Making W E B MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

JANUARY 2020

NICK JAMES MWM INTERVIEW



Case Study: How to Make \$6,000 a Month in Simple Ad Sales

MWM Marketing CLINIC

A Market's Guide
To Pop Ups



Why Olympian Nastia
Liukin Never Quits

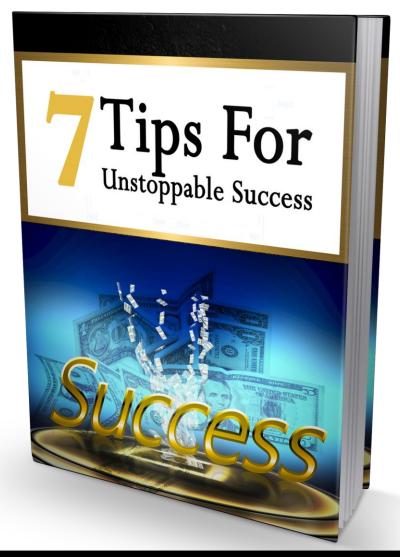


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You Asked and We Listened. HELP is HERE



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

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

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

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

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

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

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

Let me say it a different way...

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

MWM contents

- 6 MWM Editor's Letter JANUARY 2020
- 7 MWM Inbox
- 8 In The NEWS
- 9 MWM New Product Feature WP Fresh Start 5.0
- 12 MWM Success Guide How to Hack Your Brain for Success
- 13 Beware of Pissing Off Your Loyal Followers
- 14 Become a Software Mogul, No Experience Needed
- 15 MWM New Product Dynamic Digital Software Store Want A FREE Website?
- 16 **Subscribe For FREE** to Making Web Money Magazine
- 17 MWM Ask The Expert -Are Sneaky Advertorials Still Super Profitable Today?
- 20 Membership Authority Sites
- 24 Master Resell Rights Membership Site
- 25 MailScript X
- 26 How to Launch a Digital Product Business
- 27 eCommerce Made Easy
- 28 Advertise in MWM



How to Hack Your Brain for Success



17 Are Sneaky Advertorials Still Super Profitable Today?

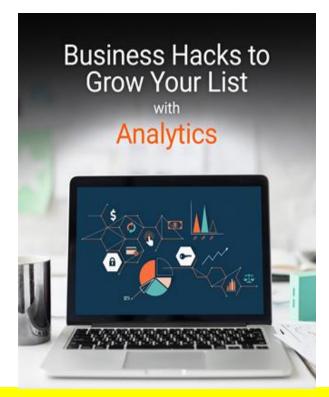
MWM contents

Features ...

- 21 MWM New Series on Business Hacks
 this Month Business Hacks to Grow your
 List with A N A L Y T I C S
- 32 MWM Interview with Nick James
- 35 Why Olympian Nastia Liukin Never Ouits
- 36 The Functional Strength Guide
- 37 MWM Q&A Journaling To Become A Millionaire?
- 40 3 No B.S. Passive Online Income Methods
- 43 Covert VIDEO Press
- 50 MWM wants You to Know Case Study: How to Make \$6,000 a Month in Simple Ad Sales
- 51 How To Make Money By 'Giving Away'
 Your Profits
- 52 Unlock My Secret Traffic Methods
- 54 My Blog Profits Coaching
- 53 Instantly Reduce Your Customer Service Queries

This Month's Marketing CLINIC A Market's Guide To Pop Ups

- 58 MWM Back Story Motivational Math
- 59 Got an Email List? How to Make \$1,000 in One Hour
- 60 YouTube Ads Made Easy



21 Business Hacks



34 NICK JAMES INTERVIEW



Welcome to the **JANUARY 2020** Issue of our monthly "Making Web Money" Online Digital Marketing magazine - where every month we show you how real people, just like you, are making web money – online. *This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.*

- PLR Profits Coaching Club
- Beware of Pissing Off Your Loyal Followers
- Series on Business Hacks this Month Grow Your List with A N A L Y T I C S
- Become a Software Mogul, No Experience Needed
- Unlock My Secret Traffic Methods
- The Functional Strength Guide
- MWM Interview Nick James
- Why Olympian Nastia Liukin Never Quits
- The Dynamite Digital Software Store
- How To Make Money By 'Giving Away' Your Profits
- 3 No B.S. Passive Online Income Methods
- MWM Wants You to Know Case Study: How to Make \$6,000 a Month in Simple Ad Sales
- Instantly Reduce Your Customer Service Queries
- Got an Email List? How to Make \$1,000 in One Hour
- -This Month's Marketing CLINIC A Market's Guide To Pop Ups
- MWM Success Guide How to Hack Your Brain for Success
- MWM Ask the Expert Are Sneaky Advertorials Still Super Profitable Today?
- MWM Q&A: Journaling To Become A Millionaire?
- MWM BACK Story Motivational Math

I hope you enjoy this month's issue of the magazine – Check out 94 Great Back Issues of Making Web Money!

Talk to me



Facebook.com/harrycrowder

Twitter.com/harrycrowder

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

Email me at: harry.crowder@gmail.com

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Making Web Money Online Marketing Magazine

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Advertising: See Above

Contributors

Various experts in their fields

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

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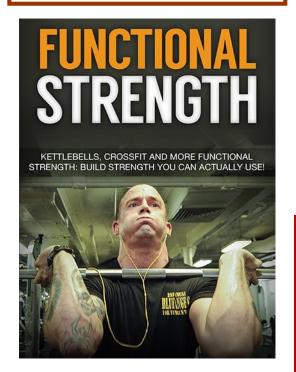
MWM inbox



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

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

harry.crowder@gmail.com





How Handy is This?

You can NOW Shop Walmart Online, save a lot of time, money and hassles. Pick from everything at Walmart and Then choose to have your order Delivered to you by mail / freight OR

YOU can Pick Your Order Up

at YOUR
NEAREST
WALMART

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QUOTABLE..

Joseph Addison said,

"Knowledge is, indeed, that which, next to virtue, truly and essentially raises one man above another."



Facebook Launches New Monetization Tools to Attract Top Content Creators

A snapshot of the announcement:

Ad Revenue: More options for monetizing different types of videos with ads.

Brand Collaborations: New ways for creators and brands to reach audiences and understand the performance of their branded content.

Fan Support: The option to offer supporter-only Groups in fan subscriptions and testing the expansion of Facebook Stars.

Creator Studio: A dedicated Monetization Overview section, a range of new insights, and the ability to manage Instagram posts via Creator Studio, in addition to Facebook.

https://www.facebook.com/facebookmedia/blog/more-ways-for-creators-to-monetize-and-manage-their-presence



Twitter Launches ArtHouse

The goal is to help brands product better content for the platform.

https://blog.twitter.com/marketing/en_us/topics/productnews/2019/Introducing-Twitter-ArtHouse.html

After 2 Years, Amazon Spark Is No More

Amazon Spark, the app that was meant to compete with Instagram and really highlight influencer marketing, has shut down.

https://techcrunch.com/2019/06/14/amazon-spark-the-retailers-two-year-old-instagram-competitor-has-shut-down/

MWM New Product



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

Perfect for anyone creating....

Amazon niche sites

Facebook niche sites

Offline/local business sites

Adsense niche sites

Affiliate review sites

Sites for your own products

Really...The sky is the limit.

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

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

Get Instant Access to WP Freshstart 5

New Video Editing App "Trash" Uses AI to Simplify Video Creation

Trash is a new startup that uses AI to help people make highquality videos quickly and easily.

https://trash.app/



Google is Testing a New Social Network: 'Shoelace'

This is Google's sixth attempt to succeed in the social networking spacing after failing with Orkut, Google Buzz, Google Friend Connect, Allo, and the infamous Google+.

https://shoelace.nyc/

What's the Best Time to Post on Social Media?

Sprout Social's report uses data from over 25,000 customer interactions in its social media software and compiles the findings into generic breakdowns by platform.

https://sproutsocial.com/insights/best-times-to-post-on-social-media/





"You Don't Need More PLR Articles,

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

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

INTRODUCING THE PLR PROFITS CLUB...

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

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

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

Click Here to Start

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

MWM success guide

How to Hack Your Brain for Success

How can we harness the power of our brains to push ourselves to accomplish things we don't think we're capable of doing?

1: Focus on enjoying the process.

Most people can get better at anything if they are willing to put in the time and effort. Find ways to enjoy the process itself, so that it becomes more of a hobby or passion than a chore.

2: Detach yourself from the outcome.

The way to enjoy the time and effort you put into learning a new skill – practice – is to detach yourself from the outcome and instead focus on the process.

3: Start small before going big.

Practice in low stakes situations rather than trying to tackle something big first. For example, if your goal is to climb Mt. Everest, you're going to start on much smaller climbs and work your way up to the big one.

4: Use small steps to push your own boundaries.

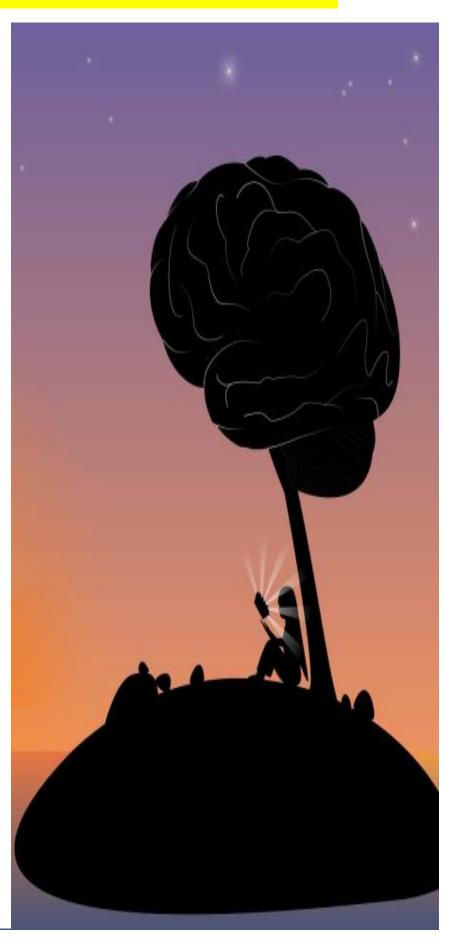
Starting small and working your way up is how you can gently push yourself out of your comfort zone. By taking a series of small steps instead of attempting one giant step, you can do almost anything.

5: Give yourself no choice.

Find ways to ensure you cannot back out. For some this might be telling everyone of your goal.

For others it might be doing the difficult thing everyday at the same time, regardless of how you feel. For example, you exercise every day as soon as you wake up. Or to get good at networking you've got to meet people.

Decide you cannot go home until you've met 5 new people every single day, and in a year or less you will be a networking marvel.





In the U.S., "pissing off" someone is to make them mad at you — sometimes REALLY mad. In the case of a customer, that's mad enough to never buy your products again, and maybe even mad enough to say bad stuff about you in social media, too.

The more loyal your customers and followers are, the more pissed off at you they will become if you do something 'wrong.'

Take the case of SoulCycle. Their customers are loyal almost to a level of being cultish. Or I should say, were so loyal.

Here's what happened: The company was established in 2006 not just to sell spin classes, but also spiritual bliss. Instructors spoke of enlightenment, transcendence and higher purpose.

And instructors even became deeply and emotionally involved with riders, giving them advice and guidance on their lives.

SoulCycle devotees purchased not only classes, but anything the company produced. The company created deeply personal connections with its customers, building irresistible 'cult brand' appeal. This army of spinning fanatics grew the company into a billion-dollar entity.

The company was sold to billionaire real estate tycoon Stephen Ross, who owns the \$60 billion empire, "Related Companies," which controls 13,000 apartments, 5,500 condos, 60,000 housing units and 30 million square feet of commercial real estate

Last summer Ross decided to host a fundraising lunch for Donald Trump, selling tickets at \$100,000 each. Yes, you read that right - one hundred thousand dollars per plate.

Almost immediately, SoulCycle devotees took to social media and the streets to publicly cut ties with the company.

Remember, SoulCycle was built upon the message of inclusion and self-acceptance, antithetical to Trump's policies.

Week by week attendance at SoulCycle dropped steadily in August, with 13% fewer purchases than in the year prior.



Become a Software Mogul, No Experience Needed I've seen fortunes made with this exact business model. yet most marketers are too scared to try it. Here's what you do: Get an idea for a Wordpress plugin. You can either find a need and fill it, come up with a great idea on your own, or look at what's available and figure out how to improve upon it. Once you've got an idea for your plugin, you might run it past a few people to make sure you're not the only one who thinks it's a winner. Or you can do some research and find out how well similar plugins are selling. When you've finalized your idea, get a coder to create the plugin for you. Yes, you'll need to PAY the coder, or partner with them. Once you've got the plugin, test it to make sure it works smoothly. Create your marketing for it and then sell it. You can package it with various rights, PLR, multi-site and so forth so that you have 2 or 3 different price points. I know of at least 5 different marketers who consistently make 6 figures a year doing this, releasing a new plugin every month or two. And at the right moment after they've made plenty of sales, they sell the rights to the plugin for 4 or 5 figures to another marketer, who often repackages it and re-releases it. There's a ton of money to be made this way. All you need is the right idea with good marketing+ and you can make a fortune.

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

Click here to get Your Website Now!

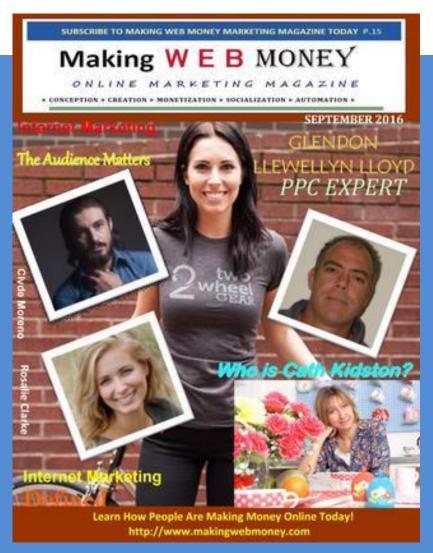
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MWM ask the expert

Are Sneaky Advertorials Still Super Profitable Today?

The writer might start out talking about the problem the product solves or extolling the virtues of this new product they just discovered. They might go on with examples and testimonials, let you know the manufacturer is offering an ironclad guarantee, and then directing you on what to do to get your hands on this amazing product.

The advertorial is 'sneaky' precisely because it flies under a reader's radar. If a reader KNOWS they are looking at an advertisement, their defences are up from the start. But if they think they're simply reading an article, their defences are down and it's much easier to sway their open mind into considering your product.

Advertorials, also known as sponsored content, do in fact work online. And they can take different forms.

For example, you can begin by discussing the problem and the various solutions, coming to the conclusion that the only real solution is the product you are promoting.

Let's start with that last question first:

An advertorial is an advertisement in the form of editorial content. The term "advertorial" is a blend of the words, "advertisement" and "editorial."

It's also called a "native ad," "sponsored content" and even an "infomercial" if it's broadcast. An advertorial is an ad that walks, talks and acts like an editorial.

And because this sponsored content takes the same qualities as original publisher content, everybody wins. The reader is happy because they're benefitting from the copy, the sponsor wins because the reader has gained a positive perception of the brand, and the publisher is happy because his readers and sponsors are happy.

The term advertorial was first coined in 1946, when there were plenty of magazines and newspapers and of course no internet.

You might remember seeing advertorials: They look very much like a story or article, but once you start reading you realize you're being very sweetly led down the path towards making a purchase.

Or you might begin with 'news' of an innovation or discovery that leads directly into the product.

If you're using advertorials on your website, then you can do any of the following:

- 1. Sell sponsorship, so that a company or brand is paying you to have the advertorial on your site. Essentially, they are buying advertising from you in the form of an advertorial.
- 2. Sell affiliate products using your advertorials.
- 3. If you have your own products or services, sell those using an advertorial.

The best places to publish Advertorials?

Most likely as posts on your blog, articles on your website and in email spotlights.

If you have a large following on your site or a large email list in the right niche, you'll find that selling sponsorship advertorials can be quite lucrative.

To have the greatest impact (and make the most sales) you'll want to write the advertorials in your own voice, just as you might write a blogpost.

Do you remember how you sound when you're enthusiastically telling a friend about a movie you just saw? That's the tone to take when writing an advertorial.

You're recommending, not selling. You're speaking as a friend to your readers, a friend who stumbled on something awesome you want to tell them about.

If you prefer to not take a personal tone in advertorials and you don't want your advertiser to write it for you, then the alternative is to write it as though it really is a news story.

This is how advertorials are classically done, and it can be as effective as writing it in your own voice.

Just look at how newspaper articles are structured, and you'll get the idea of how it's done.

Don't get discouraged – most of these techniques take some practice to perfect.

Hang in there and you'll get it right.



Contest Advertorials

One of the easiest ways to create an advertorial that people will read is to GIVE AWAY the product.

Have the product sponsor agree to giving away one or more of their products.

They pay you to place the contest on your site. You (or they) write up a short advertorial for the product and giveaway, along with instructions on how to enter the contest.

You and the sponsor might couple the product with an ebook, too, as we'll talk about in a moment. For example, if the product is a blender, then everyone who enters would get the ebook full of blender recipes, and one lucky person would get the actual blender.

This is so simple, and a great way for bloggers and list owners to make extra money or even promote their own products.

Sponsored Ebook Advertorials

One more thing: Sponsored eBooks can be the ultimate advertorials.

This is something a little different from your regular advertorial, but completely doable because these books don't have to be fancy, long or complicated.

For example, the American Egg Farmers sponsored, "Mr. Food Easter Celebration: 35 Excellent Easter Recipes Free eCookbook."

Yes, the title was lousy and there were only 35 recipes, but it didn't matter. The ebook was promoted on their website, in newsletters, as well by bloggers and through social media and even paid marketing.

Each recipe used – you guessed it – eggs. There were full page ads inside the book promoting eggs. And they also made accompanying videos in their test kitchens.

The book was distributed via Amazon (Kindle) and Apple (iPad) and in the first week alone they had 127,000 downloads.

Sure, you can create your own ebooks for yourself and your business.

But you can also create ebooks for other businesses as well and charge them a hefty fee.

A single ebook for Lion Brand Yarn cost approximately \$9,000, but it was worth it to the brand. They had over 100,000 downloads on their own website, as well as 75,000 via Apple and Amazon.

Whatever you call it – advertorials, sponsored content or native ads – it works as well now as it did some 75 years ago when the first advertorial was published.

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

With This Point & Click Simple Wordpress Theme

YOU Can Do The Same!

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

COMPLETE AUTOPILOT!



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

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

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

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

Why Should You Create a Membership Site?

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

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



Membership Authority includes the following:

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

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

MWM Business Hacks

Business Hacks to Grow Your List with ANALYTICS

You are likely working with funnels, without even realizing you have a funnel. If you have a newsletter or an opt-in email list, you have a funnel. A simple newsletter sign up form and a freebie, such as a checklist or a report, is the first and most common type of funnel that business owners make. Once this foundational step is taken, you can work on increasing your subscribers Then move on to converting the subscriber into a customer, again and again.

Visitors & Referrals

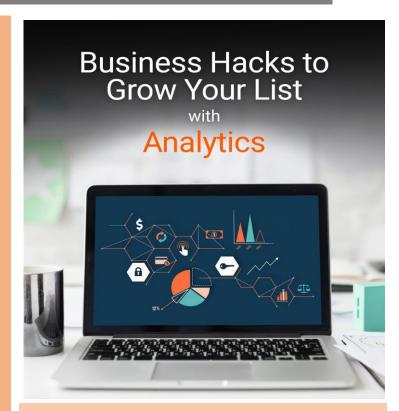
Use your analytics to discover more about the people who are visiting your site. The more information you have about who you attract to the site, the more you'll understand your audience. This knowledge will enable you to create better and more targeted content that they specifically want and need.

You may also learn something brand-new about your audience by studying the demographics, compared to the persona you created. For example, you may want to attract moms of toddlers; but you're getting more grandparents than parents. Can you work with this audience? Do you need to adjust the perspective or topic content to appeal more specifically to younger moms?

It's not enough to know who is coming to your site. You also need to know what site referred them to you. If you notice you have a lot of visitors coming from a certain link, this can be a good thing or a bad thing. If the referring link or site is providing the targeted prospects, who take some sort of desired action you want, keep doing what you are doing and double down on it. However, if the link is just bringing traffic with no action or interaction, you will want to rethink the content or change how you handle the referring link's traffic.

Content Interest

When they get to your site, what are they reading or doing? Looking at what type of content they consume and create more of it. This is the best way to grow your list the easy way.



Using the analytic results, create content that they already want. Make it easy to find similar or related information.

The more you know about your audience wants, the more you can offer content that excites and appeals to them. If they're currently reading an article about a topic, determine whether you can go deeper in the content that you're offering. Those areas are perfect places to add content upgrades, and other premium content, to build your list and to give them more info that they want.

Audience Hang Outs

The other thing to figure out is where your audience likes to hang out to find out. Where do they go on social media to learn things? Who do they go to for coaching? What live events do they like to attend? Who is the person they're most likely to follow online? This helps you build a presence where it's appropriate.

If you know your audience listens to a certain mover and shaker, you'll want to connect yourself with that person in some way. You can approach the influencer with an affiliate offer, run Google Ads on their page, or write free content for them, as a guest blogger. You can also mention them in social media to see if they'll respond, among many other things.

Encourage Engagement

Use analytics to discover what types of content are more likely to get your audience to engage with your content. What causes them to write a response? What causes them to share? What makes them want to engage? You can figure this out by looking at the content that received the most engagement. Then you'll want to create more content like that.

For example, if you wrote a blog post that is getting a lot of comments and discussion, you'll want to create similar content that includes similar motivators and/or topics. Expand on the idea, take it in a new direction, create content in new formats, and more.

Repeat, Test, Optimize

When you get ideas for improvements by looking at the data, you'll want to test your idea and then repeat and optimize throughout the test. The more things you can fix and get working seamlessly the better you'll get at list building.

For example, you may decide to change a headline on your landing page. You can set it up to deliver the new page to half your visitors, and the old page to the other half via Google Analytics. Then if the new one works better, switch to that one. You can work on incremental improvements and changes in this manner indefinitely.

When you want to use analytics to help you optimize funnels and improve conversions, determine what is performing best, what is surprising, and what you'd like to be different. Make a list of each part of the funnel, from your audience's perspective, and determine what can be improved at each step of the funnel.

Content Marketing

Does your audience find your landing pages via content marketing from your blog posts, guest blog posts, and other content like YouTube or Facebook Live events? Do they find you by seeing a meme or other visual content? It's all based on content marketing.

Use content to lead your audience through your funnels at every single step of their journey. Then, create more content for this purpose. Continue to improve small portions of your content and test it against the original to find out what works best.

Does your audience respond to checklists or reports better? What email messages and emotional motivators prompt your audience to respond at a higher rate?

Landing Pages

Studies have shown that having more entry pages is always better. Instead of developing just one landing page for a given email list that promotes a product you'll want to develop several points of entry using tags and segmentation to make the process easier.

For example, if you have content on LinkedIn, you'll want to lead the readers there to a special landing page for LinkedIn members, and a different one for those who come to your landing page via a live webinar. You want to differentiate each entry point so that they know this is exactly what they need.

In Content Upgrades

One amazing way to move people to your list is with content upgrades. A content upgrade is content that requires the reader to provide an email address in order to download the content upgrade. To accomplish this, you'll need email autoresponder software, plus a way to protect your downloads while also putting them on your list.

Use analytics to find out what is the most read content. Then read through the content to identify areas where you can expand on the information. Create the content, make it look great, create a cover, turn it into a PDF file. Then gate it by requiring an email address to download that gated content. Remember that you can use that same content upgrade everywhere that topic is mentioned throughout your website and blog.

Email Subject Lines

The entire point is to get people to want to be on your email list. Everything you do from sharing on social, to creating more content, is supposed to help people move to your email list so that they can get more content delivered to them that helps them know what they should buy to solve their problems. Your email subject line is super important to ensure that email is recognized and opened.

Test out various types of subject lines to find out what gets opened most often. When you figure it out you can make your subject lines work better overall to get people to move from your leads email list to your customer email list. One way to determine the changes you'll make is to look at advice that others are giving such as capitalizing subject lines or not for your audience? Test it to find out.

Some say that capitalizing properly gets more opens some people say that when they use lower case the get more Opens. See What works best for you.

Your Lead Magnet

If you created your lead magnet a while ago, you may want to revisit it. A lead magnet should get people that really are in your ideal target audience to download it, but then due to them being on your list now, to also act upon the information in the lead magnet as well as to respond to future sales so that they can become a paying customer.

Look at the lead magnet. If it's getting a lot of sign-ups, how responsive are they? If that's going the way you want, then leave that lead magnet as is. If it's not getting the responses you want, make changes until you get the results that meet your goal. When you make improvements remember to test one small improvement against the original before putting it out permanently into the world.

Email Marketing Messages

Once you get them on your list, are the messages effectively moving them down the funnel? Are these messages doing a good job converting them to buyers? What is the conversion rate? What is the industry conversion rate and how does your conversion rate compare?

You want this information so that you can start making small changes to find out what is going to get the most positive response moving your list members to that of customer and list member. This is the reason analytics are so important. When you can know what's really and truly affecting your numbers you can manipulate everything to work out the way you want it to.

Remember that if you aren't making offers then no one can respond. If you're not asking for action how can you expect any action to take place? When you send messages to list members, you should include an offer or two. It's okay if they unsubscribe, it's okay if they leave your list because of your offers. This is going to be what keeps your list healthy full of responsive members. The more offers you make the more sales you'll make.

You just need to ensure that you know who the audience is, what they need, and how to present it to them in the best light.

Conclusion

Using the analytics that is available to you regarding everything to do with your funnels will ensure that what you are doing is working. When you know your numbers, you can accomplish anything you want by simply improving what needs to be improved, doing more of what works, and less of what doesn't work.

Using analytics to help you know what to do to grow your list, and get more from your list, will push your sales higher than you ever thought they could be because knowing your numbers and then working to optimize and improve every aspect of them will make a huge difference in your success.

It's the difference between knowing and guessing. When you know your actions will get more response because they're based on facts rather than assumptions delving into analytics suddenly gets a lot more interesting.



MASTER RESELL RIGHTS MEMBERSHIP SITE

Warning: If You Want To Continue Beating Your Head Against The Wall With Totally Oversold And Dated Resale Rights Products, Then This Just May Not Be For You...But If You're Finally Ready To Grab Brand New Smoking Hot Products With Real Exclusive Rights, Then...



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MWM New Product

MailScriptX

Are You Making Money From Your Email List?

New Breakthrough Software Lets Anyone Make Huge Profits with Email Marketing



- Creates high converting emails with one click
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- World's 1st software that creates high converting emails for any niche!
- It's all cloud based, nothing to install, works on PC and Mac

Also, You Can Sell The Emails You Create With Mailscriptx

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

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

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See MailScriptX In Action

Quotable ...

"People don't buy what you do, they buy why you do it."

Simon Sinek, Bestselling Author, Motivational Speaker
 and Marketing Consultant

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



What you'll discover in this eBook:

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

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
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e-Commerce is growing like never before!

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Dear Online or Offline Business Owner,

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

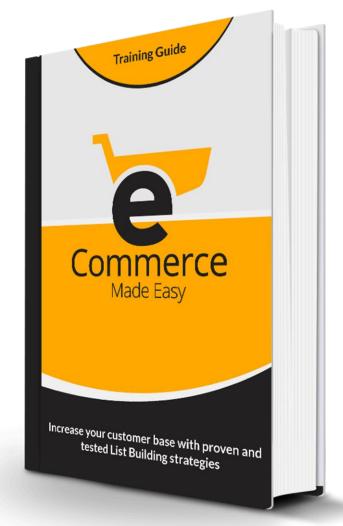
But first, let me ask you **two simple** questions:

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

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

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.

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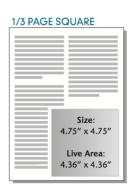
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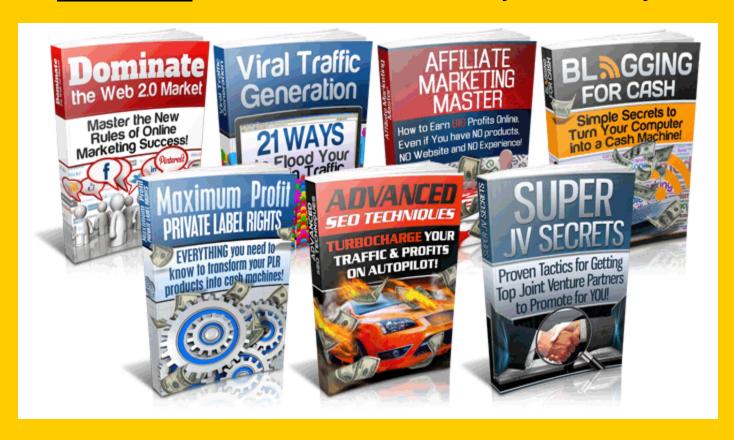
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http://www.youtube.com/watch?v=h5GQm 55ccTk&feature=related



MWM Interview

Nick JAMES interview



Paul Hollins:

Hello and welcome. Joining me this time is Nick James, who's arguably one of the UKs most well known and experienced internet marketers. He's certainly one of the most progressive and has won numerous awards, and I'm sure we'll talk about that during this session. Nick, it's great to connect.

Nick James:

Hey, it's great to be here. Thanks for inviting

me.

before.

Paul Hollins:

Now for those who aren't aware of you, or your achievements, maybe you could just start by telling me a little bit about your background and how you got started.

Nick James:

Yeah, sure, because I'm certainly not somebody that's gone to university or had any kind of marketing degree or anything like that. I've come through from what I call grass-roots or the, I guess, the gorilla style of marketing. I had to make something work from the beginning. But listen, I knew nothing in 2000, 2001. That's when I actually had a chance meeting with somebody that was already making money online, making money in a completely different way than I'd ever heard of, or seen

Nick James:

And it was a chance meeting with this guy, and he basically just told me that he was making money by offering people things that were for sale. And I know it sounds really obvious now, but back then I was told that you had to give people your time. You had to have a job, you needed to go out to work in order to get a wage. And that was a real turning point in my life, because for the first time I had this huge illumination of this light bulb telling me that my income was no longer related, or index linked to the number of hours I was working a day for a boss, who, well, pretty much didn't like him and he didn't like me.

Paul Hollins:

So I guess the first question then, off the back of that is, what made you want to do this in the first place? What was the thing that tipped you over the edge, that made you want to embrace this new way of working?

Nick James:

Okay. So, the position we're in now is, I run a business with my wife and we turn over literally millions of dollars a year selling information products and software online. And we do that in a variety of different ways. We can go into it a little bit later.

Nick James:

But the thing that really got me started with this, was the fact that I'd actually gone through a breakup with my partner, my little boy's mom. We split up, we went through a bad separation. And it was at this point I think, somebody first introduced me to a self-help guy. You probably know him as well, Brian Tracy. And I was listening to a cassette tape from him called The Psychology of Achievement. And I remember he said to me ... Oh well, said to me. He said on this tape, you need to learn to love yourself and you need to learn to educate yourself.

Nick James:

Now listen, I'm not into one of these ... This kind of high-five, happy-clappy, self-help kind of mattress, okay? But he connected with me. He said something, and I thought to myself, I'm 20 years old and I fell out of love with educating myself. I didn't have a good secondary school or high school education, and here's a man that's telling me that I should put my energy into something because I'm in a very bad place right now. I should learn to forgive everybody else.

Nick James:

And do you know what? When I was coming out of that bad place and listened to him at that time, it was almost as if that saying of, when the student is ready, the teacher appears, actually happened, because I threw myself into something that I knew nothing about, and really just embraced all of this new information that I was being given. Things like, there's another way to earn money. You don't actually have to have a job and work for somebody else. You could be your own boss. If you want to be your own boss, there are lots of models you can follow. You don't actually have to be somebody that's selling time for money.

Nick James:

And I was in such a bad place at the time. I didn't want to think about my personal life. I wanted to throw myself into something new to stop thinking about a breakup, to stop thinking about my money worries, to stop thinking about all the things that I didn't have anymore. And so, I think I'm an avoidance of pain guy, and I did everything to avoid the pain that I was feeling, and threw myself into this wholeheartedly. And that could've been a huge difference as it regards to the difference between an also ran and somebody that really did want to hit the ground running.

Paul Hollins:

So how hard or how easy was it for you at that point to actually get started? I mean, you've got the motivation, but how difficult, how easy was it for you, right at the very start?

Nick James:

Well, I think a lot of these things, it comes down to consistency. And actually, when I actually think back, all I did was copy exactly what I was shown. I had a mentor who taught me how he was making his money, how he was selling his products, how he licenced them, how he marketed them. And I'll be honest with you, I didn't find it difficult in the sense of the word I didn't know what to do. And I didn't find it difficult in terms of motivation. So





Nick James:

And what I did find out was if I did what I was told ... And I think this is really important for everyone to take away... If you do what you're told by your mentor, you follow instructions to a T, you should get what you were shown. I think sometimes it's when we go off track and we change the recipe we change what we're told because we think we know better. I think clever people change what they're told because they think they know better than the person that's teaching them.

Nick James:

So in that regard, it took me a while to set up my first business, my first internet business. I licenced my first product, I put some marketing together. And I was quite fortunate enough that by following those steps to a point of what I call, releasing the marketing products, releasing the marketing, and I got sales very quickly. And then I had this learned behaviour that, Oh, if I do this again, I'm going to make more sales. So I'll just keep repeating what I'd originally done to make my first sale.

Paul Hollins:

So Nick, what advice would you give to someone who's just starting out in this business?

Nick James:

There are many things, but I think there's one key thing that I did actually write about recently when I was putting together a new book, very beginning, because of its spell it out. But essentially, it's the

To Listen Click here

Note from the editor:

This is a bridged version of the

full interview which is available to listen to separately.

Nick James:

Six Figures a Year in Info Publishing, and I go in depth in this, right at the importance. I think on page 16, we aim, okay? Essentially, what we're trying to do is, we're trying to make sure that

we're always going to be adding value to people's lives. We're making a difference. And as well as adding value, making a difference, we're enriching people's lives so they get what they want as well. So it's a win-win situation for both people.



Why Olympian Nastia
Liukin Never Quits

"When I was a little girl, I learned that you can never quit on a bad day.

"I remember coming home from training some days and telling my mother that I wanted to quit.

"And because my parents never pushed me or made my do gymnastics, she would say, 'That's fine, you can quit, but not today.'

"And she would make me go back to the gym the next day, and the next day, and the next day, until I had one good day.

"And finally, after a good day – because moms always know when we have a good day – she would say, 'Okay, great, now you can quit. We'll enroll you back into public school and you can find another activity, you know, that you're passionate about.'

"And I would always say, 'I don't know what you're talking about. I never said I wanted to quit.'

"And this happened multiple times. And so basically, it saved me multiple times. Because at the end of the day, the most important thing is to find something that you love and you're passionate about.

"And that, to me, was gymnastics for so many years.

"And so, what I realized from that simple message of never quit on a bad day, was that regardless of what career path you decide to take, whatever it is that your job is, we're all going to have bad days.

"We're going to have days where we wanna throw our hands up in the air and say I quit, I don't wanna do this any longer. It's too hard, I'm frustrated, I'm injured.

"And it's okay to go in a different career path or on a different avenue, but not after a bad day.

"And so, I feel like that's kind of what has helped me now, through business and through life in general, is that not every day is going to be easy, or exciting, or you're gonna feel fulfilled.

"But getting through those hard days, and going back to, 'What is my goal?'

"For me, that was always the Olympics and winning a gold medal. And so, on those bad days, I would visualize and look ahead.

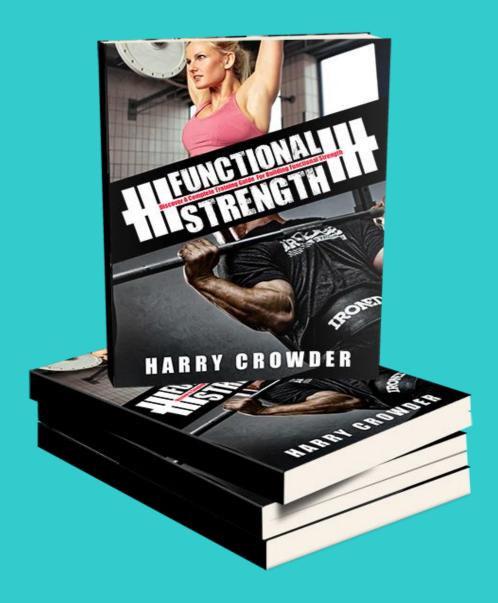
"And now, being able to do the same thing in life, and also in business, that's what helps me to get through those bad days."

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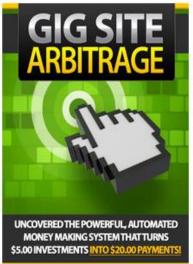


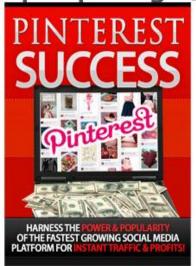
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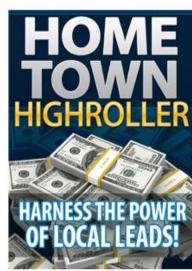
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MWM Q & A

Journaling To Become A Millionaire?

And he attributes his success to the oddest of things... journaling.

When he first started, he wrote down everything that was bothering him, like how his business wasn't big enough, why he didn't live in a cool city and so forth. Once he got all the negative stuff out, he started journaling about what he wanted in his life.

He wanted a better home, an amazing relationship with family members and friends, the ability travel and of course a large income. He was journaling his vision for what he wanted to get out of his life.

But his real breakthrough came when he started writing down how he was going to accomplish the things he wanted to do. Instead of asking why he didn't have the things he wanted, he asked how he was going to get them.

How do I go on more inspirational holidays?

"How do I make \$100 million in 12 months?"
At the time, he thought it was a crazy, CRAZY thing to try and do, but he did it anyway.

By doing 3 or 4 journaling sessions on how to make a \$100 million in 12 months, he actually figured out a way to do it, and then ended up doing it.

Patrick says to journal consistently. When he's trying to solve a problem like how to make a certain amount of money in a certain time frame, he will do several one hour sessions where he is totally focused on this one question, without interruption.

How do I have a closer relationship with my friends? How do I have a better body?

And then one day he went to a Starbucks he'd never been to before, with a brand new notebook, and wrote down the following question:

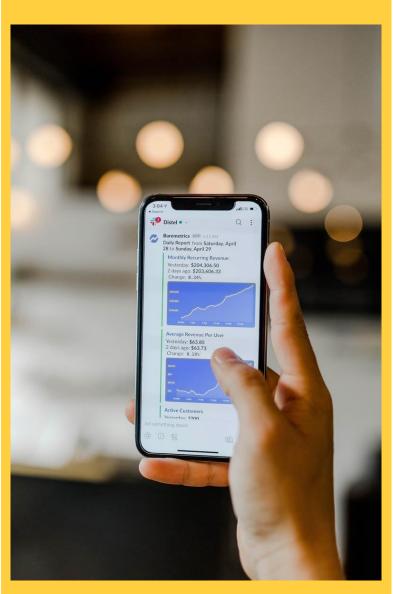
He says that because he has ADD (attention deficit disorder) he's got to write things down or he will forget them. He keeps his journals and writes down every thought and idea that he has concerning reaching his goal.

If he doesn't write it down, it doesn't happen, which is why he writes down everything. EVERYTHING.

He forms the plan, perfects the plan, and then gets out there and DOES the plan. He's all about taking action once he knows how he's going to get his goal accomplished.

His next goal was to reach \$1 Billion in 12 months. Sad to say, he didn't reach his goal. He only reached \$500 - 600 million in 24 months when he started iFlix.

That's right - he built a company to half a billion dollars in 2 years, all because he kept journaling. As they say, if you reach for the stars, you may get to the moon.



Would you say he failed to reach his goal? Technically, yes he did. But building a \$500 million dollar company in 24 months is anything but failure.

Patrick says to set such a crazy high goal, and then try to reach that goal, and if you only attain half that much, it will still be a pretty great achievement.

Before you think that it's been all sunshine and roses for Patrick, know that he lost nearly everything during the first dot com crash in 1999. He was 24 years old and had raised \$20 million from investors, including his mother's lifetime savings.

He's now built 5 companies that he's taken public, including one he sold to Rupert Murdoch for \$700 million. His mother has all of her money back and he has 3,000 employees. And he's the chairman of 4 public companies, collectively worth over a billion dollars.

What can we take away from his example? First, that no matter how dark things might be, we have the power to turn it around.

Second, find your inspiration from those who have gone before. Reading the Anthony Robbins book was all it took for Patrick to begin climbing back out of the hole he was in and going on to start 5 different highly successful public companies.

Third, journal your goals. Don't ask "why," as in "why don't you have what you want." Instead, ask "how?" "How can you reach your goal?"

Ask yourself - if you only accomplish 1/100th of what Patrick has done, what will that mean for you?

And most of all... "How can you do it?"

When the market crashed, his 23 year old CFO told him they had \$2 million in the bank and owed \$6 million. His staff of 300 went down to 30 in one afternoon. He told his mom that her money was gone. And when he went to bed at night, he hoped the building he was in would blow up as he was sleeping, so that he wouldn't have to face the world the next morning.

Then he read Unlimited Power by Anthony Robbins. Reading that book gave him the mindset and mental clarity to become more effective in communicating with himself. He learned how to train his brain to be better, stronger and do what he needed to do to turn things around.



3 No B.S. Passive Online Income Methods

There are several different ways to generate passive income and make money online. What is passive income?

It's building online businesses that allow you to generate income and grow and scale without a real-time presence.

In other words, you're not trading your time for money.

Instead, you build something up front that can continue to work for you over time. It's like when someone writes a hit song and collects royalties on it for the rest of their lives. They wrote the song once and they get paid as long as someone is singing that song.

You can build a passive income without investing a lot of money. Just remember, if it doesn't take much money, then it's probably going to take much work. Passive income isn't 'get rich easy,' but it is 'get rich smart.' If you have the mindset that you are building assets that will continue to work for you later, then you'll do just fine.

You're doing work now to have flexibility and freedom (and money) later. Here are three completely different legitimate strategies that you could choose from to build a passive income business of your own.

1: Freelancing to Problem Acquisition to Solution

Stick with me on this...

You're going to freelance by working for different companies or individuals and getting paid for your skills.

Yes, I know, this is indeed trading time for money, and it is NOT passive income.

Freelancing can be an AWESOME way to get started in building a business of your own.

You're going to acquire skills and discipline when you're running your own business as a freelancer. And you're going to get paid quickly, too. If you start out trying to make passive income, you're going to have a very steep learning curve that will involve spending money without making money, sometimes for months.

Freelancing brings the money in and gives you an education at the same time.

As you're freelancing, you'll get to know the industry that you're in, and you can be on the lookout for the problems.

These are opportunities for you to create product-based passive income businesses.

You're freelancing in a niche that interests you, making money and observing what's missing, what people need and want, and where the money is made. There's two basic ways this might work for you.



The first is you find a way to do what you're doing as a freelancer, only in a way where you do the work once and continue to sell it over and over again.

Let's say you build WordPress sites. Maybe you create a WordPress theme and software or videos that anyone can use to customize that theme to their particular business. You might even tailor it to a specific niche, like chiropractors, dentists, contractors, etc.

You might give customers the option of setting up the site themselves or paying extra to have it done for them. In that case, you would have an outsourcer do the actual work for you.

If you can create products that can be used out of the box by customers or businesses, then you've got a passive income business.

The second method is finding out what a niche needs as far as information and training. Perhaps you've worked in a niche long enough, you can now teach about it, and so you hold a live webinar series, record the calls and make a product you sell over and over again.

In the first case you're providing the businesses or customers with something they can use, such as a website, templates, private label rights items, etc.

Essentially, you're turning your service-based business into a productized business.

In the second case you're providing recorded trainings, whether it's a course, video series, audio series, books, etc.

It can even be a case where you've ghostwritten so much material in a certain niche, you now know it front ways and back ways. You can now step out of the limelight and very easily create your own products in that niche.

Freelancing is very much tied to your time, but it gives you an income and the opportunity to find out what you can create that people need or want.

An active business can be shifted and turned into a more passive business by either having products that are already made, by having software do a lot of legwork for you, or even other human beings doing that work, too.

2: Audience to Advertising

This is one of the most popular forms of building a somewhat passive income online.

I say somewhat, because in most cases you will continue to do some work, or at least outsource some work to keep this going.

Essentially, you are building an audience and then generating income through advertising to that audience you built.

Someone on YouTube making money through AdSense, or a blogger with sponsors or ads, or a podcast with sponsors... you get the idea.

You generate content to bring in the audience, and businesses who want to reach that audience pay you (either directly or indirectly) to advertise.

Things you need to know:

- It can take months to build up your audience to a point where advertisers will pay you.
- You can go through a service such as Google AdSense, or deal with sponsors directly.
- You likely won't get rich off Google AdSense from your blog. But you might on YouTube it just depends on how well you can generate an audience.
- This is not entirely passive. You usually have to keep creating content or pay someone else to create content for you.
- If you can become famous in your niche, you will do well at this.
- If you create super popular videos on YouTube, you can make a fortune through the advertising.
- Whether you're selling advertising or not, remember to build an email list. There are times when one email to your list will earn you as much as an entire month of paid advertising.
- If you hire people to create content for you, you can have several sites at once in several different niches, all selling advertising.
- If you're going to sell the ads yourself, first give away ads to some big names in your niche on a trial basis. Then let other potential advertisers know that these big names are advertising on your site (works wonders!)

3: Become an Expert to Sell Stuff

Okay, first things first.

You don't have to be a WORLD CLASS expert.

Heck, you don't even have to be an expert – you can use the reporter model where you report on things in your niche.

And if you're going to be an expert, you just have to be enough of an expert to know a little bit more than your audience. It's like new teachers – they read ahead in the book by one chapter, and that way they always know more than their students.

Your goal is to become just expert enough to earn the trust from others, so they want to learn even more from you.

What do you know that others want to learn?

What can you learn that others want to know?

Create your own product, book, course, webinar, etc. Solve a problem for your audience, a problem they will PAY to make go away.

Promote that product through any and all means possible (there's enough there to write an entire book.)

This is just like writing a song, in that you do it once and get paid for it over and over again.

You wake up in the morning and there is more money in your bank account because people bought your book overnight.

By using tools and software and systems, you can automate the delivery process so that you literally don't have to do anything to serve your audience.

And if you get the sales funnel set up right, you can BUY traffic to send to the funnel that makes you money like clockwork.

Spend \$1, make \$1.50, or whatever. When you're able to profitably BUY traffic, the sky is the limit and you are making a truly passive income.

Now, here is my favorite way to make passive income: Promote other people's continuity programs.

Yes, I'm talking affiliate marketing. You are still selling products to your audience, but now you're selling memberships and software as a service, and you are receiving income for months and sometimes YEARS for a sale you made once.

You're the expert. You're recommending THIS software or THAT membership to your audience because you KNOW (for real, no joke) that it can help to solve their problem.

You are helping your audience to solve problems and get what they want. And in return, the membership or software as a service pays you for as long as your customer continues to subscribe.

And it gets even better, because you did not create the software or membership, which means you have nothing to maintain and no customer service issues to deal with.

All you have to do is figure out what to do with the money. One caveat: Memberships and software as a service are generally things people don't subscribe to forever. Yes, they might stay with the hosting company you recommend, or the autoresponder you recommend, for years. But in most other cases, they will drop out after a month, a few months or a year.

By using software, using tools, using automation, using other people that you hire, you can actually turn this business that helps solve people's problems to something that can be automated for you, for truly passive income.

But again, if you have a funnel that allows you to BUY advertising at a profit, then you're golden. You just keep filling the funnel, making the sales and watching your monthly income grow and grow.

A funnel that is tested and proven takes maybe a few minutes a day to care for, if that. You can train your virtual assistant to care for it for you, as well as answering any emails that might come in.

So, how do you get started?

Well first, you have to be an expert in the eyes of those who you are looking to serve.

And remember, you do not need all those qualifications and credibility.

Some people gain expertise and credibility just through sharing their experience.

And you can go out and start talking to people, asking them questions like, 'What are struggling with right now? What are your biggest pains? What's something that you wish existed, that doesn't?'

That will give you some ideas about where to start and what positions you might be able to take.

Remember, a successful business solves people's problems. To earn passive income, you're going to have to do the work and put in the time. It's about building something now so you can reap the benefits later.

By using software, using tools, using automation, using other people that you hire, you can actually turn this business that helps solve people's problems to something that can be automated for you, for truly passive income.

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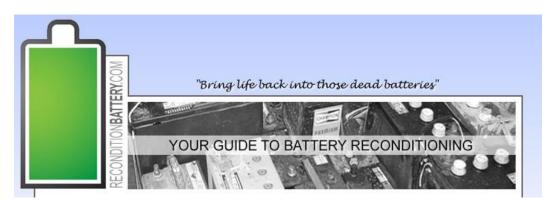


How The Covert Video Press Theme

Siphons Hordes Of Traffic

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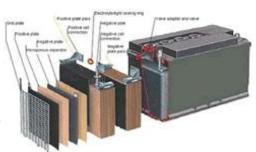
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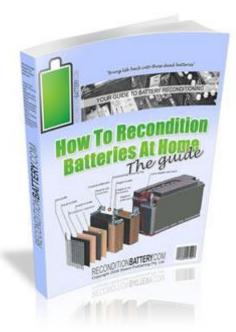
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You can now recondition your old batteries at home and bring them back to 100% of their working condition.

Reconditioning old batteries is a great way to help the environment.



"What's Included In The DIY Recondition Battery Guide?"



Lean How To Recondition Batteries At Home

The Recondition Battery guide consists of 21 chapters that will show you step-by-step how to recondition your battery.

We have included plenty of detailed pictures and diagrams to help you along the way. Below are just a few of the chapters in the guide.

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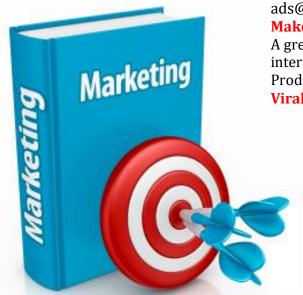
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MWM wants You to Know

Case Study: How to Make \$6,000 a Month in Simple Ad Sales

I can't reveal the niche where I found this case study, but with a little tweaking this could work in any of the larger niche markets.

And best of all, you get paid UP FRONT, before you even place the ads.

Here's how it works:

I'll call our case study entrepreneur Bob.

Bob puts out an email newsletter for free. And it's a really good one, too, with plenty of great information. He doesn't actually write most of the info, though. He uses PLR and he gets permission to reprint articles and blogposts.

His subscriber base is over 25,000 people. And because he puts out such great content, his open rates are high, which means he can offer paid advertising inside his newsletter.

Bob's content is presented as the main part of the newsletter, and then after the content he runs one ad per newsletter, which is a simple matter of copying and pasting the ads he receives from advertisers. And because it's an email newsletter, he allows ads to be a full page, or even longer if it's presented as an advertorial type of format.

Because Bob only allows one ad per newsletter, he can charge \$300 per ad. And get this: His newsletter goes out as often as he has paid ads, which tends to be 20-25 times per month.

To keep readers engaged and opening his newsletters, he makes sure to always send out at least 20 newsletters per month, even if it's a rare month where he doesn't have paid ads for all of them.

20 ads times \$300 per ad is \$6,000 per month.

Bob gets paid the fees up front. He doesn't create any products, other than the newsletter.

And because of the niche Bob is in, he can promote the ad slots within the newsletter itself. For some niches, you might need to promote the ad space outside of the newsletter.





How To Make Money By 'Giving Away' Your Profits

No doubt you already know that if you give away 75-100% of your profits to affiliates, you'll get more affiliates to promote for you.

And because you have more affiliates promoting, and promoting harder, you get more sales and a larger list of BUYERS that you can continue to sell to time and time again.

But did you also know that you can still make handsome profits from those products for which you're giving away the commissions?

For example, let's say you create a course on how to do something within the realm of online marketing. You sell the course for \$10, or \$50 or whatever, and you give away all your profits to the affiliates who promote for you.

The only profits you make up front are on the sales you personally make.

But inside the course, you've got affiliate links for the tools that you recommend.

For example, website hosting, autoresponders, software and so forth.

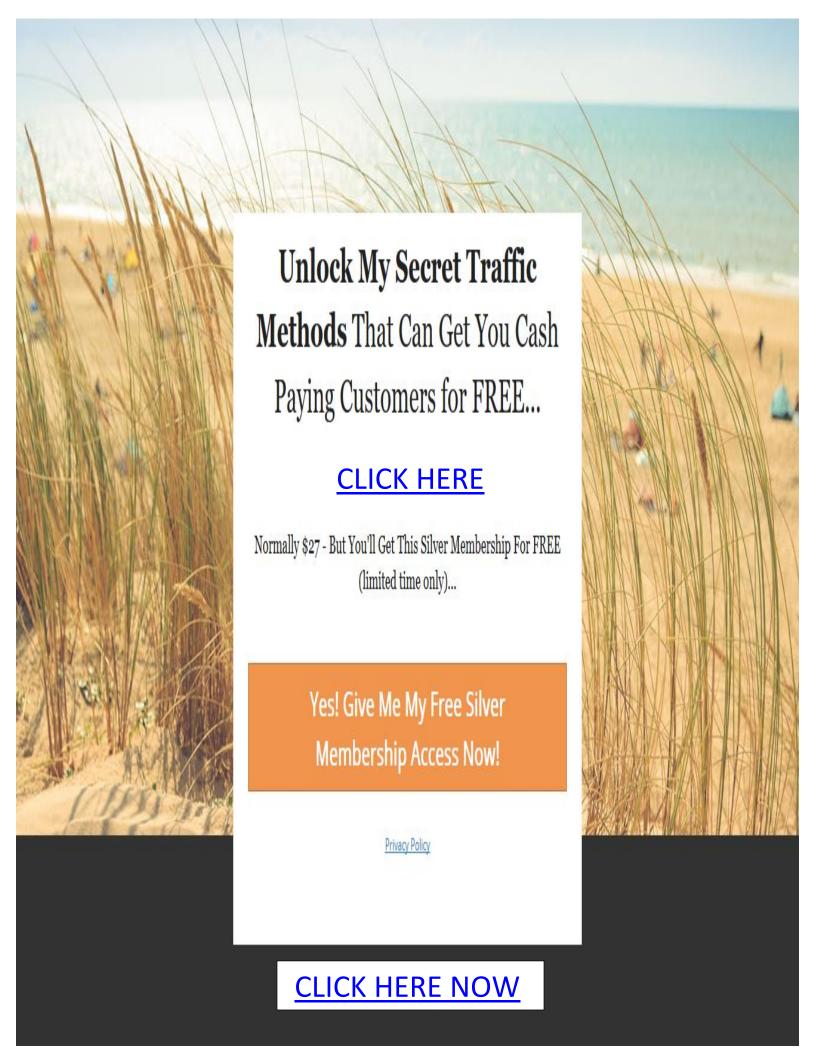
Pat Flynn has made fortune doing exactly this. His Bluehost commissions alone were over \$50,000 a month the last time I checked. He promotes commissions from Leadpages, ConvertKit, Demio, BuzzSprout, a WordPress theme, Teachable, Right Message and more.

He teaches how to do online marketing gets to promote all these programs that give him commission and ongoing residual income.

So, the next time you're creating a new product, remember to insert the affiliate links inside where appropriate. Be sure to only recommend products and services you firmly believe in, because your reputation will be on the line.

One more thing: It might be tempting to simply GIVE AWAY your product, since you've got those gorgeous affiliate links inside. Problem is most people will never use free products because they don't appear to have value.

But if people shell out their own money for a product, they are much more likely to use it. And when they do, they'll be clicking on your links and earning you that sweet passive income.



Instantly Reduce Your Customer Service Queries



It doesn't matter if you're selling a \$7 product or a \$7,000 product - you're going to get queries from customers asking you how to do something.

For example, if you're in the make money online niche, people are going to ask you how to set up a website, or set up an autoresponder, or add a plugin to their site, or whatever.

And maybe 20 years ago or more, this was understandable. But today we have two things called...

GOOGLE and YOUTUBE.

And anything you, I or your customers want to know how to do is found by doing a quick search on either one of these sites.

The problem is, people either forget they can do a search, or they're lazy, or... well, I don't know why they don't go straight to Google or Youtube for answers, but the fact is they don't.

So, here's what I do:

At the beginning of EVERY product

I put out and I write something like this:

"While I have tried to cover everything, you need to know to do XYZ, the fact is there might be a gap or two in your current knowledge that isn't covered in this report/video/course.

If you find you need to learn how to do something - for example, set up a WordPress site - then I urge you be a self-starter and search Google or YouTube for answers.

YouTube is especially helpful, since you'll likely find several videos that show you step by step how to do that thing that is perplexing you.

And this way you'll get your answer immediately.

If that fails, you are of course welcome to fill out a help request and we will get back to you within 48 hours with an answer.

But remember, Google and YouTube are often your best source for getting a quick answer to any pesky little question that might pop up along the way.

And by the way, I've found that folks who immediately search out their own answer rather than getting derailed by tiny obstacles are twice as likely to succeed."

Word this however you want.

I've found that my service requests have been cut in HALF by inserting this type of language into my products. And I suspect my buyers are happier, since they are finding answers to their questions right away, rather than having to wait.

And by the way, I often answer generic questions such as, "How do I install WordPress" by sending them to a YouTube video, which again saves me the time of having to explain the process.

MY BLOG PROFITS COACHING



Your ONE Source For Learning To Blog Profitably!

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!

If you're tired of beating your head against a wall and continually failing on your journey to making a ton of money and living the lifestyle of your dreams as a blogger then this is the last site you'll ever need to visit to find your success!

Introducing My Blog Profits Monthly Coaching Program...

MYBLOG PROFITS COACHING

Your ONE Source For Learning To Blog Profitably!

Make Money With Your Blogs



Drop 3 Dress Sizes in 7 Days?

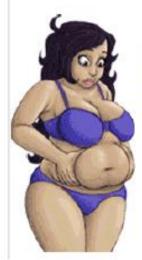
See this amazing little tip women are using to lose weight fast. See Tip >>

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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



This Month's Marketing CLINIC

A Market's Guide To Pop Ups

You've seen pop ups, and you might even be using them in your business.

But just in case you're not sure what they are, think back to the last time you went to a webpage and a form suddenly appeared, asking for your info in exchange for a free treat.

That's a pop up.

No doubt you've heard a friend complain about them, or perhaps you've even cursed a time or two when you were trying to read a page and a form suddenly blocked your view.

Certainly, you don't want to do that to your readers, do you? It could cheapen your brand and annoy your visitors.

But... not so fast.

If you haven't tested using pop ups on your website to help build your list, I highly encourage you to try it. A well optimized and targeted optim pop up that triggers at the right time can multiply your email sign ups 10 fold.

And you already know how important it is to build your list.

Pop up benefits

If you test pop ups against sidebar forms and end of post forms, you're likely to find the pop ups do far better.

Pop ups force your visitors to make a decision on whether or not to get your lead magnet, and in the process, join your list.

They can increase your email subscription rate 10 fold.

It's easy to A/B test them for increased conversions.

And they work on autopilot. Just set them up and forget about them.

Pop up problems

However, there is a downside to pop ups, too.

They can appear pushy, but you can fix this by loading the pop up after a certain number of page views, or a longer length of time on site.

They can annoy repeat visitors, but you can fix this with cookie based triggers.

And they can interrupt people when they are consuming your content, but you can fix this by using exit intent technology.





GET IT NOW FOR FREE

The pop up strategy

Here's the thought process behind using pop ups:

- You write great stuff that brings in traffic.
- Your visitors are impressed with your content, see the pop up, and opt in to get your free lead magnet (report, video, email course, etc.)
- Your visitors are automatically put on your email list, where you send out messages building rapport and transforming them into regular readers who know you, like you and trust you.
- You send them offers to buy solutions to their problems and you earn money when they purchase.

Things to consider:

If your pop up appears too soon, your visitor won't know yet if your content is great or not and will be less likely to optin.

People subscribe for content, especially the content of your lead magnet. That's why your freebie has got to be targeted to your reader and valuable to them. If it's something they would consider paying for, then you're on the right track.

Follow up with more great content via email that builds on the initial lead magnet. You can tack offers on to the end of your emails, but initially you don't want to send JUST offers, since your readers need time to learn to trust you and your recommendations.

What to look for in a pop up solution

I wish I could point to free pop up software that does everything you need, but so far, I haven't found it.

But if you don't mind investing a little money, there are some excellent tools available.

When you look for a pop up solution, things to consider:

- Is it easy to design the pop ups? You don't want to waste a lot of time on this.
- Can you set cookie rules so the pop up doesn't appear on every single page of your site and annoy your visitors into leaving?
- Can you A/B test designs to improve your conversion rate?
- Can you segment pop ups, choosing when and where they appear?
- Can you use exit intent to capture readers as they are leaving your page?
- Is there basic analytics to tell you what's working?
- And is the solution affordable?

Pop Up Solutions to consider:

Here are the best WordPress Pop up plugins:

- Bloom Email Opt-Ins
- Elementor Popups
- HubSpot WordPress Plugin
- Icegram
- Ninja Popups
- OptinMonster
- Popup Builder
- PopUp Domination
- Popup Maker
- Popups
- Sumo List Builder

I encourage you to do your own research and find the one that is right for you.

Pop Up Tips:

A/B test your visuals - this is the second most important thing on your pop up after your headline. Choose newsletter optin or bribe. You can offer a generic opt in for your newsletter, or you can offer a bribe (free report, videos, email series, etc.) Well thought out, targeted bribes tend to do 2 to 3 times better than generic newsletters.

Target your freebie offer to what's on the page. For example, if the page contains a chocolate cake recipe, offer a book of chocolate recipes or cake recipes. If the page contains an article on controlling garden pests, offer a book of natural gardening remedies. Tailoring your freebie to the page's content nearly always increases conversions.

If possible, offer a higher grade, paid version of your freebie. For example, if your freebie offers to teach them how to do something, offer to sell them the software that makes the process easier. By having an upsell after your freebie, you can convert some of your initial subscribers into paying customers. Make the offer low cost and tightly aligned with the freebie offer.

Test your pop up timing to see what works best. You could have your pop up appear when the page loads, after a certain interval, or upon exit. Generally having the pop up appear when the page loads works better than having it appear after a certain interval or upon exit, but you've got to test this out for yourself.

Bottom Line:

Pop ups work at increasing the number of subscribers you get from your website.

While you're thinking of it, do some simple math and figure out what it would mean to your bottom line annually if you doubled or tripled the number of new subscribers you get.

It's well worth the effort of installing pop ups on your site.

MWM Back Story

Motivational Math

Sometimes ...

we just need a little kick in the pants to get us moving in the right direction.

Do you have an email list yet?

Have you even started to build one?

And if so, are you actively increasing that list and emailing it on a very regular basis?

Whatever your answer, I have a bit of math that you might find inspirational:

If you earn \$25 an hour in your job and you work 40 hours per week, you earn \$1,000 a week prior to deductions.

That's \$52,000 a year for working those 40 hours a week.

But...

If you have a list, and you earn \$500 (on average) each time you send an email that contains a promotional link, and you send those emails 4 times per week, that's \$2,000 a week, or \$104,000 a year.

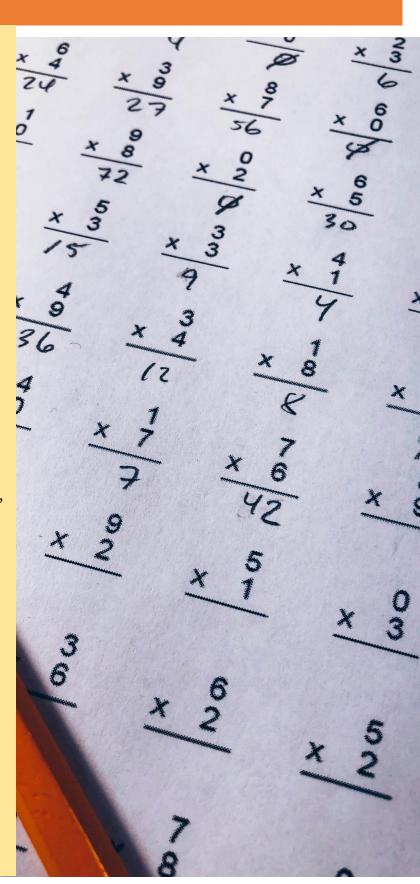
And that's not even the best part.

The best part is it takes you approximately 1 hour to write an email.

That means you're working just FOUR hours per week, to make TWICE the amount of money you earn at your job where you work FORTY hours per week.

So, let me ask you...

Are you building your email list yet?



Got an Email List? How to Make \$1,000 in One Hour

If you already have one or more email lists, and either a Skype or Facebook account, then this might be a way for you to make some quick cash.

You need the ability to see when people are online, hence the need for Skype or Facebook.

Before you do this, build a quick webpage where buyers can pay you. It should be a private page that search engines can't index because you don't want it to be found. The key is that your customers think time is limited - not that they can grab this offer whenever they get around to it.

See who is online and send them a private message with your offer. Tell then you're right in the middle of booking your promo emails for the next week or month, and that you have an opening for an advertising slot in your newsletter's P.S. section. Let them know how many subscribers you have and the price for the slot: For example, \$97 or \$197, depending on the size of your list.

Don't be high pressure. Tell them if you don't hear back from them, it's all good, because you know you will sell out.

If your list is especially targeted or especially responsive, let your prospects know this, too, and adjust your pricing accordingly.

I know someone who does this routinely, and every time he does it, he instantly puts \$500 to \$2,000 in his account within the hour. It's almost like magic. And he's not burning his lists doing this, either. He still delivers great content in the body of the email, with the 'ad' appearing only in the P.S.

In his case, nearly all of his advertisers are offering a free lead magnet (report, video, ecourse, etc.) to build their own list. That's why the P.S. actually looks like bonus content, rather than a sales pitch. On your payment page, have a contact form where your advertisers can submit their ad. Remember to tell them that you expect to have the whole week (or month) booked out within the hour.

Contact your advertisers a day or two after their ad runs to see how they did. This is the time to gather testimonials to put on that payment page you set up and also to sell more ads to the same advertisers, such as promoted posts on social media and paid ads on search.



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.

