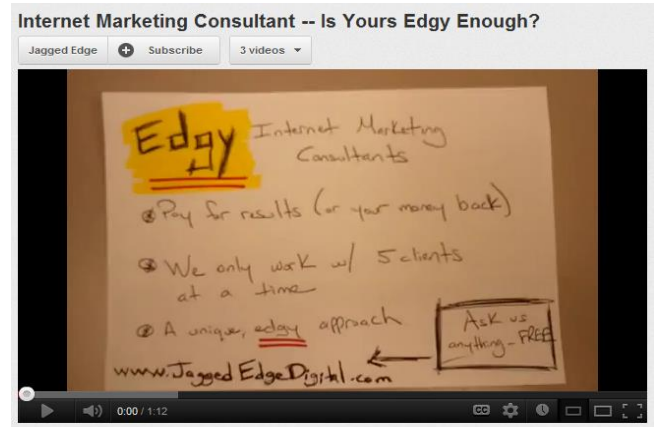
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MWM Videos

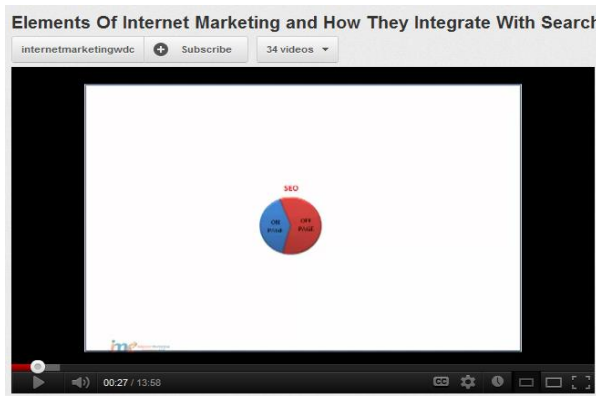
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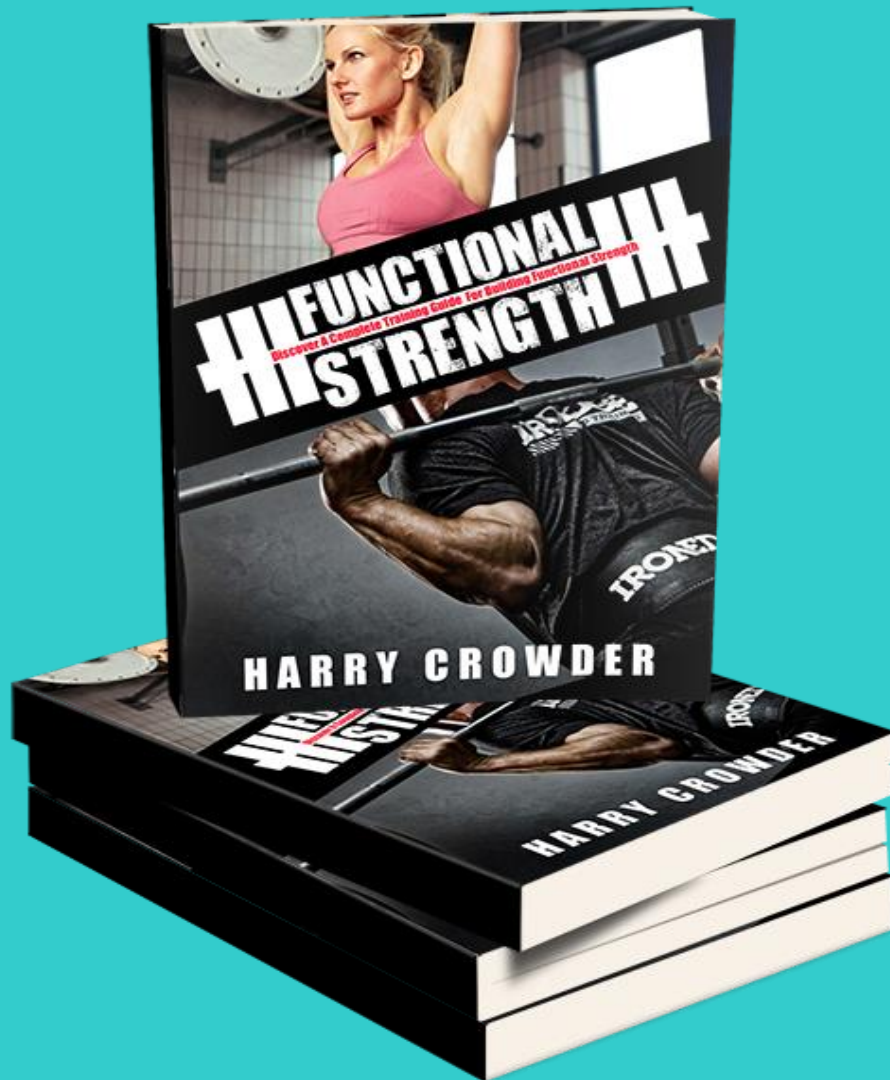
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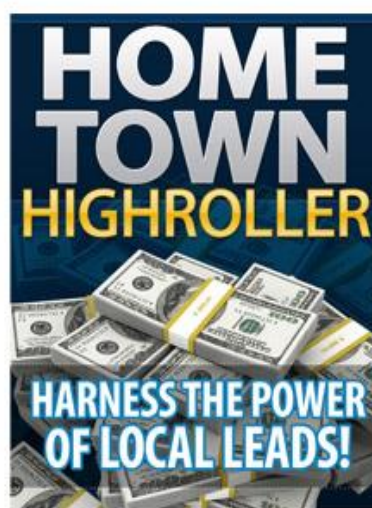


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Professional Autoresponder Account



One of the most important steps you'll ever take as an email marketer is in choosing to power your mailing lists by establishing an account with a professional autoresponder provider.

With autoresponder services like www.GetResponse.com and www.Aweber.com, you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box.

By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

There are many different reasons why setting up a professional autoresponder account is important, including:

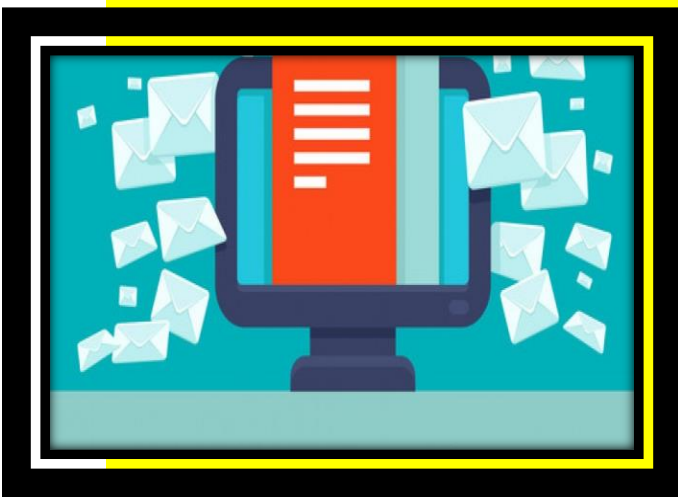
Safeguards Your Mailing Lists and Helps You Effectively Manage Your Leads

Professional autoresponder providers offer frequent back-ups of your database, in the event it becomes corrupted or inaccessible.

This is extremely important, because the last thing you would want to do is spend the time and energy developing a massive list of subscribers, only to lose it all.

Your autoresponder service provider will also handle all requests to unsubscribe, helps you comply with CanSpam regulations and provides you with the ability to write as many newsletter messages as you wish, and set up the dates and times when you want them to be published.

Guarantees High Deliverability & Performance quickly and easily.



By setting up your mailing list with an experience autoresponder service team, you can rest assured that your emails will make it to their destination.

It's their job to maximize deliverability rates and help you connect to your subscriber base quickly and easily.

Provides Important Data & Statistics to Help You Better Communicate with Your Subscriber Base

If you are interested in maximizing your open rate and overall response rates, you need to utilize the different features available within your autoresponder account including your average open rate, opt-out rate, response rate and whether any complaints have been sent in regarding your recent mailing.



IMPORTANT NOTE: It is difficult to switch autoresponder providers once you have established a mailing list as your subscribers will have to re-subscribe to your new list in order to continue receiving your broadcasts.

Keep this in mind when you begin building your lists and choose to create an account with a reputable autoresponder company right from the start.

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INTERNET MARKETING THROUGH MOBILE AS A KEY FOCUS AREA IN TODAY'S MOBILE COMMUNITY

By: Melody Bowman

Once the target customer needs and the marketing strategy is well understood, it is important to focus on the responsiveness of the mobile website and ensure that the user experience is as favorable as possible.



Statistics and numbers suggest that the majority of people shopping online for products and services, do so using smart phones and mobile devices, and these figures are expected to rise by more than ten percent in the coming years. Internet Marketing focused at the mobile platform is one of the key areas that businesses need to focus on, so as to drive sales and create a steady revenue stream.

User Experience as a Key Factor in the Success of Internet Marketing for Mobile Devices

When it comes to Internet Marketing for mobile devices, users prefer up to date and real time information that updates automatically with minimal stress on their mobile device. This makes their shopping experience spontaneous, and a mobile website with a fabulous user experience has a very high degree of influence on the target customer. Therefore, interactive, user friendly mobile applications targeted at making the shopping experience a meaningful one are the need of the day for the modern business owner.

Investing in the Right Marketing Strategy Towards Internet Marketing through Mobile

It is important to realize the difference between mobile websites and mobile applications, when planning your business marketing strategy for mobile. Internet marketing through mobile websites can be very different from mobile applications, in terms of focus and goals. In addition, it is also important for users to rely on survey information and metrics about how many users are visiting the mobile website. Once the target customer needs and the marketing strategy is well understood, it is important to focus on the responsiveness of the mobile website and ensure that the user experience is as favorable as possible. Towards this end, business owners must obviously realize that visitors to mobile websites convert into customers through a pathway that is both short and accessible.

When these needs of mobile websites are met, conversions will happen naturally, through a priority based approach to communicating and converting customers.



Melody Bowman is a very skilled Internet marketer. She has over 9 years of experience in the field and she continues to improve her IM marketing skills.

MWM marketplace

> Domains, Websites & Products For Sale.



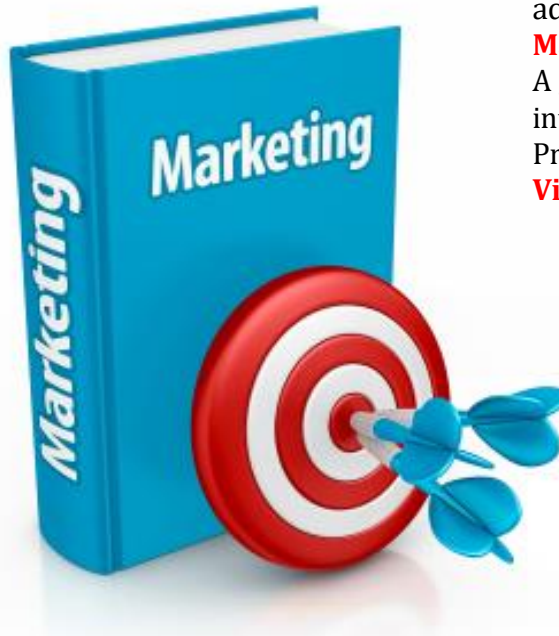
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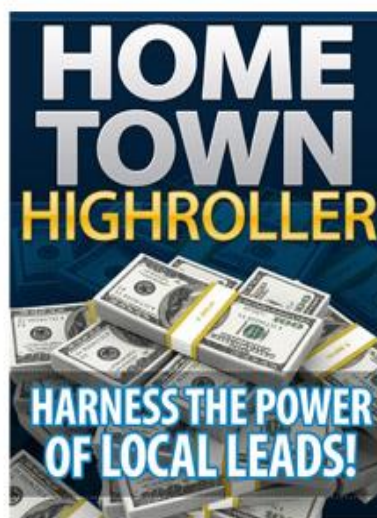
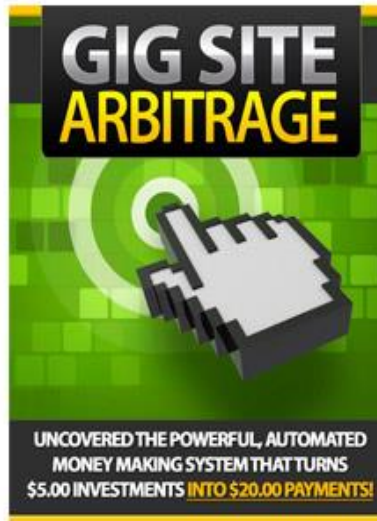
?

Did you know:

The first White House website was launched during the Clinton-Gore administration on October 21, 1994. Coincidentally, the site www.whitehouse.com linked to a pornography web site.

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MWM wants You to Know



Market Psychology

“Do you attach much importance to why people buy? Have you sat down and thought about what makes you want to purchase a certain product?”

“

Quotable:

“Never let a computer know you're in a hurry.”

~Author Unknown



What Makes People Buy?

Most people haven't thought about this at all. Yet if you run any type of business you really should learn the basics behind the psychology of what makes someone buy a particular product.

We are not talking about tricking people into doing something. But strategically placing knowledge in such a way that the person decides that they really do want to purchase this item.

To do this effectively you need to begin with creating quality content.

Whether this is a giveaway book, an instructional video, or advertising material. It all needs to be highly informative and be the best quality that you can produce.

If you take the time to learn the basic principles behind why people make a purchase you can take your business and your income to new levels.

By targeting the correct information to the right individuals you help them make an informed decision. One that will normally go in your favor.



You have most likely experienced this yourself. Say for example you wanted to purchase a new laptop. You have been thinking about it for a while, so the idea is already in your head. Then along comes a fantastic, targeted advertising campaign that makes you take note.

Of course, you are going to look at this product in more depth. You had the idea but had not really acted yet. This campaign provided you with the steps you needed to help you take action.

The outcome is you made a purchase.

Now for you as the marketer, you want to be the person who delivers this material to the right people. Are you starting to understand how this will increase your sales and profit margins?



The basics of psychology include using subtle things such as social proof, attracting loyal customers by giving them something for free first.



Another way to get people to buy your products is by setting yourself up as an authority figure. People are more tempted to by products or services that are written or produced by a so called "expert".

When you apply certain tactics and principles to your advertising material and your sales pages you may be surprised at how your business flourishes. This all begins

with learning how to produce quality content first, backed up by a quality sales pitch.

If You're Good at Marketing, You Don't Need Products

Heck, you don't need services or customers, for that matter.

You just need clients.

If you know marketing, you can go into any business field and work with the people in that field to make more sales.

A certain consultant is the highest paid coach in the real estate niche. Yet he's never sold real estate in his life. Realtors pay him big money because they know that he can show them how to get more business than they can handle.

Another guy has made a fortune telling chiropractors how to market their businesses, yet he's no chiropractor.

The key is to get really great at marketing, and then you can go into any field you choose and command top dollar.

And better still, it's actually easier for you - and outsider - to see what needs to be done in a business than it is for the person working in the business.

So, if you don't want to sell products yourself, then hire yourself out as a hired gun in the industry of your choice. Specialize in that industry, and you can command top dollar for your services.

When you get really good at what you're doing and you've built a nice reputation, you might want to charge an upfront fee and a percentage of the business you bring in. You'll make a fortune with this method.'



“

Quotable:

“The digital revolution is far more significant than the invention of writing or even of printing.”

~Douglas Engelbart

Know the Law Regarding Email

The FTC rigorously enforces laws email compliance. Make sure that your strategy is aligned with the CAN-SPAM Act so that you're not exposed to potential lawsuits.

Here are the rules that businesses must follow:

Don't use false or misleading header information. Your "From," "To," "Reply-To," and routing information — including the originating domain name and email address — must be accurate and identify the person or business who initiated the message.

Don't use deceptive subject lines. The subject line must accurately reflect the content of the message.

Identify the message as an ad. The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.

Tell recipients where you're located. Your message must include your valid physical postal address.

This can be your current street address, a post office box you've registered with the U.S. Postal Service, or a private mailbox you've registered with a commercial mail receiving agency established under Postal Service regulations.

Tell recipients how to opt out of receiving future email from you. Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future. Craft the notice in a way that's easy for an ordinary person to recognize, read, and understand. Creative use of type size, color, and location can improve clarity.

Give a return email address or another easy Internet-based way to allow people to communicate their choice to you. You may create a menu to allow a recipient to opt out of certain types of messages, but you must include the option to stop all commercial messages from you. Make sure your spam filter doesn't block these opt-out requests.

Honor opt-out requests promptly. Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your message. You must honor a recipient's opt-out request within 10 business days.

You can't charge a fee, require the recipient to give you any personally identifying information beyond an email address, or make the recipient take any step other than sending a reply email or visiting a single page on an Internet website as a condition for honoring an opt-out request.

Once people have told you they don't want to receive more messages from you, you can't sell or transfer their email addresses, even in the form of a mailing list. The only exception is that you may transfer the addresses to a company you've hired to help you comply with the CAN-SPAM Act.

Monitor what others are doing on your behalf. The law makes clear that even if you hire another company to handle your email marketing, you can't contract away your legal responsibility to comply with the law.

Both the company whose product is promoted in the message and the company that actually sends the message may be held legally responsible.



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COACHING

Your ONE Source For Learning
To Blog Profitably!
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BLOGGING AND SOCIAL MEDIA FOR INTERNET MARKETING – TOP TIPS BY MARKETING EXPERTS

By: Hope Smith

While print advertising can be straight forward and an easily deployable method when marketing your product or service, it can get expensive. Besides, with the number of consumers relying on the internet to identify and purchase products or services they require most, and their volume on the rise consistently, businesses are finding it very important to penetrate the Internet space, as a strategy to increase their sales. This means that competition is tough and expert advice from key players in the marketing arena is an indispensable tool to make way into the burgeoning world of business growth through Internet Marketing.

Two very important tools recommended by experts to gain leverage over competition is the judicious use of blogging and social media.

What Experts have to say About Blogging for Successful Internet Marketing

According to Maren Hogan of Red Branch Media, small businesses are most likely to benefit from blogging. This can be done without the use of hard selling on the blog itself, rather by giving expert advice in the field related to the product or service intended to be promoted. In effect, it gives a consistent message of expertise in the field, creates credibility for the business and convinces customers into buying the product or service.

Susan Payton of Egg Marketing and Communications also stresses the value of useful information from blogging and how impactful it can be to drive conversions.



What Experts Have to Say About Social Media for Successful Internet Marketing

Mike Volpe as the Chief Marketing officer at HubSpot opines that social media can work wonders when it comes to producing leads, in comparison to outdoor campaigns, telemarketing or marketing through emails.

Both blogging and social media can be great tools to establishing a community around the product, through interaction via comments or content sharing. This can later serve as ground work for a full-fledged campaign.

Both blogging and social media can be great tools to establishing a community around the product, through interaction via comments or content sharing.



About the Author

Hope Smith is a blogger and at the same time, she helps many businesses succeed through her web marketing expertise. Fashion, real estate and event management companies are just some of her clients.



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5 Veggies that Kill Stomach Fat?

Check out which veggies boost female metabolism and burn stomach fat



1 Tip for a Tiny Belly

Lose a bit of your belly everyday by following this weird little tip

venusfactor.com





✓ 60-DAY NO QUESTIONS ASKED MONEY BACK GUARANTEE
✓ 100% SECURE ORDER
✓ INSTANT ACCESS

Monetize Your List

While it's very important to provide your list with fresh, useful and free content, resources and information, you are in the business of email marketing so that you can build a profitable business and you need to get into the habit of monetizing your list right from the start.

Here are a few ways to quickly monetize your lists:

1) Affiliate Products

You can promote third party products to your list, where you will earn a commission each time one of your subscribers purchases the product using your referral link.

2.) Sell Advertising Space

There are many benefits of offering ad space within your newsletter including the fact that you can set your own price structure based on the number of subscribers you currently have the exposure that you are able to offer to potential advertisers and sponsors, increasing your prices as your list grows.

You can also consider solo mailings at a higher price once your list has grown enough to make it worth their while.

With offering ad space within your newsletter, you are in full control of the types of advertisements that you accept, so if you currently have your own product line, you could avoid promoting competing products.

In order to set up a successful advertising program, you will need to be able to provide detailed statistics and demographics regarding your subscriber base. I recommend building your list to at least 1,000 subscribers prior to offering advertising space so that you can offer greater value to potential advertisers who are looking to maximize exposure for their products and services.



*To begin, visit
<http://www.ClickBank.com>
or
<http://www.PayDotCom.com>
and review products relating
to your market from within
their marketplace.*

*With these two resources
alone, you will have an
unlimited number of
products available to
promote, covering dozens of
niche markets.*

3.) Sell Private Label Content

Private label material is pre-created content that is available for resale, either with “transferable’ rights (where you are allowed to transfer the right to sell the product to your customers) or with personal rights where only you are allowed to sell or distribute it.

What you want to do is purchase high quality reports, articles, ebooks and other material that is of high quality and relevant to your list.

Then, spend some time re-packaging the content so that it’s an improved version of the original, and customized so that it showcases your personal style and brand.

You should also focus on purchasing private label content developed by writers who are offering only a limited number of licenses, which will dramatically increase the value of the material and minimize the amount of competition who are offering the same content.

Regardless of where you purchase private label material,

you should always spend time going over the material, tweaking and improving it and increasing the quality of the information whenever possible.

This doesn’t have to be a time-consuming process, and if you have purchased quality content you can easily re-package it just by **editing the title, adding in a foreword, revising chapter titles, and adding in an introduction and conclusion page.**

4.) Create Your Own Products

With direct access to potential customers, you already know the types of products or services they are interested in, so the next logical step is to **create your very own product or service catering to your existing subscriber base.**

Advertising Tip:

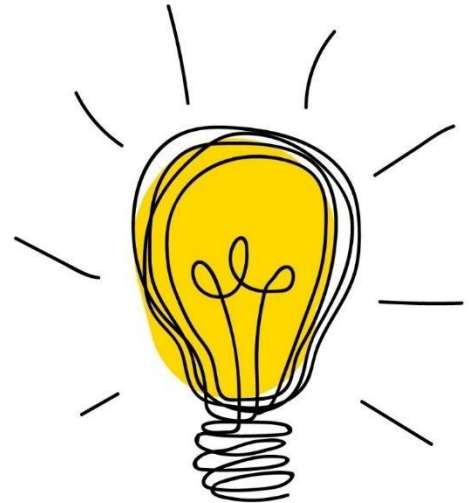
When it comes to locating potential advertisers, you can sign up for a free account at <http://www.Text-Ad-Links.com> or <http://www.Adbrite.com> where you will be able to create advertising offers that feature your pricing, statistics and overall website or list theme.

Brand Storytelling

"Contrary to popular belief, brand storytelling is not about your company. It's about your customers and the value that they get when engaging with your product or service.

The most powerful brand stories are the ones that prioritize customers as the stars. Think of your company as a supporting character."

- Quicksprout



IDEA

Bad Amazon Reviews



Some of Amazon's online sellers are offering bribes to Amazon employees to take down bad reviews or retrieve confidential information, the Wall Street Journal reports.

The practice, which is especially common in China, has launched an internal investigation within the company.

For Amazon's online sellers, a negative product review can be extremely damaging to businesses selling their products on the retail giant's site.

In order to quash bad feedback, some sellers are offering Amazon employees bribes to obtain bad reviewers' email addresses or to erase the negative review from the site entirely.

<https://www.businessinsider.com/amazon-china-cash-bribes-sellers-investigation-2018-9>

Wrong Order Creates Business Empire

Wrong Order Creates Business Empire

The turning point in Ann Beiler's meteoric rise in business was the result of a mistake, which eventually led to an empire of over 400 stores. The 48 year-old mother of two, took a low-paid job managing a pizza and pretzel booth at a farmer's market to financially help her husband's new counselling service.

Another farmer's market booth came up for sale at \$6,000 and Ann decided to buy it. She borrowed the money from a family member.

At first, her sales were just steady, but that all changed when a supplier delivered the wrong ingredients. Ann had to make up her pretzels with different ingredients and sales quadrupled to \$1,500 a weekend. Her ingredient mixtures are still a trade secret, known only to the franchisees.

Auntie Anne's was ranked as the top franchise in the pretzel industry by the Entrepreneur magazine. Today, Auntie Anne's produces freshly baked pretzels in cinnamon sugar, sour cream and onion, whole wheat, garlic, sesame, caramel almond and raisin flavors. The pretzels sell for less than \$2, and Auntie Anne guarantees her pretzels will never be out of the oven more than 30 minutes.

Ann Beiler believes her secret to success is making a difference in business by giving of yourself. Today, Ann donates \$100,000 a year to the counselling service her husband started. And she built an \$80million-a-year empire - all from a mistake which led her to the simple idea of cooking her pretzels with different ingredients.

Questions:

What fundamental things can you change in your business to create something brand new?

How can you take a product that hasn't changed much in decades, and turn it into something new and exciting?

How can you take a problem and turn it into an opportunity?



Massive Money in Thrift Store Rejects

Vahan Chamlian knew that in some countries, American clothes are considered a status symbol. Vahan realized if he purchased unwanted garments at rock bottom prices from Charity shops, he could afford to sell them in other countries.

Arriving in America with \$20 in his pocket, he visited charity shop dealers like the Salvation Army and Goodwill to purchase unwanted garments, which he then sold to any country where American clothes are desired as a status symbol.

Not all the garments donated to charities are sold, because even people who visit charity shops are discerning shoppers, and don't want some of the donated clothes on offer.

From this small start, he built and owns more than a dozen business enterprises, employing over 800 people and earning \$78 million.

If it wasn't for people like Vahan, a lot of the clothes from charity shops would end up in landfills.

If it wasn't for people like Vahan, a lot of the clothes from charity shops would end up in landfills. Vahan turns garbage into gold and gives extra funds to charities by buying unwanted garments.

His donations to charity have funded many worthy causes, and he paid for a private elementary school to be built, donating it to Glendale, California.

All this - and a \$78 million-a-year business empire - just from selling unwanted clothes.

Questions:

What items, that are currently being thrown out, can you find a new use for?

What products can you either repurpose, or find an entirely new market for?

What do you take for granted in your country, that people in other countries would love to have?



School Kids Hit It Big



School Kids Hit It Big

Sisters Anna and Sarah began their business while still at school. They both loved wearing unusual colors of nail polish, and invariably ended up mixing their own shades because the shops simply didn't stock what they wanted.

Friends, classmates and even shopkeepers asked the girls where they bought their nail polish. So, they decided to start-up their own company, producing bottles of nail polish in the colors they were always mixing up for themselves. Their grandmother gave them a loan and RIPE was officially born.

Today, Macy's and other top stores stock their product. The girls have created over 60 shades of polish, retailing at \$7 a bottle. The polishes carry exotic names - emerald forest, raisin, buttercup, shark and meteor, are just a handful.

Their customers range from young trendsetting girls to funky grandmas. Celebrities also like to use RIPE. Tori Spelling wears cumulus and Demi Moore's favorite shade is kelp. Now a line of lipsticks have also been introduced.

Anna and Sarah have turned painting their nails into a million-dollar business.

Questions:

What products do you use every day that could be improved?

What do you wish was available to buy, that isn't?

Have you noticed your friends complaining that they can't find what they want? If so, what is it they're looking for?

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