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ONLINE MARKETING MAGAZINE

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MARCH 2019

How to Make Money with Assets You Don't Even Own

Double Sales with Three Magic Words

MWM wants You to
Know - How to Get
Paid in Advance
For **A Brand New**
Membership Site

Case Study:
\$12,000 a Month
Giving Almost
Everything Away

How to
Drastically
Increase Your
Sales Page
Conversions

Our New Series on
Business Hacks
This Month -
Grow Your List
with Pinterest



This Month's
Marketing
CLINIC

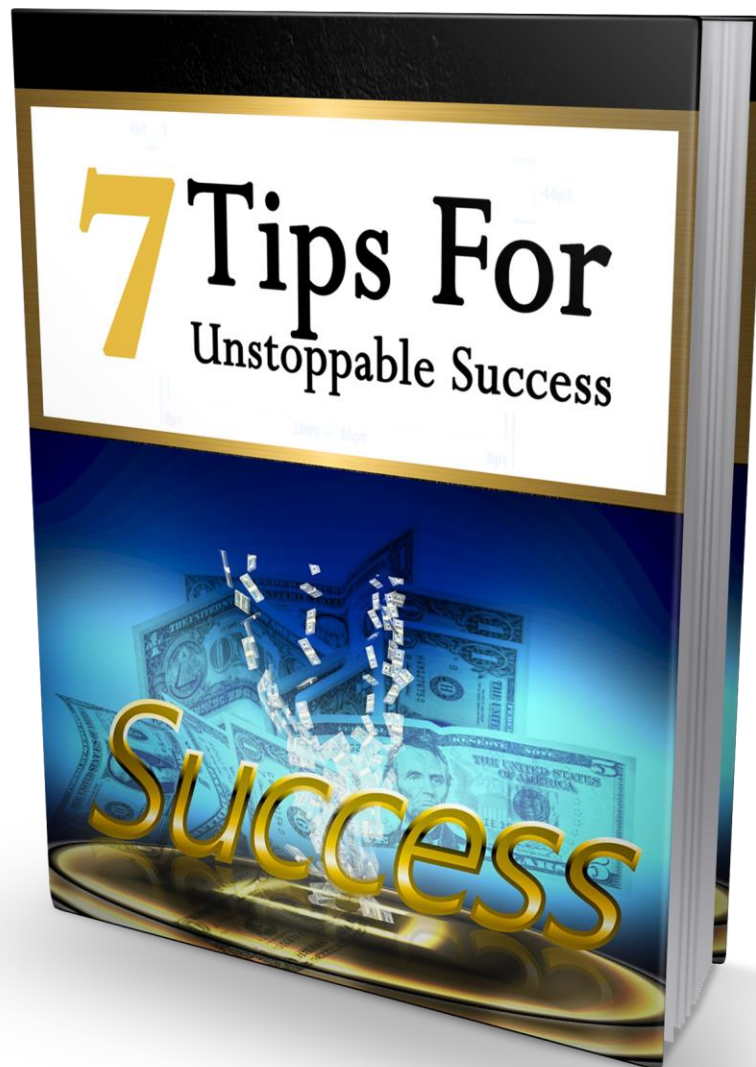
144
Power Words
That Convert!

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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Welcome to the **MARCH 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.

- How to Drastically Increase Your Sales Page Conversions
- How to Increase Your Profits Right Now
- **New Series on Business Hacks** - this Month - Grow Your List with Pinterest
- People Aren't Mountains
- Case Study: \$12,000 a Month Giving Almost Everything Away
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- MWM wants You to Know - How to Get Paid in Advance For A Brand New Membership Site
- Funny WiFi Names
- **This Month's Marketing CLINIC** - 144 Power Words That Convert
- MWM Success Guide – How To Have Overnight Success.
- MWM Ask the Expert - How to Make Money with Assets You Don't Even Own
- MWM Q&A: How to Get TONS of Profitable Ideas
- MWM **FLASHBACK** Story – *from April 2012*
Holli Harris: On Creating Tailored Clothing for Nursing Moms with her company **HadleyStilwell**

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



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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**

facebook

Follow me on Facebook: <https://www.facebook.com/harrycrowder>



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Making Web Money Online Marketing Magazine

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Advertising See Above

Contributors

Various experts in their fields

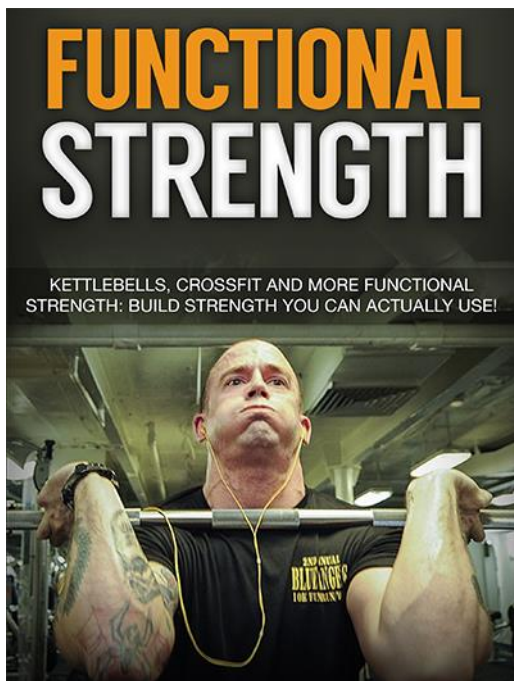
The instructions and advice in the magazine are for entertainment purposes only.



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!**



FACT:

Fact: Queen Elizabeth II is a trained mechanic.

IN THE NEWS

Google Introduces Four New Search Ad Position Metrics

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

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

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



Is A/B Testing Costing You Sales?

A/B testing helps brands discover which experience works best for the majority of their customers. Continuous improvement can lead an organization to newer heights by getting to know their customers well. Entrepreneur contributor Karl Wirth has published an in-depth article on A/B testing and two ways to improve it.

<https://www.entrepreneur.com/article/318056>

Here are more findings:

- 50% of Americans prefer word of mouth when it comes picking up a source of information
- 83% of them have made a word of mouth recommendation
- 66% American believe in anonymous and online reviews.

<https://www.entrepreneur.com/article/320097>

41% of Americans Follow Word of Mouth 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>

How to Drastically Increase Your Sales Page Conversions

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

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

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

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

And then answer them in your sales copy.

For example, might they say you're charging too much? Outline the potential income and benefits they'll receive compared to the pittance they're paying.

Are they afraid it won't work? Create a money back guarantee that assures them they are taking absolutely, positively no risk, and back it up with plenty of testimonials.

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

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





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

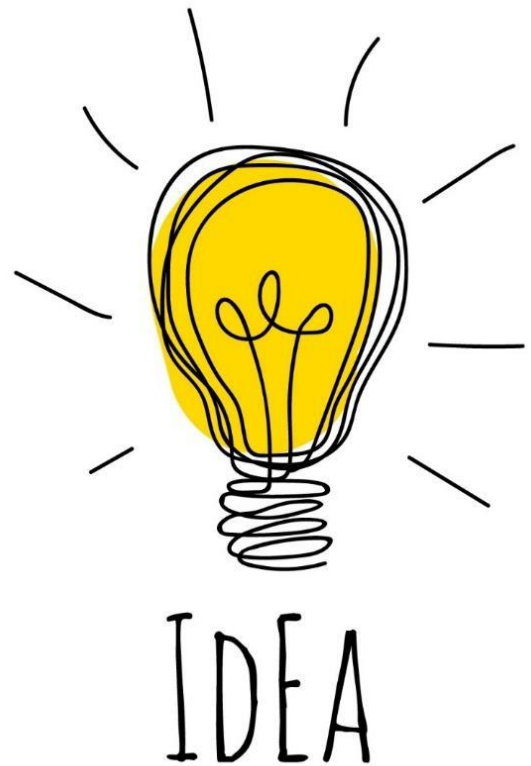
“Average marketers think in campaigns...”

“They work all week, push out a campaign, then start again from scratch next week.

That will only take you so far. To get to the next level, you need to start thinking in systems and build a marketing machine.

This is the only way to 10x your growth and then 10x it again.”

- LARS LOFGREN Growth Manager,
KISSmetrics



Customers Can Handle The Truth

According to a University of Chicago Booth School of Business, new research explores the consequences of honesty in everyday life and determines that people can often afford to be more honest than they think. In a series of experiments, the researchers explored the actual and predicted consequences of honesty in everyday life.

They found that individuals expect honesty to be less pleasant and less socially connecting than it actually is. "These findings suggest that individuals' avoidance of honesty may be a mistake," the researchers write. "By avoiding honesty, individuals miss out on opportunities that they appreciate in the long-run, and that they would want to repeat."

Make it a practice to give your readers and customers only the truth and see what happens. I suspect your opens, clicks and conversions will all improve.

<https://www.sciencedaily.com/releases/2018/09/180919133003.htm>





WARNING: STOP BUYING MORE PLR CONTENT!

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

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

INTRODUCING THE PLR PROFITS CLUB...

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

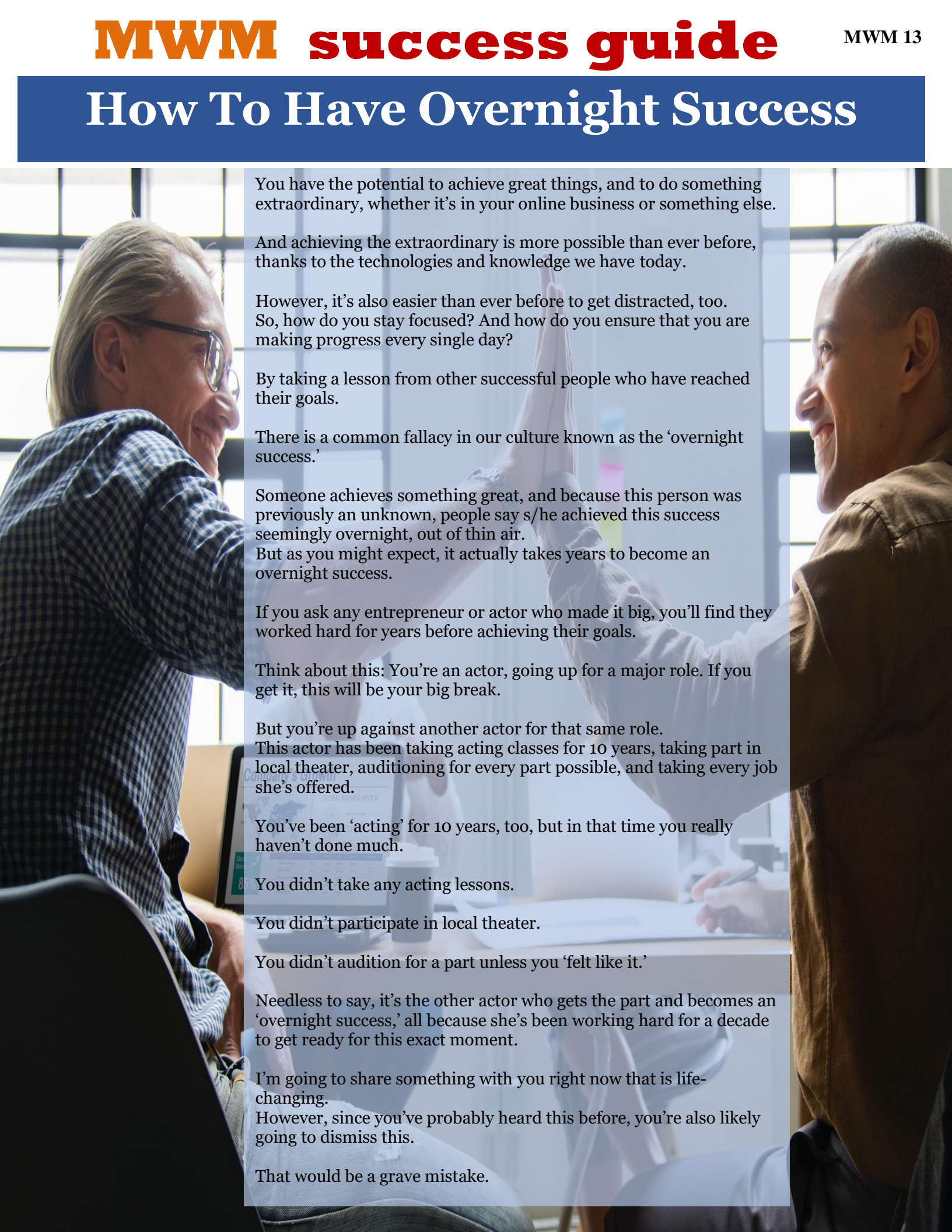
Each and every month you'll get a new lesson showing you a different way to ***profit with the PLR products you already have***. Each month will be a different lesson (*sometimes delivered as a step-by-step PDF and sometimes delivered as video tutorial lessons, and even sometimes a mixture of both*)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

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

[Click Here to Start](#)

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

How To Have Overnight Success

A background image showing two men in an office. On the left, a man with glasses and a blue checkered shirt is smiling and high-fiving. On the right, a man in a brown shirt is also smiling and high-fiving. They are in a modern office with large windows in the background.

You have the potential to achieve great things, and to do something extraordinary, whether it's in your online business or something else.

And achieving the extraordinary is more possible than ever before, thanks to the technologies and knowledge we have today.

However, it's also easier than ever before to get distracted, too. So, how do you stay focused? And how do you ensure that you are making progress every single day?

By taking a lesson from other successful people who have reached their goals.

There is a common fallacy in our culture known as the 'overnight success.'

Someone achieves something great, and because this person was previously an unknown, people say s/he achieved this success seemingly overnight, out of thin air.

But as you might expect, it actually takes years to become an overnight success.

If you ask any entrepreneur or actor who made it big, you'll find they worked hard for years before achieving their goals.

Think about this: You're an actor, going up for a major role. If you get it, this will be your big break.

But you're up against another actor for that same role.

This actor has been taking acting classes for 10 years, taking part in local theater, auditioning for every part possible, and taking every job she's offered.

You've been 'acting' for 10 years, too, but in that time you really haven't done much.

You didn't take any acting lessons.

You didn't participate in local theater.

You didn't audition for a part unless you 'felt like it.'

Needless to say, it's the other actor who gets the part and becomes an 'overnight success,' all because she's been working hard for a decade to get ready for this exact moment.

I'm going to share something with you right now that is life-changing.

However, since you've probably heard this before, you're also likely going to dismiss this.

That would be a grave mistake.

What I'm about to impart will make the difference in your life between mediocrity and stellar success, and it's this:

Every single day, without fail, determine the ONE thing you need to accomplish to move forward on your goal.

If you can only get one thing done, what would it be?

Ask yourself this question every night before going to bed, and again the next morning.

If you get just ONE thing done, what should it be?

The key here is to focus on importance, not busy work.

Contacting ten possible new clients is a step forward. Clearing your desk is not. Yes, it might be important to have a tidy desk, but how does that advance your goals?

There is the story of the professor who holds up a glass beaker in front of the class. The professor fills the beaker with large rocks all the way to the top, and then he asks the class if the beaker is full.

"Yes!" the students reply.

Then the professor pours small pebbles into the beaker that fit all around the large rocks. Again, he asks the class if the beaker is full.

"Yes!" comes the reply.

Finally, the professor pours sand into the beaker, which fills in the gaps around the pebbles.

Now the beaker is full.

But what if the professor had put the sand in first, or the pebbles in first? Then the professor could not have fit the big rocks into the beaker.

The things you need to do to advance your goals are your big rocks. You've got to do these things first, or they will never get done. If you focus your efforts all day long on sand and pebbles, you will always be busy, but you won't accomplish anything.



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MWM ask the expert

How to Make Money with Assets You Don't Even Own

Nearly all successful entrepreneurs have a certain trait in common. And no, I'm not referring to creativity, motivation, work ethic, attitudes, determination, focus or ability to delegate. All of those are important.



But the trait I'm referring to is akin to a special pair of goggles that entrepreneurs wear.

No matter where they look, or what they see, or who might own it, they are always looking for a way to make resources profitable for them.

They are able to recognize a resource or asset that can be used to build their business, even if they don't actually OWN or cannot buy or hire that resource or asset.

Think of it this way: They don't pay attention to the "Keep off the grass" signs. Rather, they see the sign and the beautiful grass, and they think, "Maybe I could hold concerts here, or art fairs, or outdoor workshops for executives, or turn it into green juice, or..."

They don't accept being told what they can and cannot do, or what they do and do not have access to. They make their own rules instead.

Here's a prime example...Richard Branson doesn't own the media. Yet he doesn't follow the "rules" laid down for how to interact with the media, either. He doesn't send out a press release and hope that some reporter does a story on his businesses.

Instead, he has become a master at using the media to advertise his companies.

He knows exactly how to get front-page coverage for his new launches, whether that involves wearing a dress or ballooning into the stratosphere.

From Branson's point of view, it's irrelevant that he doesn't own the media, because he's able to recognize and utilize it as an asset anyway.

He's even gatecrashed other companies' press conferences to get coverage for his own companies.

Again, that's not following the rules – that's making your OWN rules.

As you go through your day, recognize the assets all around you, regardless of who owns them.

Ask yourself how you can use these assets to build your own business.

For example, you don't have a list. But you do have a knack for writing sales copy.

So, you approach a marketer with a big, responsive list, and you offer to write the sales copy for his next campaign in exchange for promoting your product to his list.

It's not your list. You don't even have a big name for yourself yet. But you can leverage what you do have to get the attention of another marketer. True, you're still paying commission on your product, same as always. Plus, you're writing sales copy for that person, too.

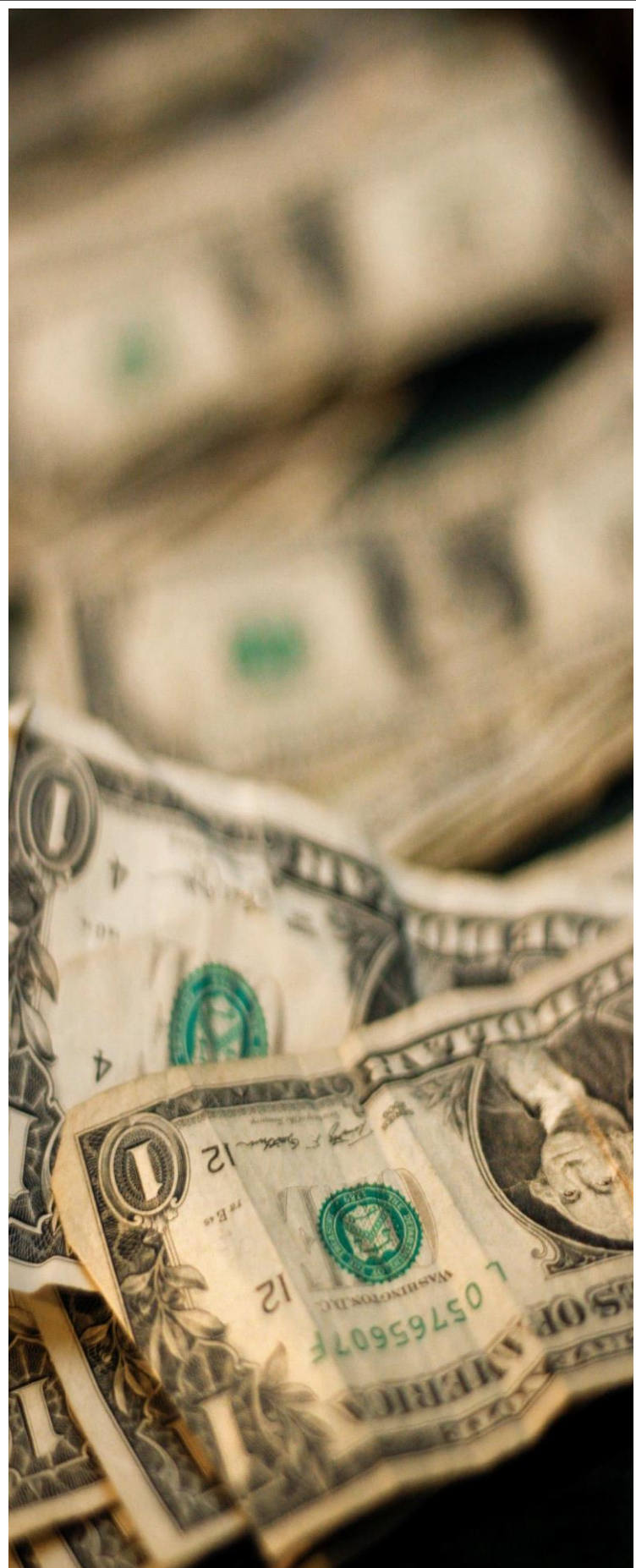
But when they make 300 sales at \$47 apiece, or maybe sell 300 of your memberships at \$20 a month, do you think it was worth it? You bet!

Maybe there's a forum in your niche that you don't like. But on that forum are your potential future customers. No, you don't own the forum. But you can certainly use that forum to find your customers and do it in a way that allows you to come back time and again.

Or maybe you need a skilled outsourcer, but you don't have the cash on hand to pay them. What you do have is great contacts, and you can introduce this outsourcer to contacts.

Look at what you have. Look at what you need. Figure out ways to get what you need using what you do have.

You don't need to be Richard Branson. You just need to be the best version of you and be willing to get creative and take action to make it happen, whatever "it" might be.



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every day on the site)



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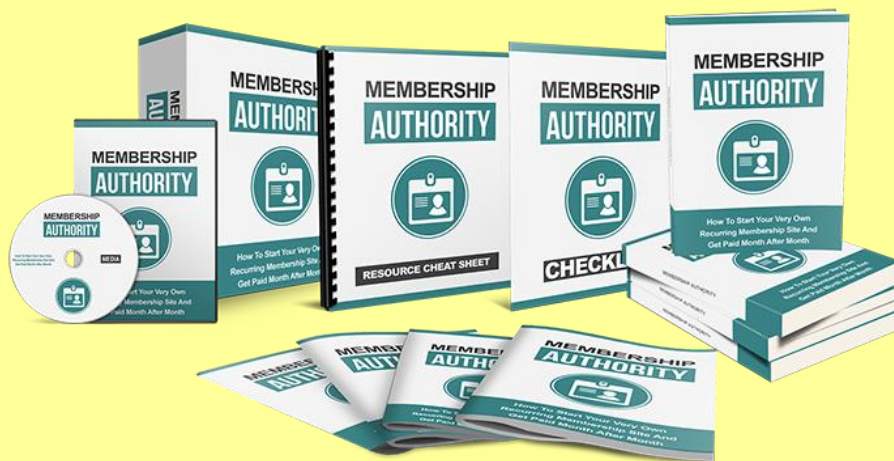
"Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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

Why Should You Create a Membership Site?

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

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



Membership Authority includes the following:

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

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

[Click Here Today](#)

Business Hacks to Grow your List with Pinterest

Growing your list with Pinterest is not only effective but it can also be fun. You just need a little creativity and the ability to think outside of the box so that you can make awesome pictures that tell a story, engage your audience, and of course get clicks so that people will ultimately sign up for your email list. Try these business hacks to grow your list with Pinterest and you'll be pleased with the successful results.

Truly Understand Your Niche

Before you get started, you need to understand your niche and audience thoroughly. When you do that and can narrow your focus to include only the areas that interest your audience. It makes a huge difference in competition and budget. What's more is when you learn to keep your niche narrow you will attract more people who are right for your list rather than getting people on the list who won't engage and eventually buy from you.

Know Your Audience Well

Your audience is very important when you want to market on Pinterest. You need to know what type of boards they look at, who the people are that they follow, and what questions they need answers to. What is their problem and how can you solve it within your narrow focus (niche)? For example, if you want to help mothers of toddlers, who need to learn organizational skills, you need to understand who they are and what their life is like before you recommend the next new organizational system to them.

Optimize Your Profile

First thing's first. Your profile is of utmost importance on Pinterest. If your profile isn't optimized your audience may not find you. This one thing will always improve the results you get, within days of optimizing your profile.

To optimize your Pinterest profile:

Get a Business Account

Using a personal account for business doesn't work very well. You will want to convert your account to a business account because you'll get a lot more features. Plus, it's still free. It doesn't take much time to convert, they make it easy. You'll be able to brand your account a lot easier, hold contests so that you're a verified business and so much more.



Add Back Links to Your Pins

When they click on your pins, they should be taken to a landing page just for them. Instead of generic landing pages that you share everywhere make special landing pages for your Pinterest audience and you'll get more conversions.

Use Rich Pins (HTML text)

A rich pin allows you to put additional information about a pin directly on the Pin. You can add information about apps, products, recipes, or articles. You'll need to add rich pins to your account first.

- **App Pin** – This type of pin will show an “install” button right on the image which will allow people to download the app right inside of Pinterest.
- **Product Pin** – The product pin lets users shop your products because it shows pricing, where they can buy, and whether there is any product availability or not.
- **Recipe Pin** – This allows you to put the right information on the pin in terms of ingredients, cooking times, serving sizes, and so forth.
- **Article Pin** – This type of pin ensures that each Pin shows the headline, author, and a description of the story before they click it to see the entire thing.

This is a great way to make your pins stand out from the rest of the pins and get more attention, engagement, and conversions to your lists.

Use Eye-Catching Images

Use images that will stand out, attract your audience, understood at a glance, and gets clicks to your website. To accomplish that is to consider the colors, types of photos, what text you overlay with, and the overall design. Don't just think of each pin as a stand-alone either. Think of how the pins look together, how they're organized, and what they say about your brand. It's also important to ensure that the images are the right size for Pinterest.

Remember SEO

To get SEO right on Pinterest you need to know how your audience looks for your solutions and products. Do they search for your brand name or use a generic term to search for you? Also, remember that most of Pinterest's traffic comes from mobile devices and need to be very visual.

Your SEO starts with creating the business account we talked about. Use an SEO friendly username, fill out all your profile and about you section. Add an amazing logo that has been named accurately. For example, don't name it "logo" name it by the category of products or information you promote.

Set up a board with at least five or six pins on it to get started. Make sure they go back to your website to specialized landing pages. Your website should also be ready for Pinterest by adding the share buttons, the [Pinterest tag](#), the save button and ensure that you are using images that are the right size for Pinterest. Finally, don't forget to verify your website.

Of course, you should do keyword research and understand what your audience is looking up. Pinterest as something called "guided search" which you can use to help find more keywords that you can use. Engaging with pins and exploring topics that Pinterest has already categorized and organized helps too.

Organize Your Boards & Cover Images

Set goals for your business so that you know what the point is for using Pinterest. For the purposes of these hacks, it's to grow your list. Since that's your goal, you'll want to include Pins that show information right on the pin about why they should click through and what they'll get out of it. Don't just let Pinterest organize your pins where it puts them.

Instead, reorganize the boards so that when someone is looking at the overall picture of your Pinterest they understand the theme.

Choose the right cover images to tell a story. Over time, create a board that expresses every possible engagement and interaction that your audience will have with you. For example, if your topic is about moms keeping their home organized even though they have toddlers you might have boards with titles like, "Toy Organizing Options Under \$25" or "Laundry Room Organizing Options".

Advertise on Pinterest

One way to get your pins noticed on Pinterest is to promote your pins. You have to have a business account, and then you have to get approval to promote pins. It can take some time so while you're writing keep building your Pinterest account. You're more likely to get approved if you have a cohesive account already so you may want to wait until you have several boards.

Know the rules which change often. So, read them when you apply to be able to promote your pins. But most of them are obvious. You can't use other people's brands, no CTAs on the pin, no drugs, no alcohol, no guns, and no porn. Plus, you can't have more than one hashtag in your Pinterest description.

This is something that snags people a lot who don't read the rules. These can change so please read them.

Once you're approved, pick the right pin to promote, one that is from your own pinboard, that will help build your email list. That means it goes to a website landing page on your site so that they can sign up for your email list from your own pinboards

Watch Pinterest For Updates

Finally, be sure to keep checking for updates. Pinterest is always updating their features and functionality. They update everyone through their blog. You'll want to make sure to read it as often as possible so that you can keep up-to-date.

Your entire Pinterest account should be optimized in the ways mentioned so that you will get the most views that are useful. You want the people who visit your pinboards to want to keep looking at them because they're finding what they really wanted to find.

Create Dedicated Landing Pages

To make this all work, you need to create dedicated landing pages for your pins.

You want your Pinterest visitors to click on a pin and go to a page that encourages them to sign up for your email list in some way. The page can lead them to a simple sign up form, a lead magnet, and other items that encourage engagement and signing up for your email list.

Show Your Personality

Don't be afraid to show your personality on Pinterest. Yes, your brand should have a personality. Some people call it the "brand voice." The words you use, the images you use, the way you describe things all contribute to that personality. Know what you want it to be and create copy that matches.

You may want to be sincere, spirited, reliable, charming, or tough. It all depends on what you're marketing, to whom, and what the audience you want to attract likes. You may have to study the audience, but you also know who you are and what you'd like to project.

Show Social Proof

A good way to show social proof on Pinterest is to participate in pinboards and host Group pinboards too. Both are great ways to show social proof on Pinterest. To get used to how group pinboards work first join a group pinboard and watch how it works. Then, when you're sure about how it works, you'll want to host a group pinboard that attracts your audience to it so that you can get them on your list.

Offer Content Upgrades

When you post an image linking to a blog post and they click through to read, you'll want to give them reasons to sign up for your list aside from a form slide. A great way to accomplish this is to add content upgrades to the blog post content.

A content upgrade is a simple in-content link to more information, usually in the form of a PDF file. Upgrade information offers usually require the reader to provide an email address to download the offer.

Provide Incentives

You will want to provide a lot of value to your audience through incentivizing your pins. Ensure that your pins lead to a lot of value. For example, instead of leading to just one blog post about a topic it can lead to several blog posts about a topic, several types of lead magnets, and information that focuses on the success of your audience.

Use Some Automation

Keeping your pinboards up to date can take a lot of time. You'll want to build up your pinboards with amazing content. And follow a lot of people so that they'll follow you. Most of the time when you follow someone on Pinterest they follow you back. One way to build up followers is to set up automation software that will automatically follow other users.

Another way to use automation is to use software that schedules pins for you just like you do Facebook updates, blog posts, and Twitter. Even adding the "pin it" button to your site so that all images appear with the Pinterest image pinner on it will encourage your readers to pin your posts. There is so much that can be automated; but you want to be careful and make sure it serves the purpose you want it to serve while keeping your Pinterest focused and engaging.

Some software to investigate using:

- **Tailwindapp.com** – This is a solution that lets you find content to share, schedule posts, and even monitor engagement. This is a great tool to use with Pinterest to help you build your list.
- **Buffer.com** – This software works with a lot of social media including Pinterest and will help you save time by scheduling posts, and even analyzing how everything is working too.
- **Pinpinterest.com** – Built for Pinterest to help you get a lot more followers. You can schedule pins, auto follow, pin website content, and so much more. You can also try it for free. Since it's cloud-based, there is nothing to download.
- **Viraltag.com** – This tool will help you share visual content including recycling content by simply putting it in the schedule. You can even work with a team, study analytics, and collaborate with others.

The key with automation is to refrain from using it as a replacement for engagement. You will still want to respond to comments, make your own comments, and engage with your viewers as often as possible. As you build a record of engagement even people who don't want to comment will trust you more, go to your website, and sign up for your email list.

Outsource

You really can't talk about Pinterest and list building without also mentioning the fact that you can also outsource to an expert. If you already have a lot of content on your blog, you might want to engage a Pinterest expert to get you started at least by improving your images, setting up your account, and building a few boards. You may still need to build specialized landing pages yourself depending on the type of expert you hire. But this is a fast way to get results.

Building your list with Pinterest is very effective. But remember, using Pinterest takes time. It's the long game. But, if you follow the process, each thing builds upon the next and will snowball into more results over time. Get started now so that you can experience this effective, creative, and fun way to grow your list.

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Did you know



"The Internet is the first thing that humanity has built that humanity doesn't understand, the largest experiment in anarchy that we have ever had."

~Eric Schmidt

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- 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?

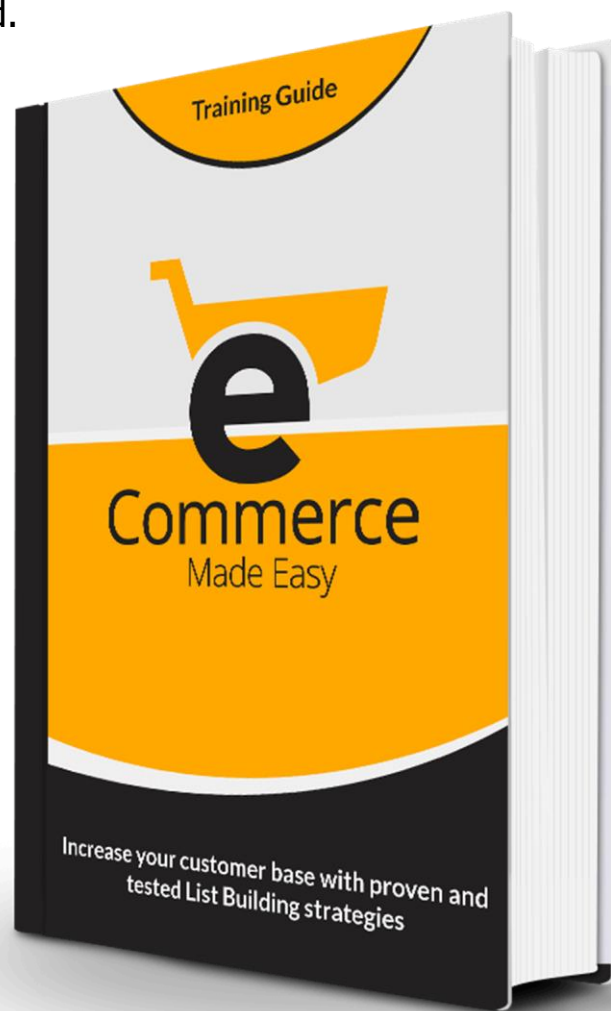
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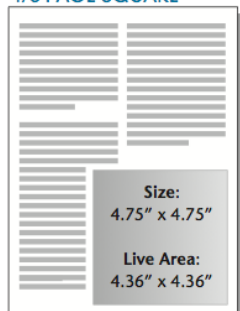


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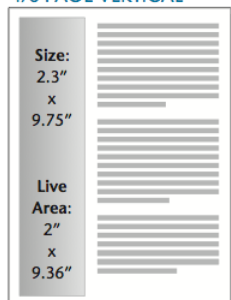
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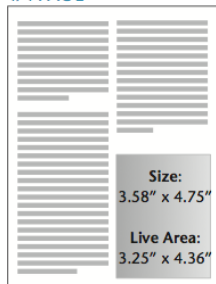
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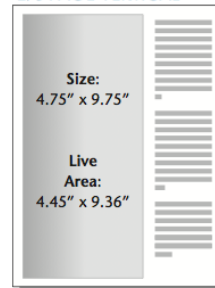
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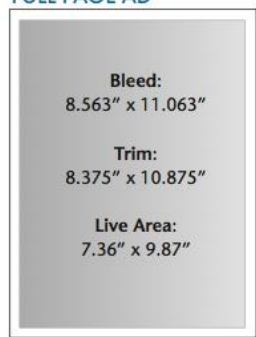
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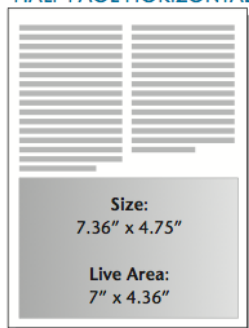
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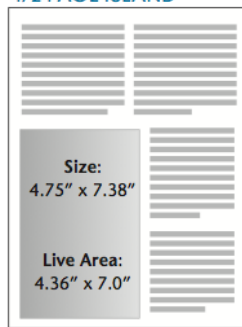
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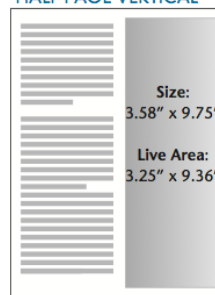
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People Aren't Mountains

MWM 30

There is a Scottish Gaelic proverb that reads, “Coinnichidh na daoine far nach coinnich na cnuic”, it translates as:

The people meet each other but the hills do not.

It basically means that in life some things are impossible, for instance like two mountains meeting, but people can always meet.

I've always found it to be a nice hopeful phrase, particularly among today's 24/7 Internet driven world, where often you could ring a customer service department for what you think is a local company and be speaking to someone half the world away.

More and more we are becoming a faceless society, it started out in business as an easy way for multi-national companies to coordinate efforts across offices and regions. Then with the rise of social media, personal relationships started to become virtual, now at the end of 2017, we probably all have more friends on things like Facebook than we have in real life, but out of the new friends you made purely on these sites, how many have you actually met?

Relationships too have fallen foul of this move to the Internet, no one seems to meet in a pub, or at a café or just in the street anymore in the same way they used to. It all seems to be increasingly coordinated through dating apps and social media.

In many ways we are becoming mountains that never meet. The very nature of our businesses as Internet Marketers too is often very solitary, how often do we speak to our customers? Have you ever met any of them? The power we have available to us to generate revenue and communicate from across the world, for example, I am writing these very words in another country, propped up in a kitchen.

I will (in all likelihood) only ever meet a few of the readers of this. I interact with other contacts and partners across the world daily, but again some I may never get the pleasure of meeting them more than a few times.

For example, I worked for a man for two years and never met him once, never even knew what he looked like!

As convenient as this makes things in our lives, it is sad in a way that these personal points of contact have been lost.

Customers still value the interaction with actual people, if not more so in a world where it is becoming a rare privilege, so in our businesses it's important to find points that enable us to make actual contact, to put an actual face to our customers and for them to see us. Loyalty isn't built around companies and products, but around people.



Did you know:

The Internet is just a world passing around notes in a classroom.

~Jon Stewart

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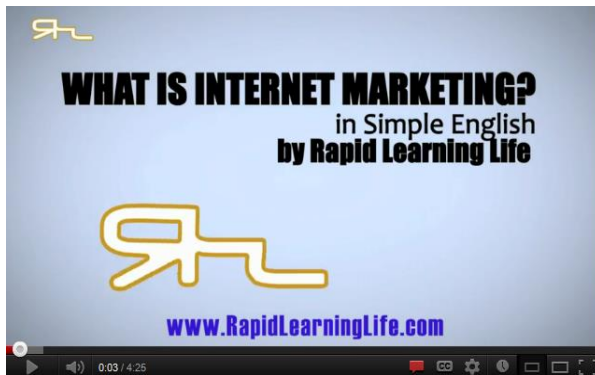
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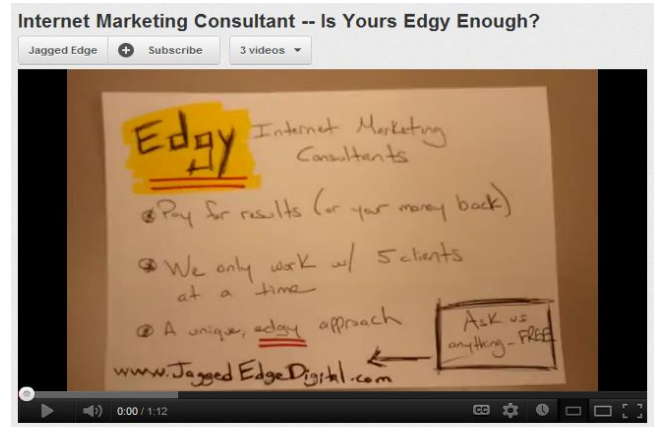
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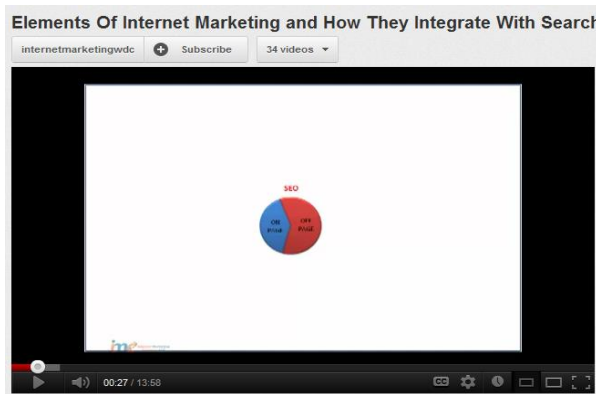
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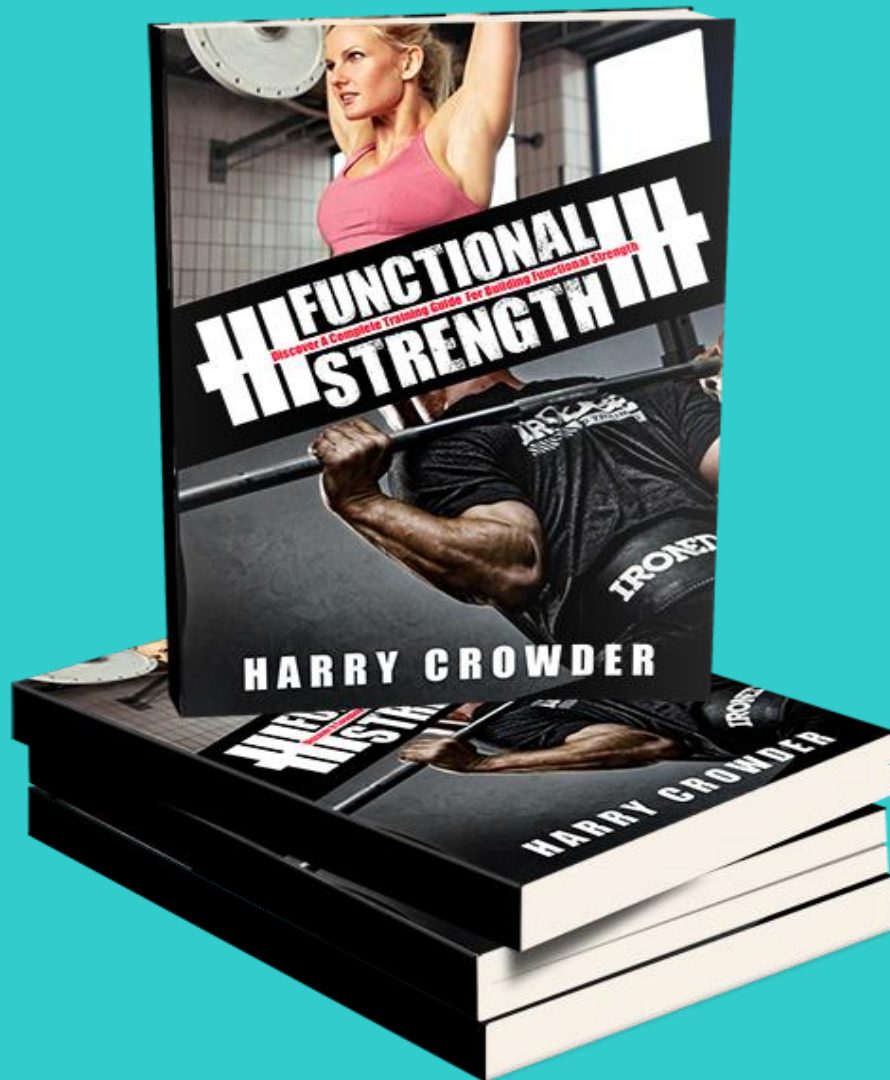
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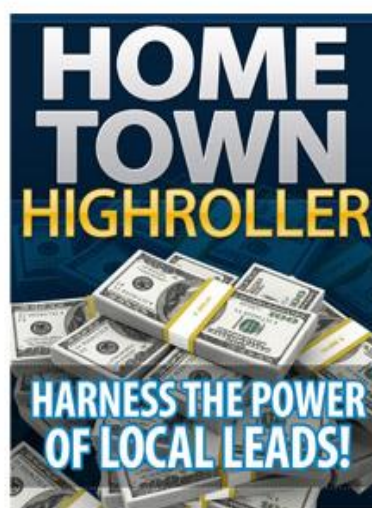


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How to Get TONS of Profitable Ideas

Have you ever met someone who was an idea machine?

You give them a problem to solve, and in just a few minutes they've come up with half a dozen creative ideas. In fact, you can ask them anything, and they'll give you enough ideas to keep yourself busy for weeks. But... wouldn't you like to be that idea machine?

Just one idea - the right idea - can be worth millions. The problem is, in order to have that one million idea, you first need to have hundreds or thousands of ideas that aren't as good.

Case in point: Imagine you never work out, and then one day you've got to lift a heavy object off of your own chest or you'll die.

If you're weak as water and can't lift that thing, then you're a goner. But if you've been exercising your muscles, then you can throw that object across the room and go about your life.

Your brain works much the same way as a muscle.

If you use it daily, it's sharp and ready to tackle whatever comes its way. But if you just park your brain in front of the television all day long, it's going to be weak as water, too. And when you need it most, it's going to fail you.



James Altucher says that when the gun is to your head, you either figure it out or you die.

Think of the times in your life when you hit bottom and you were forced to come up with ideas.

The worse the situation you're in, the more motivation you have to come up with some great ideas.

But if you haven't been using your brain much, then it's going to be difficult.

That's why it's important to exercise your brain right now, because ideas are the currency of life.

As James Altucher says, when you become an idea machine, you're like a superhero.

No matter what situation you're in, you'll have a ton of ideas. If you need to make money, you'll come up with 50 different ideas, and so on.

And this is the process Altucher recommends for turning yourself into an idea machine:

Get a waiter's pad, or any pad that fits in your pocket.
Sit quietly - maybe in a café somewhere - and read an inspirational book for ten to twenty minutes.

Then start writing down ideas. Any ideas. All ideas.
You've got to write 10 ideas.

Yes, ten.

Pick a subject and come up with ten ideas. Maybe it's 10 ideas for a book you want to write.

10 ideas on how to get a better job or get a raise.
10 business ideas.

10 ideas on how to meet women (or men.)

The first 5 will be easy. 6 is a little harder. 7 through 10 might feel like they're going to break your brain.

But... what if you can't come up with 10 ideas?
Then come up with 20.

If you can't find 10 ideas, then you're putting too much pressure on yourself to come up with PERFECT ideas.

Forget perfect.

Forget trying to top the ideas you already wrote down.

Focus on coming up with BAD ideas, and your brain will relax.

You'll have fun.

Creativity will flow, and you'll be surprised at what you think of.



Do this exercise every day.

YES EVERY DAY.

At the end of one year, you have 3,650 ideas.

Hopefully you've acted on a few of them.

The point is to exercise your brain so that no matter what happens in life, you can find the solution.

But how do you act on an idea?

By taking the first step.

Here's Altucher's favorite example of acting on an idea:

"Richard Branson didn't like the service on some airline he was flying. So he had an idea: I'm going to start a new airline. How the heck can a magazine publisher start an airline from scratch with no money?

"His first step. He called Boeing to see if they had an airplane he could lease.

"No idea is so big you can't take the first step.

If the first step seems too hard, make it simpler.

And don't worry again if the idea is bad. This is all practice."

The ten ideas exercise is my favorite brain exercise, but I encourage you to do other brain exercises as well.

Choose exercises that help with memory, increase creativity, or somehow enhance your cognitive skills.

Pick what works best for you, because it helps if you like what you're doing.

If you dread something it will never be a daily habit, and the whole idea is to be consistent in striving to reach your goals.



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Case Study: \$12,000 a Month Giving Almost Everything Away

This is a great approach for someone who is new in their niche and wants to build a reputation and list while still making really good money.

I met this guy who is fairly new to the internet marketing realm. He's no expert or guru and yet he's making about \$12,000 a month from the start.

He realized that it's a lot easier to sell a \$1,000 product one time than to sell a \$10 product 100 times. For one thing, the customer service for one person versus 100 people is like night and day. For another thing, it's so easy to give stuff away rather than sell it. He's sort of sneaking under people's radar with this method.

He runs promotions, free WSO's, advertises on Facebook, has a Facebook Group and so forth.

And on all of these platforms, he's giving away his stuff. People opt in to his list just like you would expect, and then they're presented with an upsell, again just like you would expect.

Except... here's where it's different - he even gives away his upsell.

I know, how crazy is that?

Then he gives his list tons of stuff for free, too. His subscribers open his emails (his open rate is INSANE) because they know he's always giving them awesome content FOR FREE.

This builds trust like you would not believe. His list isn't all that big yet, but it doesn't matter because his subscribers LOVE him.

Then once a month he opens a limited number of slots to work directly with him on a one-to-one basis at different levels.

He offers email coaching, personal coaching over Skype once a week, and even a higher level of coaching. His prices run from about \$250 to \$3,000, depending on the package. Like I said, this guy is new to the internet marketing realm - he just started about a year ago now.

Yet he's bringing in about \$12,000 a month with this model. He never promotes affiliate products, only his own stuff. And he gives away everything but the expensive products. What a great business model!



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Do You Know ?

**97% of Internet users in the US use the
Internet to shop**

Double Sales with Three Magic Words

If you're in the internet and online marketing niche, then I've got three words for you that increase sales - sometimes as much as doubling sales.

There are a LOT of new people entering the online marketing realm every day of the week. They come seeking ways to make money from their computer. Maybe they want to quit their job, maybe they want to strike it rich, or maybe it's just a hobby. Doesn't matter.

More and more, what these new marketers seem to be looking for and buying are 'done for you' types of products.

For example, a complete sales funnel in a box. You give them the squeeze page, the lead magnet, the sales page, the main product which might be a video, ebook or software, thank you pages, affiliate pages, email follow up sequence and graphics. Yes, it sounds like a lot, but you can outsource the whole thing.

The key here is that you are offering a done for you package that the buyer can upload to hosting, change a few links for their own list and payments, and they're live.

These packages are great learning tools for the new marketers, and they'll make some sales, too.

You could outsource the creation of a funnel for \$500 or more and keep selling it until you realize at least a \$1,000 profit. Rinse and repeat.

If it's selling well, affiliates will jump on board and promote it, too.

New marketers love anything that's 'done for you.'

Hopefully by now you've caught on to the three words that can increase and even double your sales. If not, go back and reread this article - those three words are mentioned no less than three times.

Good luck!

LIVE,
WORK
CREATE

Simple Contest, BIG Results

Krylon is a spray-paint company. They sent “DIY experts” to buy “worthless” items at yard sales and transform them into something desirable.

Krylon then listed the transformed items for sale online, becoming the first brand to use Pinterest’s buyable pin feature. The proceeds (roughly \$2,000) went to charity.

As a result, Krylon’s Pinterest following increased by 4,400 percent, and the company estimates it gained \$2.7 million in earned media on a \$200,000 budget.

Best of all, they didn’t even create their own ‘content;’ the DIY experts did it for them.

Asking their audience to source worthless items and transform them made it simple for Krylon, which merely set up the contest, listed the items when they came in, and sold them. The real work was done by their fans.

What sort of contest can you hold to get your followers to participate and make your content for you?

The more creativity you allow, the more amazing and surprising results you’re likely to get.

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How to Increase Your Profits Right Now

Dan Kennedy tells the story of one of his clients who ran an introduction agency for divorced American men to meet foreign brides. (This was the pre-internet days.)

Dan persuaded his client to raise his price from \$395 to \$3,995. (Not a typo - he multiplied his price by 10.)

Would you like to guess what happened to sales?

Believe it or not, they stayed THE SAME. But, of course the owner made a LOT more money - ten times as much, to be exact.

Most marketers look at what their competition is charging, and they charge about the same. But what they don't realize is their competitors probably did the same thing.

There's a pizza place in a major city that has probably 100 competitors. Yet this pizza place outsells all of them, and does it without offering coupons or special deals, either.

How do they do it? Positioning. They claim to be a 'gourmet' establishment, and they charge more than any of their competitors.

Sometimes you just need to establish yourself as the premium option to set yourself apart. Other times you might need to add something to your product or service, such as personal involvement, to make it exclusive.

If you're competing on price alone, you're never going to do well. But if you can reposition your offer so that you can charge more - maybe even twice as much or five times as much - then you become the gold standard that people want.



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



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MWM wants You to Know

How to Get Paid in Advance for A Brand New Membership Site

You'll need a list for this, although it doesn't have to be a big list – just a responsive list.

Let's say you want to launch a membership site, but you also need a big lump of cash right now to go with your ongoing monthly payments.

In other words, you make a sizable amount of money THIS WEEK, that you immediately pocket.

And you continue to have monthly payments from members coming in every month, too.

Here are two ways to do it, and after we cover these, we'll talk about how you can set up a membership site this week.

Method #1: The average member stays in a membership for 3 months. But this varies based on the product or service the membership provides, and the price point.

The lower the price, the longer people tend to stay.
And the more vital the product or service, the longer they stay.

For example, some software as a service, memberships have members that stay for years and years.

Make a smart estimate of how long you think people will stay in your membership. If you're unsure, then use the 3 month figure.

Calculate how much your annual membership costs if someone pays by the month. In other words, multiply 12 times your monthly membership fee.

Let's say your membership costs \$30 a month – that's \$360 a year.

Now offer an option to new members as they're signing up to get an entire year of membership at a steep discount. In this case, you might offer it for \$150.

And no, you're not losing money. If the average member stays for 3 months, that's \$90. If you can get them to pay \$150 up front, you're ahead of the game.

Some will take the upgrade, others won't. Either you'll get a big payment now, or a smaller payment with additional payments each month until they cancel. You win either way.



One note about an annual membership: By keeping them on as members for an entire year, you also get that entire year to sell them additional products through the membership site. Something to consider when making your calculations.

Method #2: Offer a limited time BIG package to your new members. This could be several of your products bundled together at a really great price. Or it could be your BIG colossal course, offered at a major discount (\$200 instead of \$500, for example.)

As soon as each new member joins, you immediately send them to the offer on your thank you page.

If they don't buy there, you continue to remind them of the offer via email for a short period of time – 3 to 7 days. Let them know this is for NEW members only and they won't see it again.

You'll get new members along with their first month's membership, plus all the money from selling your big package.

Okay, you know how you're going to make quick money up front and get those recurring monthly payments, too. But what about the membership site itself? What kind of membership site can you create out of thin air in a week? That's going to depend on you and your assets.

What are you really good at? What can you teach? Or what kind of service can you perform?

Do you own software that others would like access to? Or PLR products? Or...

Basically, what can you provide that others want? It could be something as simple as a newsletter in your chosen niche. Every month (or every week or two weeks) you provide all the latest news.

Or, in every newsletter you provide another way to get a certain result, like making money online, or raising kids, or growing marijuana (this is big now) or... What are your interests? What are you willing to spend time researching, and talking to experts?

Make a list of all the possibilities that fit your list. You might even poll your list to see what they want. Choose one thing and create your membership site around that.

See? That wasn't too hard.



Funny WiFi Names

You've got WiFi for your home and business, so why not give it a humorous name?

Here are a few of my favorites:

- 404 Wi-Fi Unavailable
- Abraham Linksys
- Area 51 Test Site
- Benjamin FrankLAN
- Bill Wi the Science Fi
- Dora the Internet Explorer
- Drop It Like It's Hotspot
- FBI Surveillance Van 4
- Free Public Wi-Fi
- Get Off My LAN
- Get Your Own Damn Wi-Fi
- House LANister
- It Hurts When IP
- John Wilkes Bluetooth
- LAN Solo
- Life in the Fast LAN
- Loading...
- Martin Router King
- Mom Use This One
- Never Gonna Give You Up
- No Free Wi-Fi Here
- No More Mister Wi-Fi
- Searching...
- Silence of the LANs
- Starbucks Wi-Fi
- Test Wi-Fi Please Ignore
- Text ###-#### for Password
- The Creep Next Door
- The LAN Before Time
- The LAN Down Under
- The Password Is 1234
- The Promised LAN
- This LAN Is My LAN
- Titanic Syncing
- VIRUS.EXE
- Virus-Infected Wi-Fi
- Ye Olde Internet
- Yell _____ for Password

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

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

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Introducing My Blog Profits Monthly Coaching Program...

MY BLOG 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 >>](#)

VenusFactor.com



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

This Month's Marketing CLINIC

144 Power Words That Convert

As a marketer, your objective is to get your customer's attention, hold it, and then make the sale. The problem is, all you have in your arsenal to accomplish all of this is words. Whether you're writing sales copy, recording a video or even speaking to a live audience at a conference, it's the words you use that will make or break your conversion rate.

Let me give you an example: You want people to opt in to your mailing list. On your button, you place a call to action. You could use, "Click here," or "Sign up" or "Join us."

The command, "Click here" can create instant resistance from the visitor. *"Maybe I don't want to!"*

"Sign up" sounds like a commitment. *"That's what they said when I joined the Army - no thanks!"*

But "Join us" evokes a sense of community, of being one of the 'gang.'

Imagine walking into a restaurant, seeing someone you've only once met briefly, but they smile, stand up, reach out their hand and say, "Won't you please join us?" It's pretty hard to say no to that!

But if they pulled out a chair and commanded, "SIT HERE!" You likely would say, "No thanks!"

It's the exact same offer but presented in two different ways.

And if, when it comes to conversions, you subscribe to the fact that EVERY - SINGLE - WORD - COUNTS, then wouldn't it be nice to have a LIST of words that YOU can count on to work for you?

For ease of use, we'll break this list down into types of words. You might want to save this article for the next time you write a sales letter, an email, a blog post or anything where you would like to persuade someone in some way. Let's start with the power words you already know:

The 5 Most Persuasive Words

- Because
- Free
- Instantly
- New
- You

These words have been proven time and again to work. Use them everywhere, especially where it counts most.

4 Phrases to Create a Sense of Community

- Become a Member
- Come Along with Us
- Join Us
- You Are Not Alone

These phrases provide a sense of togetherness, so that your prospect feels they are taking part in something larger than themselves.

David Ogilvy's 20 Most Influential Words

- Amazing
- Announcing
- Bargain
- Challenge
- Compare
- Easy
- Hurry
- Improvement
- Introducing
- Magic Offer
- Miracle
- Now
- Quick
- Remarkable
- Revolutionary
- Sensational
- Startling
- Suddenly
- Wanted

David Ogilvy is one of the 'fathers' of advertising. He published this list back in 1963, yet it remains as relevant 55 years later as it was then.

Darlene Price's "Cause and Effect" List of 10

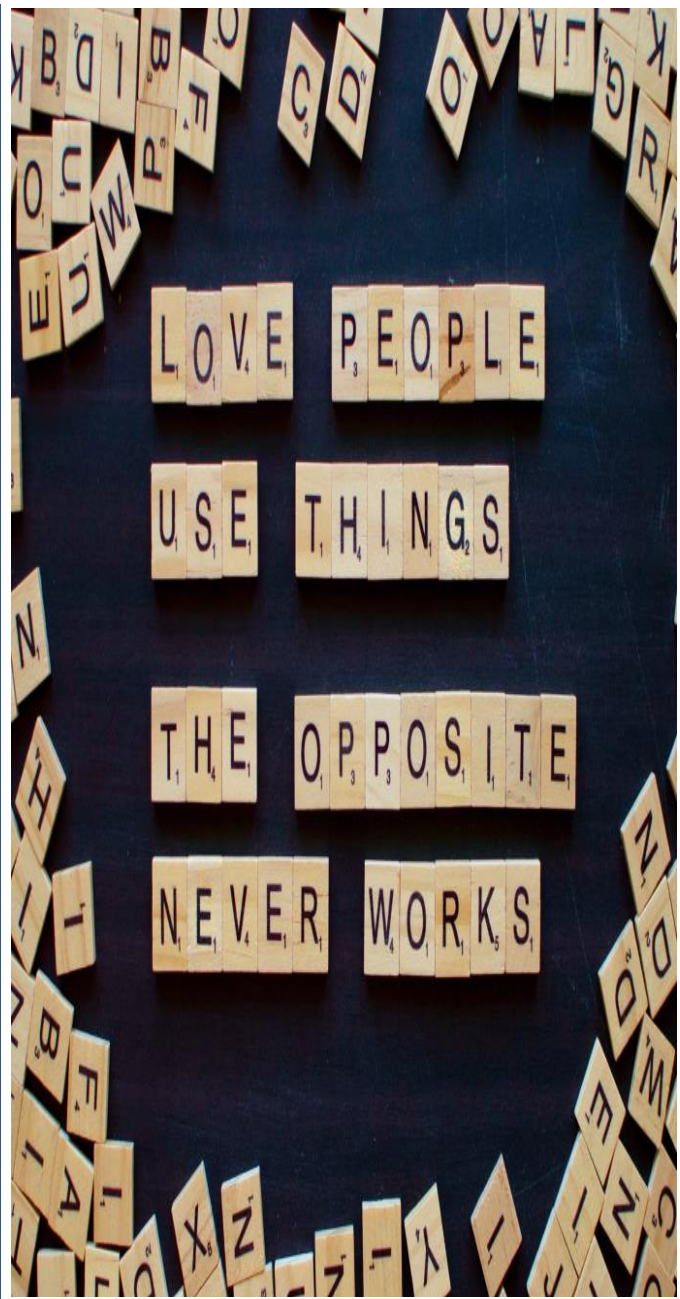
- Accordingly
- As a result
- Because
- Caused by
- Consequently
- Due to
- For this reason
- Since
- Therefore
- Thus

"These words make your claims sound objective and rational, rather than biased and subjective." - Darlene Price

12 Exclusivity Phrases

- Apply to be one of our beta testers
- Ask for an invitation
- Be one of the few
- Be the first to hear about it
- Become an insider
- Class full
- Exclusive offers
- Get it before everybody else
- Login required
- Members only
- Membership now closed
- Only available to subscribers

If you can make visitors feel you're offering an exclusive club with membership restrictions, people will want in. Think of two nightclubs. One has massive advertising, a neon sign, discount coupons and 'something for everyone.' The other is hidden from the public at a secret location, and you need a passcode just to get in the door. Which one do you want to join?



Neil Patel's 9 Social Networking Words

- Create
- Discover
- Help
- Increase
- Inspires
- Promote
- Secret
- Take
- Tell us

Neil put this list together based on research from **Twitter**, **Facebook**, **Google+** and **LinkedIn**. These are the words that can get your content shared on social media.

9 Scarcity Phrases

- Double the offer in the next hour only
- Get them while they last
- Limited offer
- Only 10 available
- Only 3 left
- Only available here
- Sale ends soon
- Supplies running out
- Today only

The fear of missing out can sometimes be more powerful than any other driver.

Jon Morrow's 28 "No Risk" Phrases

- Anonymous
 - Authentic
 - Backed
 - Best-selling
 - Cancel Anytime
 - Certified
 - Endorsed
 - Guaranteed
 - Ironclad
 - Lifetime
 - Money Back
 - No Obligation
 - No Questions Asked
 - No Risk
-
- **No Strings Attached**
 - Official
 - Privacy
 - Protected
 - Proven
 - Recession Proof
 - Refund
 - Research
 - Results
 - Secure
 - Tested
 - Try before You Buy
 - Verify
 - Unconditional

Anytime you get a chance to make your prospect feel safe and secure, do it. Trust is paramount to making a sale, whether it's selling someone on giving their email address or making a \$50,000 purchase.

Linda Ruth's 47 Power Words

- Amazing
 - Anniversary
 - Basic
 - Best
 - Big
 - Bonus
 - Complete
 - Create
 - Discover
 - Easy
 - Exclusive
 - Extra
 - Extraordinary
 - First
 - Free
 - Guarantee
 - Health
 - Help
 - Hot
 - Hot Special
 - How to
 - Immediately
 - Improve
-
- Know
 - Latest
 - Learn
 - Money
 - More
 - New
 - Now
 - Plus!
 - Powerful
 - Premiere
 - Profit
 - Protect
 - Proven
 - Results
 - Safety
 - Save
 - Today
 - Trust
 - Ultimate
 - Understand
 - Win
 - Worst

• You

This list came from studying best selling magazine covers, but they've been found to work equally well in promotional copy, calls to action and email subject lines. Try combining words from these different lists together, to create an even greater impact in your writing.

MWM Back Story

HOLLI HARRIS: CREATING TAILORED CLOTHING FOR NURSING MOMS

By Isabel Isidro

FLASH BACK – This article was originally
Published in MWM April of 2012

Breastfeeding is a very special time for a mom and her baby. However, the whole process and logistics of breastfeeding can be challenging for new moms when they have to go out of the house. More so when they return to work and pump in the office.

Holli Harris, designer and founder of **HadleyStillwell** (www.hadleystilwell.com), understands this challenge. Through her mom-focused clothing line, she makes elegant, classic clothing for breastfeeding, pumping, and beyond that are designed to give women an easy, coordinating, effortless wardrobe appropriate for the boardroom or the playground.

Can you describe your business?

HadleyStillwell is about clothes for breastfeeding and pumping women that help them look and feel beautiful at a time in their life when they are going through immense change.

It can make all the difference in confidence and therefore continuing to breastfeed.

While our clothes are geared to working moms, they are clothes that anyone would want to wear and are designed to be appropriate for the boardroom or the playground with a quick change of accessories.

What inspired you to start your business?

What need did you see in the marketplace?

Like many mothers before me, I returned to work after maternity leave shouldering new time constraints, competing priorities, and a large dose of sleep deprivation.

I ducked out of meetings to pump; pumped in parking garages; and arrived at business dinners carrying the telltale black bag.

I quickly understood why a joint study by the National Women's Health Resource Center and Medela breast pump company found that 32 percent of mothers in the U.S. stop breastfeeding 7 weeks after returning to work.





Caught in a constant quest for increased efficiency during work hours, I hit on the fact that in addition to the logistical challenge of pumping in cars and planes while in business attire, I was wasting precious minutes several times each day by having to undress just to use my pump.

What I needed was pump-friendly, work appropriate attire. I envisioned clothes that women want to wear, whether they are nursing or not; classic clothes that provide luxury, comfort and durability, but also have that hidden twist that gives women quick access for pumping or nursing with very low skin exposure.

HadleyStilwell gives women that wardrobe.

What was your biggest challenge in starting the business?

I came into this with no experience in the fashion industry. I had to seek outside expertise quickly and was acutely aware that I didn't even know what I didn't know.

I had to learn an incredible amount in an incredibly short time, even without the network of resources, manufacturers, and support that I've worked to build over the last few years.

The other huge challenge is that I completely underestimated how much continuous effort it takes to get word out about **HadleyStilwell** to drive steady business. I had no idea, and it's absolutely critical to keep it up.

How did you finance your business?

HadleyStilwell has been self-financed with my personal savings.

What is the biggest lesson you've learned so far in terms of entrepreneurship?

You can't do it all yourself. At the very least, you have to have an excellent virtual team. Without that, it's nearly impossible to move your business forward. I just don't have enough hours in the day to keep all the balls in the air by myself.

I have to seek support, but a very limited budget means that I have to make careful decisions about where to spend the money. There's no room for mistakes – I have to spend my money on just the right support.

What do you find most exciting about being an entrepreneur?

It's an uncharted adventure! Being open to amazing opportunities and the way they unfold is so exciting and energizing.

How are you balancing your family life with your business?

Most of the time, sleep is what gets sacrificed! I prioritize carving out time to be a mom to my young daughter and most days I will go back to work after our bedtime routine.

Do you work at an office or from home? What are the positives and negatives of this arrangement?

I work from home. Some of the positives are reduced overhead costs; I can fluidly jump back and forth between mom-mode and work-mode; and my inventory is easily accessible for convenient packing and shipping. Some of the negatives are limited space; and I have no technical help desk for me to rely on.

Where do you see your business in 5 years ?

I see **HadleyStilwell** continuing to evolve into a valuable international brand with multiple partnerships around the specific needs of breastfeeding women. I want to empower women at every level, not only through the **HadleyStilwell** designs but also by the choices I make about running my business as a social enterprise that actively supports working women through our business practices.

What advice can you give other entrepreneurs?

Being a small business owner is a true test of believing in yourself and in your product or service on a daily basis. I go through this every time I make a large fabric purchase or put a new design out there.

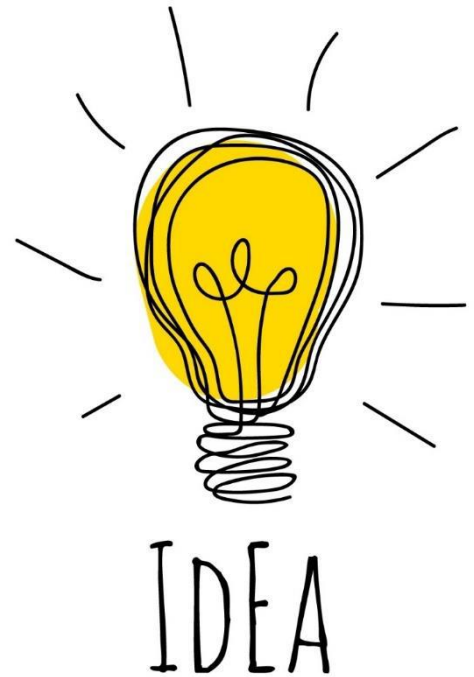
A lot of mothers start businesses for the flexibility. But that doesn't mean fewer hours – on the contrary. So, I'd say that if you aren't 100% passionate about your idea, wait for another idea to surface. It's the passion (and really the fun) that will keep you going in the wee hours of the night when everyone else has been tucked into bed for hours!

Copy Blogger Publishes Guide to WP Tools

This Buyer's Guide answers questions like:

- What are the best options for WordPress hosting?
- Which WordPress themes can you trust?
- What kind of security tools will protect your site?
- Which SEO tools deliver benefits that are worth the price?
- How do I know which plugins provide the best functionality?

<https://www.copyblogger.com/best-wordpress-tools/>



Facebook To Rely On Instagram For Its Ad Revenue Growth

When Instagram founders Kevin Systrom and Mike Krieger announced earlier that they were stepping away from Facebook, there was a collective gasp: Instagram's future was suddenly at risk.

So far, Facebook's acquisition of Instagram has been a total success — one of the biggest of the internet era. The app, which Facebook acquired for \$1 billion in 2012, now has more than a billion users and should generate \$8 billion to \$9 billion in revenue this year, depending on whose estimate you use.

Facebook has been warning for two years that its revenue growth would start to slow. When that happens, Instagram will have to drive the next phase of growth.

<https://www.recode.net/2018/10/9/17938356/facebook-instagram-future-revenue-growth-kevin-systrom>



See you next month!

YouTube Ads Made Easy!

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

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

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

Training Guide

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

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

