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# Making W E B MONEY

ONLINE MARKETING MAGAZINE

CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

## **Neil Stafford**

Interview -Neil swapped his corporate career for an online business.



#### **NOVEMBER 2019**

MWM Marketing CLINIC

## How to Create GREAT Products FAST

Weird Method Forces Amazon to Build Your Email List

Business Hacks to Grow Your List with Guerilla Marketing



## Schwarzenegger's Brain

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

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- 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

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### You Asked and We Listened. HELP is HERE

Internet Marketing

CADE

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

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

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

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

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

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

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

Let me say it a different way...

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

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Welcome to the **NOVEMBER 2019 Issue** of our monthly "Making Web Money" Online Digital Marketing magazine where every month we show you how real people, just like you, are making web money – online. *This month we have MORE great articles and personal success insights, interviews, plus some ONLINE opportunities for you.* 

- PLR Profits Coaching Club
- 4 Secrets of Self-Made Millionaires
- Series on Business Hacks this Month Grow Your List with Guerilla Marketing
- Sell The Ideal And People Will Buy
- Unlock My Secret Traffic Methods
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- MWM Ask the Expert How To Sell Facebook Content And Scheduling for \$200/month
- MWM Q&A: Why Tracking Your Earnings Per Click Is Important
- MWM BACK Story Weird Method Forces Amazon to Build Your Email List

I hope you enjoy this month's issue of the magazine – Check out OVER 90 Great Back Issues of Making Web Money!



Email me at: harry.crowder@gmail.com

#### MWM 6

### [NOVEMBER 2019]

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#### Making Web Money Online Marketing Magazine

Editor Harry Crowder

Advertising: See Above

Contributors

Various experts in their fields

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



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## **MWM** inbox



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

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

harry.crowder@gmail.com





## How Handy is This?

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

Shop at home. Drive to the store. Pick Up Your Order!



### QUOTABLE..

"A journey of a thousand sites begins with a single click."

~Author Unknown

# IN THE NEWS

### **Gmail's Lead Designer Fixes Gmail**

The free Chrome extension Simplify will give you the Gmail you want.

Here's a free Chrome extension called Simplify, where all the extraneous folders and functions overloading Gmail seem to melt away, leaving you with a calm screen and nothing but your messages. It's understatedly beautiful, and every button just seems like it's in the right place.

https://www.fastcompany.com/90338929/the-former-lead-designer-of-gmail-just-fixed-gmail-on-his-own



### 5 B2B Sales Tools Your Team Needs for Rapid Growth

While email continues to be the top choice for lead nurture and customer onboarding, emergent communication channels and media formats are slowly changing the game.

Video, for instance, went from being a useful part of a strategy to a central one. A newer and more focused emphasis on customer engagement is also reshaping the way companies interact with their clients, as sales, marketing, and customer success continue to merge.

This increased focus on longer-term, customer-centric sales relationships means that many B2B firms will need to change their marketing and lead generation strategies.

https://www.jeffbullas.com/b2b-sales-tools/

## **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**

### Social Advertising Channels 2019: Growth, Trends, Spend

This new report finds that spend on Pinterest ads is up 107% since last year, and Instagram ad spend up 44%.

Meanwhile, CTRs have fallen by 37%. Key insights for winning channels in social advertising in 2019.

https://www.clickz.com/social-advertising-channels-2019growth-trends-spend/238772/



### Six Ways To Improve Your SEO With Keywords

SEO is historically associated with keywords, and getting them right is at the heart of promoting your website. But how do you know which keywords to use and how to use them?

In the past, keyword stuffing was the most important SEO strategy - as long as you got those identifying words into the document (over and over and over again), your page would get a high ranking.

With our complex ranking algorithms in play today, though, that won't work - and will even get your page bumped down the list. In this ecosystem, you need to do more to get ahead.

https://readwrite.com/2019/05/20





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 <u>several</u> 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. <u>Click Here to Start</u>

## This Is Your Opportunity To Make Every PLR Purchase You've Ever Made Worth Something To You!

## **MWM** success guide

## \$4,058 a Month Charging For Plugins You Own

This is an interesting little niche business that yields good money, and it's also a case study.

And while I can't divulge every detail, I can share enough to get you started.

This is about leveraging your knowledge of technology that most offline businesses simply don't have.

And here's the surprising bit - **all you need is a Wordpress plugin that YOU own**. You don't even have to develop it yourself.

## Simply buy one with PLR, resell rights or developer's license rights.

You're going to be installing it on other people's websites. And if you own the PLR rights to it, you'll also be rebranding it so that it appears to be a one-of-a-kind plugin.

I know someone doing this exact thing. He finds a non-techy type of business, either online or offline. That's right, you can even target online businesses as long as they aren't tech savvy.

He looks for plugins that run in the foreground, you might say. The plugin should do something the site owner can SEE, something that is done on an ongoing basis.

For example, it might be a plugin that drags content onto a site, displays offers, creates slideshows, runs support desks, handles membership areas, runs paid advertising for clients or has some sort of dynamic display function.

You want the site owner to be able to see something happening on an ongoing basis so it appears the plugin is doing a lot of work. If the plugin just runs in the background, then it's more difficult to get the site owner to pay the monthly fee.



If you look at it from the site owners point of view, if they think they have to hire someone to do this thing (whatever the thing is) for their website on an ongoing basis, then they are more than happy to pay a monthly fee for the sourcing, installation and maintenance of a plugin that does the work for them.

Our case study finds his clients by taking contact details off prospective websites and either emailing them or sending them an actual letter to offer his services.

He follows up with a phone call or Skype chat.

He targets online businesses or businesses that have a significant online presence. And of course, the types of businesses he targets is also determined by the types of plugins he offers.

For example, a plugin that turns photos into slideshows that automatically update each week would be ideal for a photography studio.

He's looking for the flaws in their websites - the thing that is missing that his plugin can provide.

And then he offers to solve the issue for them.

And you can do this with software services as well, such as an autoresponder service for a website that isn't collecting email addresses.

Remember, these are not tech savvy people you're targeting here.

He charges a fee for the initial consultation, installation and setting it up, along with a monthly maintenance fee.

His fees differ based on the various services he offers. And he does charge more if the service looks more involved and complex, even if it's actually simpler.

His customers are happy with his services.

### **4 Secrets of Self-Made Millionaires**

The wealthiest people tend to focus more on earning than on investing.

While the wealthy certainly understand the importance of saving and investing, the bulk of their efforts is directed towards accumulating wealth through serving people and solving problems.

After all, it's difficult to save or invest money you don't have.

Here are 4 wealth-building strategies from self-made millionaires.

#### 1: Change Your Mindset About Money

I was having lunch with a millionaire friend when he announced he had lost everything that morning. Then he asked me to pass the ketchup.

"Aren't you devasted?" I blurted out.

"Why would I be? I AM money. I've made fortunes before and I'll make my next one this month."

Getting rich starts with the way you think and what you believe about making and having money.

By the time we are 7 years old, we are programmed with other people's thoughts and belief systems - not our own. And if your fundamental programming says that money is bad, then you will never get rich.

You've got to train your mind - including your subconscious mind - to believe that money is GOOD that you should have it. This means letting go of all the taboos that surround being rich and training yourself to see money as a tool that can be used for tremendous good in the world.

Once you are open to becoming rich, then your job is to find solutions to difficult problems. All around you are things just waiting to be solved, invented and started. Seeing the need or want and then filling it is the real secret to making money.

And it is possible for anyone who conditions their mind to think this way, and then transform that thought into action.

#### 2: Develop Multiple Streams of Income

Start with the income stream you currently have and increase that income while adding more income flows. It's easiest if your multiple streams are all related.

For example, you start as a dog walker.

You take your earnings and purchase a doggy day care, while hiring someone to take over your dog walking duties. You add a pet salon to the doggy day care, and then add on rooms to board cats and dogs.

Next, you sell dog and cat supplies, and start a website.

Next, you sell dog and cat supplies, and start a website dedicated to pets on which you sell advertising and affiliate products.

That's 7 streams of income, with additional possibilities.

#### 3: Invest Every Single Day

Break down all of your money goals into daily goals.

This way you'll try to make as much money as possible each day, so you can invest it.

There might be days when you can only invest \$5, but other days when you can invest \$100.

Doing this gets you into an investment mindset that will make all the difference in your financial future.

#### 4: Pay Yourself First

I've saved this one for last, because it's the tried and true, never fail method of become wealthy. No matter what, always put money in your savings or investments before you pay bills or buy anything.

If you can have money drafted straight out of your paycheck for this purpose, do it. Whatever it takes to save automatically is what you should be doing.

You might even get a second job or income stream and devote 100% of that money to savings. Just have the checks deposited into your savings account, and never touch it except for investment purposes.

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

Targeted Website - All Professionally Designed

### And Ready For You to Profit From?

## <u> The Dynamite Digital Software Store</u>

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





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You can upgrade to receive the printed edition.

#### **MWM 17**

## **MWM** ask the expert

## How To Sell Facebook Content And Scheduling for \$200/month

You're already familiar with social media management - actively posting and monitoring your client's social media. You've got to not only make and schedule posts, but you've also got to answer everyone who reaches out via social media.

But there is a similar service you can offer that is far less time intensive, and that's creating and scheduling content for businesses.

Take Facebook for example. Once a month, you create 60 posts for their page, and schedule it to go out twice a day.

Clients love the service. Now they don't have to figure out what to post or remember to post it. And when they have content posting twice a day on Facebook...

1. They show up in the news feeds of their page's existing fans more often, reminding their customers to visit their business

2. They look active and professional when prospects search out their business on Facebook, which can lead to getting new customers

3. Because they're active, they show up higher in the Facebook Search Rankings for their Local area, garnering more views and potentially more business

4. Instead of paying \$500 or \$1000 a month to a social media manager, they only pay have to pay you \$100 - \$300 a month for two posts a day.

Tips:

Brand the content with the business' logo for a professional look

Pick one niche and stick with it. For example, chiropractors. You can use the same content over and over again for different businesses by simply rebranding it.

Be honest with your businesses that you are using the same basic content, with rebranding. A chiropractor in Portland, Maine, is not going to care that another chiropractor in Dallas, Texas, has similar content. In fact, no one will ever notice. But because you use the same content for similar businesses all over the country or world, you can charge far, far less (you see how this works.)

Create enough content to cover 180 days, and then reuse it. No one will ever notice that the same post went out on June 1st and December 1st. Be honest about this, too, with your clients. Again, this allows you to charge far less. You and your clients don't have to settle for just text posts, either.

You can buy ready made packs of content from PLR sites, WarriorPlus, JVZoo and so forth.

Or better yet, you can easily create your own awesome graphic posts using simple online software, such as... Promo Republic - 100,000 templates and post ideas for Facebook posting.

All in one solution for creating graphic posts, scheduling and social monitoring. Free for 14 days, then starts at \$9/mo.



**Canva** - super popular and powerful templatebased graphic creation that is drag and drop easy. Free for 8,000 templates, starts at \$9.95 for access to 300,000 assets and templates, unlimited storage, custom fonts and transparent backgrounds.

Adobe Spark - best for minimalistic, modern designs. Free for basic features, and starts at \$9.99/mo for premium features such as logo upload, branded templates and more.

Pablo by Buffer - quickly add custom images to your social posts with this minimalistic software. Free - Buffer subscription not required, but recommended.

**Desynger** - design your images on an iOS or Android mobile device. Plenty of features, works surprisingly well and fast on mobile. Free for basic, \$6.95 for more templates and assets.

**Snappa** - best for fast text design when you're in a hurry. The focus is on the background image with text overlaid, and it works beautifully. Free for 5 downloads or shares per month, from \$10/mo for unlimited downloads, shares and social accounts.

**Gravit Designer** - more advanced social media graphic design. Think Photoshop without the long learning curve. And it's free.

For scheduling, use a program such as **Hootsuite** or **Buffer**.

Once a month, schedule all of the posts for each business. When you're got these posts already created, you'll only need about an hour a month for each business.

Put your customer billing on automatic renewal, through Paypal, Stripe or the payment processor of your choice.

This could be one of the easiest - and most profitable - businesses you've ever run.

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!

### **<u>Click Here Today</u>**

## **MWM** Business Hacks

## Business Hacks to Grow Your List with Guerilla Marketing

Guerilla marketing is a form of marketing that focuses on creativity and using what you have in order to "get the word out" to as many people as possible and as inexpensively as possible. This is also sometimes referred to as shoestring marketing.

## **Locate Your Audience**

One thing that makes guerilla marketing so effective is the focus on your need to understand fully who your audience is and what they prefer. Once you know that information, you can implement strategies to ensure you get their attention, with less expense and effort.

If you know your audience likes to hang out in a certain group on Facebook, how can you attract and get those people on your list? You'll need to join the group, if you're a good fit. Follow the rules, first and foremost. Beyond that, don't detract notice you and want what you're offering.

Another example is if you know that your audience is going to a certain live event. Even if you can't get a speaking gig at the event, you can arrange to be noticed between events at the main event by speaking to people, giving them your card, giving them a freebie, asking them to fill out a form and so forth at the socializing events between the main events.

Know where your audience hangs out, both online and offline. Knowing where your audience enjoys socializing and meeting is an important factor in making creative, nontraditional, guerilla marketing work for you. This is mainly because guerilla marketing doesn't look or feel like hard-sell marketing, which is more akin to being ambushed by a car salesman, while washing your hands in a restroom.

## **Create Valuable Content**

Creating amazing, effective, valuable, and useful content is imperative. Develop content and your main message.



From that, create more content through repurposing and using different formats. For example, a blog post can become a podcast and a video can become an eBook.

- Choose a Goal The goal for a piece of content should be clear before you create it. You are creating the content because you need to build brand awareness, generate leads, and make conversions. You may even have a goal to provide good customer service, promote an upsell or cross-sell, or maybe even educate your subscribers.
- Create an Audience Persona While you have a main content goal, your audience has one too. It's crucial you know who they are and create a persona for each major segment. When you think of the content's purpose, you also imagine the person you're creating it for.
- Understand Audience Buying Cycle To ensure you create the right content at the right time; get to know your audience's basic buying cycle. The main cycle may look like this: awareness, information gathering, identifying, weighing the evidence, choosing, acting, and experiencing the results of the decision. If you know where they are in that cycle, the content you develop will be more effective.

 Effective Calls to Action – Your content needs to offer a compelling CTA. You want the design to be effective and stand out to your audience, but you also want the words and font to evoke feelings of trust and understanding.

Content is everything and may even be your business model, if you sell content for others to use or you sell content as a product in the form of a course, or book. It may seem like a no-brainer to create a lot of amazing content; however, it's the first thing you need to improve before bothering with anything else. Without good content, you have nothing of exceptional value to share with your audience.

## Have an Online Contest

A great way to get on your audience's radar and create a lot of buzz is to host a contest. Using your blog, social platforms, and other resources, come up with a good contest idea to promote. It should get the audience involved. Sharing the contest details and promo items can help build your list faster.

Ask for testimonials to your products and or services in a 30-second video. Then, the video that gets the most likes or votes via a hashtag is the video that wins the contest and the prize. In the meantime, ensure that there is a lead magnet for people to sign up that visit the site.

This contest generates buzz by getting customers to compete on how well they can state your greatness. They'll share it with their friends, ask for their votes, and their friends will be curious about what you offer. They're going to win something they already use. The people who vote for them will be prompted to sign up for the lead magnet and eventually become a customer too.

## **Include Easy Share Buttons**

Regardless of what you do online whether it's social media, email, a blog post or something else installing share buttons and then pointing them out and asking people to share will accomplish more than you think. Most platforms allow either third-party additions or they have their own way of linking to these platforms check out what's available natively, and if that doesn't work, find out what can be done by a third-party platform. Place share buttons before and after your content where you're able to do that. Instruct the readers how to share too. Some people may not think of it without your explicitly pointing it out.

## Add Appropriate Links in Email Signatures

You may not think that your email signature matters much these days, but it really does. Creating a professional signature that has the right links including your latest lead magnet can help put your offers right in front of people you're conversing with and helping. It's easy to add a signature to your email. Depending on what platform you use just look up directions on Google to find out.

## Develop a Free Resources, Guides, and Tool to Give Away

Naturally, in all that content you want to create content that you'll use as a lead magnet. Free resources, guides, and tools that you give away will get people to sign up for your email list if it's something the audience really wants and needs. That's why you need to get to know them so well. That way you're creating products and solutions for them that truly match their wants and needs.

- JumpDrive You can put your logo on a jump drive and add some of your products to it. Then give it out free to people you meet who you think will really read what's on the drive and answer your CTAs within.
- Book If you wrote a book, make sure you always have copies that you can sign and give away when you meet people. Remember, even if that one meeting doesn't produce alike, a share, or even a follow today it may tomorrow because your book and signature still exists and may wind up in hands of people who want what you have.

- App Depending on your niche, a great thing to give away may be an app that solves a problem for your audience. For example, you can create an app that delivers a blogging prompt every day or an app that gives you recipes, or an app that recommends something to you as most search engines do. An app can also make money via in-app sales or by selling the app directly.
- Digital Product Any digital product you create can be used to get more leads using guerrilla marketing. You simply need to figure out where the audience is, how they like getting their information and being right there handing it to them on a silver platter.

You can give these products away to get people on your email list and to remember you when you go to live events. You can even offer them online as you meet new people that may be part of your audience. The more you seek out your audience the easier they'll be to find.

### Host a Webinar

When you host a webinar, especially if you're new, one way to bring the guerilla marketing tactic into it is to host the webinar with someone else who is more popular than you but who serves your same audience. Or can even host a webinar with several guest presenters all who help your audience too. By doing it this way you end up being able to use the resources of the other people such as their email list, their popularity, talent and so forth to get people to come to the webinar and ultimately end up getting your freebie and ending up on your email list. If you set up the webinar, you can control a lot of the rules. For example, you may want to require participants email mail their list a certain number of times. If that's the case, provide an email outline that they can make their own or use as is to send their audience notice.

Another thing that you can require is that they use their affiliate link to get people to sign up for the webinar, thus giving them an opportunity to make money on an upsell. This will encourage them to share even more. You write the rules, set the timetable, set the topic, and can use that to encourage enough sharing by creating the content for them and the schedule for them too.

### Go to Events

You may not realize how many of your audience you can affect at live events. Even if you're not going to be speaking at the live event, you can talk to your audience in between official parts of the event. You can invite people to lunch or dinner with you too. You can buy someone a beer, or a glass of wine, or a cup of tea and do a lot of business and list building.

You may even be able to sponsor a party on one of the nights during off hours of the event. But you can also get people's attention by being open, introducing yourself, and sharing knowledge or experiences. When you are first to put your hand out to shake hands, that puts you in the power position. The more people that are around you and like to be near you, the more others will be drawn to you.

Be prepared with forms, QR code cards, and ways to move the people you talk to toward getting on your email list. Have multiple ways that anyone can join. They can join by going to the QR code landing page, using their smartphone. They can join by filling out a form or by reading your book and answering a CTA in the book.

## **Get Physical**

It's so easy to get so involved in the digital world that you forget about the physical world. Let's talk a moment about creating easy ways for people you meet in person to join your list. You need physical marketing collateral to help you. You need a card with a QR code that goes to your freebie landing page.

You will need forms that people can fill out in person to make a purchase or grab one of your deals. If you're offering it online, make it easy for the people you meet in person to grab it by creating physical ways to access the offer. Plus, it needs to be worthwhile to go to the trouble. This means the freebie needs to be highly valuable.

Building your list with guerilla marketing is a great way to add a low-cost but effective method of list building. Locate your audience. Find a creative way to get their attention and solve a problem to get your items and info in front of them so they think about you, join your list, and buy your offerings.



<u>Warning:</u> 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 <u>Finally Ready To</u> <u>Grab Brand New Smoking Hot Products With Real Exclusive Rights, Then...</u>



"Prepare To Rake In \*\**Enormous*\*\* Profits While Ravenous Customers With Cash In Hand Stampede To Your Site, Hungry To Buy Your Brand New, In-Demand, <u>Sizzling Hot Products</u>...All Without You Having To Lift So Much As A Finger!"

**5 Brand New MRR Products Every Month !** 



## **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
- Fire your copywriter and never worry about having to write an email that sells again
- 4X profits for any kind of list that you have
- Sell the emails you create with **MailScriptX** and keep 100% of the profits
- 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

It's the world's first email creator software that works for any niche!

Loaded with premier features that enable you to either sell your own products and services, and also sell email scripts to other people and charge a hefty fee for it!

## See MailScriptX In Action

Do you know ..... 7 years ago ...

With average of 389 million of internet surfers each month, Asia was the largest internet crowd among other world regions.

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

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



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- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
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- Know how to **quickly and cost effectively** create the type of digital product you want

How to create a potential hot-selling eBook

- Know how to alter things like price, cover image and more in order to **optimize your sales**
- Understand how to drive more traffic to your landing page using SEO, PPC, e-mail marketing and social media
- Understand affiliate programs and tools like JVZoo, ClickBank and WSO Pro
- Know how to **build an army of affiliate marketers** who can drastically increase your sales and profits
  - • …and much, much more!

This is the ultimate guide to **How To Launch a Digital Product Business**! You'll discover all the steps, tools and resources to help you become a successful digital marketer!

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e-Commerce is growing like never before!

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

### **Dear Online or Offline Business Owner,**

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

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

- Are you still trying to sell your products and services physically?

## - Have you spent a lot of money and time, but never achieved your objective?

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

#### Look at astonishing stats:

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

- E-Retail spending to go up by 62% this year

- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com

- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.



- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

With over 85% of searches for products and services happening online, the growing relevance of eCommerce can't be taken for granted

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# **MWM Videos**

### http://makingwebmoney.com/videos



#### http://www.youtube.com/watch?v=RSkWqI7M3Ts

Elements Of Internet Marketing and How They Integrate With Search



http://www.youtube.com/watch?v=rzEuURaTiZU



#### http://www.youtube.com/watch?v=6t6ba6Cj690



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



http://www.youtube.com/watch?v=0CaUcIwPsH8



http://www.youtube.com/watch?v=EYN1BjtZ6nc

# **MWM Interview**

# Neil STAFFORD interview



GavinMcCoy:

Hello, this is Gavin McCoy and on the Internet Marketing podcast today, my guest is Neil Stafford, who swapped his corporate career for an online business. Today you'll discover what exactly was the unusual product he sold to get started, and how he felt when he got his very first sale, and the secret of generating an endless recurring income from simple membership sites plus much, much more as we say hello to Neil Stafford.

Neil:

Hi Gavin. Good to speak to you again.

GavinMcCoy:

When did you kick off in internet marketing

Neil:

Oh, my word. I will say back when the internet was gas powered so ... very short story. When the internet started taking off, if you remember the mid 1990s, web designers were getting paid a fortune to build simple three, four, five page websites.

So I said, "Oh, I can do that. I'm sure I can." So I walked into a local computer shop in Wigan where I live in the Northwest of England, and it's still there to this day. One of these in like an old converted terrorists house with computer parts everywhere. And I said, "I want to build websites."

He said, "You need Dreamweaver." I said, "I love it." He goes, "It's 300 pound." Which is about \$500.

I went, "Oh! That's a lot." But I managed to take a deep breath and bought it and then I wandered over to the local bookstore and I bought the Idiot's Guide to HTML, which is like the forerunners to the dummies book and proceeded to try and teach myself how to build websites.

Well, long story short, I did and my word, they were ugly. They were really, really ugly. But I saw some sort of potential in it.

Fast forward a couple of years and my first sale online was back in May, 1998 and that was for, believe it or not, an oil painting. Now, I wasn't the artist.

My design skills and artistic skills are like a three year old with a crayon. But a friend of mine was an artist, and it developed out of an idea that we had where I used to go with him to craft firs and exhibitions to keep him company. And one time a lady came up to me and said, "Does he do paintings from photographs?" And I went, "Yes." I had no idea whether he did or not. I went, "Yes." Took a deposit and said to my friend Paul, I said, "Paul, can you do this?" He said, "Yes." So he did a painting from photographs. She was happy. So we started commissioning more paintings from photographs.

Then we placed adverts in magazines where people will ring up for an information pack. Now this is predigital photography. So we had to take photographs, all these painting, scan them and put them on to printed material and send them out and they'd send it back with an order form and a check. And that's how that went on. And I went, "Oh, I've got an idea. Why don't we, instead of getting them to ring up for an information pack, this newfangled internet thing, we can send them online because I know how to build websites, ugly websites. They can read it, and then they consult it out online."

Now, I always call myself and Paul back then dumb and dumber because, we have no way of taking payments. There was no PayPal, there was certainly no Stripe or any way of taking payments online except with a bank merchant accounts and they wanted [inaudible 00:03:13] firstborn and profits for life. So, what we did was we simply put the brochure up online, ugly website, and let's put it into context. We placed the adverts in a magazine and we use GeoCities for our hosting because they gave free webspace, but that meant our website address was geocities.com/squigglyline3754 and they were really horrible domain name.

But we did it. We placed the adverts, waited for the magazine to come out and to put it into context and all that came through ... What the person had to do was buy the magazine, take it home and read it, read the classifieds in the back, see our adverts, go to the computer, turn it on. Now this is 1998 [inaudible 00:03:55].

GavinMcCoy: Mm-hmm (affirmative).

Neil: They weren't fast to turn on. Connect to the internet with dialup, yeah [inaudible 00:04:01] this all ugly looking website. Read through it, print off an order form, ready? Write the order form, write the check, write the envelope, put the stamp on an envelope, walk down to a post box and post it to us. But low and behold, that's what happened to me. I would love Gavin to be able to say it was on this date in May. I just can't remember the date, but I know it was May, 1998 that this envelope popped through the letterbox with a check inside for back then 95 pounds, about \$140 at the time, \$150 and it was our first order generated online, although it was an offline payment, if that makes sense.

#### GavinMcCoy:

Now, despite those disjointed steps that led to your first sale, Neil, how did you feel looking at that check?

Neil:

Wow. I always talk about tipping points with people. So that was our tipping point. First sale generated online and the tipping point is, "This could work." There is something in this and they [inaudible 00:04:58] belief and whether you're going for your first sale online, your first thousand dollar month, your first \$10,000 a pound month, each one of those is a tipping point that takes you past that point of flipping [inaudible 00:05:11] this works. Where could it go?

#### GavinMcCoy:

Now for many of us, our foray into internet marketing is in fact a plan to escape from a day job, which takes too much time and probably doesn't pay too much. If I'm able to ask you Neil, what did you do prior to breaking into this business of internet marketing or information marketing?





#### Note from the editor:

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



**Neil:** Yeah, so past careers have been working for an insurance company in customer service, working in shops, being a DJ mobile and club DJ for a good few years. And when I started looking at the internet side, I'd actually settled down into a bit of a career in the financial services industry. And I always say, "I can't give a rags to riches story." Because I had a a pretty good career. I was climbing career ladder. But one thing I did was look ahead and I didn't like what I saw where I was going to be in five or 10 years.

And again, these little things that happened to you, many years ago when I was 15, 16 years old, a family member he was very successful said, "Have a plan B Neil. Always have a plan B." Now my deejaying was plan B for a while. So I worked on DJ before I went deejaying Jane full time. And then when I started in financial services, I still doing deejaying. But because of the way the career took off, I stopped the deejaying. But this internet thing came along. So that started to be my plan B. So, my career was well paid, it had great bonuses, company car all et cetera, et cetera.

So on the outside looking in, you say, "Oh they're successful." But what they didn't see was the company owns you basically.

And the higher you climbed up the ladder, the more and more success we had, the more and more income you had, but less and less time you had.

I've had phone calls at one o'clock in the morning to put a paper together to be released to the stock market because something has been said by my bosses boss [inaudible 00:07:01] ringing milk. And that was another tipping points thinking, "Hang on a minute, this isn't right. If they can do that and ask me to do it."

Which I did. It got released after [inaudible 00:07:10] clock in the morning, job done. So with me it was more of "Okay then let's get this plan B rolling again and see where it can get to."

#### Gavin McCoy:

Now Neil your first excursion into using the internet as a marketing vehicle was for solid, tangible products. Of course, today the biggest part of our industry is selling information products. What was your first attempt at that?.

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# INIWI Q & A

### **Why Tracking Your Earnings Per Click Is Important**

Affiliates and product owners: If you keep your eyes on only one metric, it should be earnings per click.

If you're not studying this metric, if you don't know how it's calculated, and if you aren't using it strategically to influence your business decisions, then you are leaving money on the table.

Earnings per Click (EPC) doesn't care how high your conversion rate is, the number of clicks you generate or how much you get paid.

This metric cuts through the statistical clutter and gives you the exact amount of money you can expect to receive for each click you send to an offer.

This is key, whether you are acting as an affiliate or purchasing clicks.

In the case of acting as an affiliate, you already have a good idea of how much traffic you can drive from your list.

If you can routinely send 300 people to an offer, then all else being equal, knowing the EPC can tell you which offer to promote.

For example, if one offer is paying \$1.22 per click, and the other offer is paying \$4.81 per click, it makes it pretty clear which offer you should spend your time on.

And as a product owner purchasing clicks, you can compare the cost per click to the earnings per click to determine if purchasing clicks will make or lose you money.

Calculating earnings per click works like this: Net profit per click = earnings per click - cost per click. Forget conversion rates, click through rates and payouts. If your earnings per click is higher than your cost per click, you're making money.

Most advertising platforms will provide you with the cost per click or a way to calculate it. And most affiliate platforms will also tell you the earnings per click.

Of course, if you're promoting your own product, you'll need to determine your approximate earnings per click. This isn't simply the money you earn from the initial promotion. When you purchase advertising and make sales, you are building your list of buyers.

Some of these buyers will continue to make purchases in the future, and adding this factor to your earnings per click will allow you to pay more money per click while still staying in profit.

Of course, if finances are tight, you'll want to make more up front on your clicks than you spend. But once you've banked some profits, you'll be able to use that money to increase the price you pay for clicks as needed, thereby growing your list of buyers even faster.





And if you also capture email addresses of people who visited your sales page but didn't buy, and if some of those go on to become buyers later, these are additional profits you can factor into your calculations.

To calculate earnings per click (EPC) take the total earnings you have generated over a period of time, and then divide that by the number of clicks you have generated for that same period.

This is an estimate of what you can expect each individual click you are generating to product in earnings.

#### 3 Tips For Earnings Per Click Campaigns:

#### 1: Be Smarter.

If a network approaches you with an offer that has a higher payout, it looks good, doesn't it? But in reality, it means nothing.

Yes, the payout is higher, but what if the conversion rate is lower? You could be losing money by going with the new network.

But if your EPC is higher on the network than the old, you are now making more money. Conversion rate doesn't matter and the payout doesn't matter. EPC does matter.

#### 2: Test Faster.

Having only one metric to use as your baseline to measure performance makes split-testing super easy.

Forget tedious calculations and focus solely on earnings per click to save time and make more money.

#### 3: Feel Safer.

Fraud happens in the marketing world.

But when you have a close eye on EPC, you are empowered and in control of performance. And if the EPC suddenly drops, you can change out links or switch networks in minutes.

Stop getting lost in numbers and metrics and instead focus on your EPC. It's simpler, easier, faster and most of all, more accurate than any other metric in determining your profit.

### Sell The Ideal And People Will Buy

Have you noticed that a rather large percentage of your customers don't actually USE your products?

You're selling a viable product that guides your customers to a specific outcome, such as making money or losing weight.

And some of your customer buy just about every product you produce. But... they don't use your products...

Which has you scratching your head and wondering if you're doing something wrong.

You're not.

For some people, the act of buying a product is enough for them. They feel like they have taken action on losing weight or making money, and they are satisfied. They think they will use the product... later. They will get to it... later... When they have time.

But of course, they never do. Then you advertise a new product, and they buy that one, too, even though they didn't use the first one.

This is why you can offer personal help as a bonus to your product and not get overwhelmed by requests. 80-95% of people will never actually ask for your help.

The simple act of purchasing your product makes people feel good. And buying upsells makes them feel even better. They convince themselves they are starting on their journey to getting the result you promise, and for today that's enough.

The more you sell the ideal scenario - losing the weight, making the money, etc. - the more people will buy. And while you would like to help every customer with your products, it simply isn't going to happen.

You're offering a lot of value with your products, and what people do with those products is up to them. Take their money and smile. What they do, or don't do with your product isn't something you can control. Plus, while most people have a good idea of how to go about building a website, they still feel better if an 'expert' shows them step by step how to do it.

The added lesson here is this: If you're afraid to create or launch a product because the information is already available online for free, stop worrying. Most information products contain a ton of info that's readily available for free. It's just the nature of the business.

Back to the case study: My friend made a course on how to build a business-to-customer type of website. He used some PLR and added his own stuff into the mix as well, and it's a good course that delivers on its promises.

But here's the twist: He markets this course to all different niches.

For example, he's sold this course to dog groomers, accountants, lawyers, plumbers, cleaning services, restaurants and more.

You want to have a 'universal' product that appeals to a broad spectrum of users. For example, it might be a plugin for business websites, a course on marketing, a product on how to make business-to-customer videos, a grant writing course and so forth.

In this case study, I have a friend who has a course on building web sites for people who don't have a clue how to do it.

Now, I know your first thought is probably the same one I had: Why would anyone PAY for a course on how to build websites, when there is plenty of free information out there that teaches you how to do it?

Maybe people are lazy and don't want to do the research themselves. Or they don't know the information is available for free.

Or more likely, they don't know WHICH information to follow. They can look at 5 different search results and get 5 different answers. Which one should they use? What's the best one? How do they avoid mistakes? And so forth.

## Case Study: \$16,500 a Month Retargeting to Different Niches

If you can simplify and clarify things for them, they'll gladly pay you.

Plus, while most people have a good idea of how to go about building a website, they still feel better if an 'expert' shows them step by step how to do it.

The added lesson here is this: If you're afraid to create or launch a product because the information is already available online for free, stop worrying. Most information products contain a ton of info that's readily available for free. It's just the nature of the business.

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He markets the course online and offline, by advertising to each niche individually.

Naturally, he targets small business owners who aren't tech savvy and just want to develop their online presence themselves.

And here's a really interesting tidbit - he charges whatever his market will bear.

A dentist or lawyer can afford to pay more than a yard maintenance person (someone who cuts lawns.)

His method to determine the correct price point for each niche is to continue to raise prices until his return on investment decreases.

Notice he's tracking ROI and not conversion rates. A lower conversion rate at a higher price point can mean more profits than a higher conversion rate at a lower price point.

And while you might think he tailors the course to each niche, between you and me, he doesn't bother. It's the exact same course.

The only thing he changes is the advertising that he uses.

For example, he might advertise, "Plumbers, create your own website using free online tools in just 24 hours."

And then he'll simply replace the word, "Plumbers" with whatever profession he's targeting.

His plan is to target a hundred different professions and businesses. And while each buyer will think the product is specifically tailored to their niche, it isn't.

Is this ethical? Since he never promises that there is any information that is specifically for one profession or another, I think it's fine. Of course, you could make alterations to your own course to make it look like it's more customized.

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

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

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

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

He's now closing in on \$20,000 a month doing this, and I'd estimate he spends about 10 hours a week on the business.

Not bad.



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They sign up to promote it from the link you give them, and then 10% of all their sales goes to you.

That's right - you make a commission on everything they sell because you signed them up for the program.

ClickBank, for example, has many of these programs.

If you manage to sign up a big marketer and that marketer makes \$20,000 in sales, you'll make \$2,000 just for having signed her up.

Not bad. However, it's going to be rare that you manage to sign up such a big promoter.

So instead, how about signing up plenty of smaller marketers?

Here's how you might do it, and how I've seen it done:

Research two tier affiliate programs and find as many as you can in your niche.

Usually this is going to be the online marketing niche, but it is possible to find them in other niches as well.

Write email sequences for each of the products.

You might write out 5 to 7 emails for each.



Sell these emails in a big package to fellow marketers. Inside each package, provide your links where the buyers can sign up for the affiliate programs.

(One note here: When you personally sign up to a two-tier affiliate program, you will get TWO links. One link is to give to prospects who are interested in buying the product. The other link is the one you give to your fellow affiliates, so that you earn 10% of their sales. You'll want to make sure you give your affiliates the RIGHT link.)

Promote your big package of affiliate emails to fellow affiliates. JVZoo and Warrior Forum are good places to sell these.

You'll earn money on each sale of the email package, which should pay for your time creating the emails, or pay for your outsourcer who wrote the emails. As your affiliates join and promote the programs, you'll earn 10% of everything they do.

Let's say you sell 200 packages of emails, and half of those marketers actually use them.

That's 100 marketers out there promoting the products you chose. Every time they make a sale, you earn 10%.

#### A few notes:

Add great content to some of the emails, while making other emails simply "Buy this product" promotions.

You want a good mix. Put the sales link in all of the emails, but don't hard sell in all of them.

Research the products so you know what you're talking about in the emails.

The 10% commission that you earn comes from the vendor, not from your affiliates.

This makes it a win-win for you and your affiliates.

Use the content on the product sales page to write the calls to action, so your emails flow well with the sales copy.

When selling your email package, stress how easy it is to simply plug them into an autoresponder and watch the sales come in. Also stress that if a list owner isn't sending out an email nearly every day, they are losing sales and money.

This is such a simple, easy way to make passive income. You can continue to sell your packages of emails for as long as you like.

Do monitor the products your emails promote, in case one of them ever gets pulled or becomes outdated.

Keep a list of all your affiliate buyers and let them be the first to know about your next package of emails.

This is a great little side business that doesn't need to take a lot of time.

You can outsource the writing of the emails, and simply focus on promoting your email package.

If you write a year's worth of emails, then each package can potentially earn you money for 365 days.

Not bad!!



Unlock My Secret Traffic Methods That Can Get You Cash Paying Customers for FREE...

### CLICK HERE

Normally \$27 - But You'll Get This Silver Membership For FREE (limited time only)...

> Yes! Give Me My Free Silver Membership Access Now!

> > Privacy Policy

### **CLICK HERE NOW**



## Schwarzenegger's Brain

At least two 'secrets' that Arnold Schwarzenegger used to become successful in life involved the muscle above his neck – his brain.

**First,** he became a learning machine, developing a strong curiosity for everything.

When he was in the army, he learned everything he could; driving trucks, motorcycles and even tanks.

He learned real estate and become a millionaire. He learned art, mail order marketing, acting, politics, comedy and a whole lot more.

As Warren Buffet says, "The more you learn, the more you earn."

Second, Arnold learned bodybuilding and competing personally from Mr. Austria. He then met more and more champions, including a former Mr. Universe. He befriended every top expert he could and learned everything they had to teach.

This is what allowed him to accelerate his progress and become the youngest body building champion in history.

If you want to learn internet marketing fast, find the very top earners and watch every move they make. Better yet, make friends and ask them to mentor you.



# 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...



Your ONE Source For Learning To Blog Profitably! <u>Make Money With Your Blogs</u>



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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



#### **MWM 56**

## This Month's Marketing CLINIC

### How to Create GREAT Products FAST



In the beginning, I highly recommend you choose the format that YOU are comfortable with. There's no sense in spending days or weeks trying to master a new format with a steep learning curve, because this will just slow down the process for you.

Later on, as you become more proficient, then you can experiment with other formats and even offer products in multiple modalities to make everyone happy.

For now, though, just keep it simple.

Your product does NOT have to be a 20 video set or a 200 page PDF, either. It only needs to be as long as it takes to successfully convey the information.

Many best-selling products have simply been 50 page PDF's or a 60 minute video.

Yes, it's awesome to give great info, but anyone - ANYONE - can do a Google search and likely get the same great info if they simply look long enough.

With this secret ingredient, you can crank out one hot selling product after another.

You can make mistakes in the products and people won't care.

You can forget to include everything that should be there, and people still won't mind.

You can even give mediocre information (although I don't recommend this) and most likely get away with it unscathed. But without this secret ingredient, you can give away the keys to Fort Knox and still be thought of as a mediocre product creator, at best.

I'll get to that secret ingredient in just a moment. First, a look at the mechanics of creating a product...

Let's assume you already have the topic for your product. What's next?

Choosing the format. It could be a PDF, a video, a webinar, coaching, Facebook Group, podcast of whatever you want it to be.

The better your content, the better it is for you. If you have one piece of advice, trick, tip, etc., that can blow people away, you can build the product around that.

It doesn't have to be earth shattering or revolutionary - it just has to be good enough that people feel satisfied with the content.

Rule #1 of product creation, if there is a Rule #1, is to NOT bullshit the customer.

Let's say what you're teaching them takes you 2 hours to accomplish, and you've been doing it for a year.

Do NOT tell your customer that they will be able to do it in 2 hours like you.

The same goes for earnings claims, benefit claims and so forth. Keep it real, keep it realistic, and be honest.

If it's going to take 60 days of staying on the diet and 30 rounds of exercise to achieve the goal, tell them this.

You might lose a few sales this way, but your refunds will be next to none and people will trust you enough to buy from you again.

Being honest with the customer might seem harsh. But your customers aren't dummies and they've been around the block a few dozen times or more.

They WANT the truth.

They want to know exactly what's ahead, and what price they have to pay to get the benefit they seek.

Offer them support and encouragement that they can in fact do this thing (whatever it might be) and let them know that if you can do it, so can they.

Think of what you would tell your kids - "Yes, you're going to have to study hard to get into Harvard, and participate in extra activities and make a lot of sacrifices, but I'm here to support you every step of the way as you realize your dream."

Be honest and encouraging and you'll develop a reputation that ensures your longevity in your chosen niche.

Now then, let's talk about that secret ingredient...

The most important thing about creating products is you've got to include YOURSELF in the product.

You want to add your own thoughts, ideas and opinions.

You want to talk about the things you tried that didn't work and why they didn't work.

You want to tell the story of how you found the thing that does work. And most of all, you want to add in your own opinions and personality to the mix.

Anyone - ANYONE - can write something that is dry and boring and contains nothing but facts. People don't pay for facts; they pay for your view of the facts.

Doing this one thing will completely separate you from the amateur product creators. Having an opinion and STATING that opinion will make all the difference.

Think about what you're writing. Formulate your own positions and then share it. Don't be shy with your readers. Bare all and let them see you and the process you are teaching from the perspective of someone who is expert enough to share their personal thoughts on the topic.

"But I don't know how to do that."

Okay, let's take something simple - a short video on how to tie your shoes. You could simply film yourself slowly, step-by-step, tying your shoes. This is what an amateur would do. And it would be as interesting as watching paint dry.

Or, you could do any of the following: Name the two sides of the laces Fred and Ethel, and then explain the 'dance' they're doing to tie the shoe, being your own funny self.

Tell the story of how you learned to tie your own shoes or tell the story of your son or daughter learning to tie their shoes.

Relate the process of tying shoes to something in your niche or in the news, complete with your opinion. And so forth.

Inject yourself into the product and you'll have people coming back time and time again to buy your next product and your next.

It really is that simple.

## **MWM Back Story**

### Weird Method Forces Amazon to Build Your Email List

Amazon is the world's largest product search engine with...

- 304 Million Active Users
- 192 million unique monthly visitors
- \$107 Billion net sales in 2015

The key to building your list as fast as possible through Amazon is to publish FREE content. Just imagine thousands of people downloading your content for free, and then opting into your list to get MORE great content.

What's that?

You think you can't publish free content on Amazon?

If you listen to Amazon, you're right. They're going to tell you no, you can't publish for free and you have to charge a minimum of 99 cents for your content in Kindle form.

However, that's not the whole story. If you know the secret, you can in fact reach Amazon's massive audience quickly and easily for free.

And you don't need to be a professional author, either, to do this.

You're going to publish a book that is permanently free. Yes, permanently free.

It can be non-fiction, it can be checklists, templates, lists of resources or tools, or a regular non-fiction book filled with great content. You decide.

One you have your content ready to go, you're going to place an advertisement inside your book. This advertisement will be hyperlinked to a lead capture page with a lead magnet.

When the viewer clicks on the ad, they are taken to the lead capture page.

Duplicate this ad and place it in your book twice – once at the beginning and once at the end.

Your next step is to head over to Amazon and publish your book for 99 cents.

So far this all sounds pretty standard, right?

Hold on to your hat, because here's where it gets weird.

How would you like to leverage the massive traffic of **Amazon** to build your email list?



Go to Draft2Digital.com and publish your book there, too. Just upload your book as a word doc and they do all the formatting.

List your book as free and pick your platforms: Apple, B&N, etc.

But, do NOT do the Kindle publishing option.

Here's the key – are you ready?

Once you've published to Draft2Digital, you're going to go back to your Amazon KDP dashboard and ask Amazon to price match your book.

Once Amazon does this, your book will be FREE on Amazon.

Ha! And it wasn't even hard to do, was it? In fact, the entire process was pretty darn easy.

Now that your book is FREE on Amazon, you should begin making 'sales.'

After all, who doesn't want your great book (it is great, right?) for free?

You're now going to tap into the massive traffic and buyers of these publishing platforms, like Amazon, Apple, Scribd, etc.

You're going to let them do all of the work of getting eyes on your content.

Which then brings those folks to your squeeze page, where you sign them up to get MORE great content like the free book they just got.

And don't forget to put a low end offer after the free optin. Charge \$7 for an awesome content upgrade, and you'll be building your list AND making money with NO advertising cost.

Plus, you're beginning to build your list of paying customers, which is even BETTER than your ever-growing list of folks who read your book.

Using this method, you'll get massive traffic, downloads and oodles of subscribers from the world's largest publishing platforms.

These are targeted subscribers and buyers, hungry for what you have to offer.

A few tips:

- Spare no expense on your cover. On Amazon the cover is crucial, even when your book is free.
- Get the title RIGHT. The right title can quadruple downloads compared to the wrong title. If you're not sure, test.

Provide AWESOME content in your free book.

• Don't make your free book too long. The point is to impress them into wanting more. If your book is a hundred pages, they won't want more because they probably won't finish what you gave them.

• Make sure your free offer makes sense in relation to the free book. If they download a free book from Amazon on marketing via social media, then you might entice them with social media marketing checklists, or top 10 social media mistakes, or the 7 most surprising secrets of million-dollar earners on social media. Do NOT offer them a book on basket weaving.

• It's okay to promote your free book if you want to, to get even more subscribers.

• Track your results on Amazon. Since your book is free and contains great information, it's entirely possible it will reach #1 in one or more categories.

If it does, you can then promote it as a best seller, and call yourself a best-selling author. (Okay, you're really a best giving away author, but why split hairs?)

• Don't stop at just one book. Different people are interested in different topics within your niche, so feel free to put several of these on Amazon, using the same method outlined above.

• Treat your list well. This goes without saying, but your list is your gold. Make them love you and turn them into loyal followers who purchase your stuff and say nice things about you in social media.

• Have fun. Giving stuff away for free takes away a lot of the stress you might have if you were trying to sell it. So relax, have fun and build your list.

Make it a goal to have your first free book on Amazon within 14 days and start building your list the free way

# 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.

