Making W E B MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

OCTOBER 2019



MWM
Marketing
CLINIC

How to Build a
RESPONSIVE
List that
OPENS
Your Emails

How School Ruins Your Business

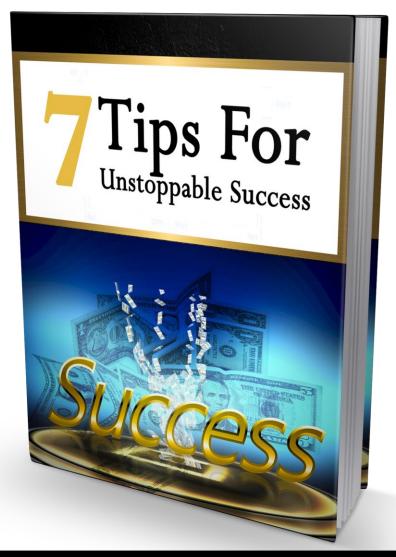
Our Series on
Business Hacks
Grow Your List
with
Outsourcing

Learn How People Are Making Web Money Online Today!

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You Asked and We Listened. HELP is HERE



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

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

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

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

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

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

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

Let me say it a different way...

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

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Welcome to the **OCTOBER 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
- How to Get 500 BUYERS on Your List Each Month... without selling a thing!
- Series on Business Hacks this Month Grow Your List with Outsourcing
- 5 Strategies To Get Tons Of Blog Traffic
- Unlock My Secret Traffic Methods
- MWM Interview Laura Casselman CEO of JVZoo
- 74 Year Old Film Covertly Teaches Secret to Selling
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- MWM Ask the Expert How To Double Your Affiliate Income
- MWM Q&A: How To Create a Hugely Successful Lead Magnet
- MWM BACK Story Freaky Podcast Statistics

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

Talk to me



Facebook.com/harrycrowder

Twitter.com/harrycrowder

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

Email me at: harry.crowder@gmail.com

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Making Web Money Online Marketing Magazine

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Advertising: See Above

Contributors

Various experts in their fields

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

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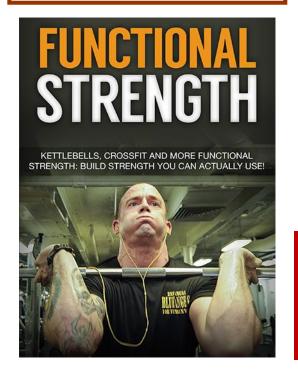
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Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

harry.crowder@gmail.com





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



QUOTABLE..

"Will the highways on the Internet become more few?" ~George W. Bush



How Do I Extract Emails From Linkedin?

Tons of email extractors make it easier than ever, although LinkedIn does sometimes prohibit certain programs. For example, Hunter.io was one of the most popular extractors until LinkedIn banished them in 2017.

For now, you might try the SignalHire Chrome Extension, because it extracts both personal and business emails from LinkedIn.

As opposed to other extractors in the market, SignalHire doesn't just generate work emails using most common email patterns in a company; it also finds and verifies emails across the WEB in real time. This way emails are always fresh and accurate.

In addition, the extension finds cell/mobile and office phone numbers.



59% Generation Z Spending More Time on YouTube

The HubSpot contributor Clifford Chi has shared 2019 YouTube demographics data.

It shows some significant trends observed on the video sharing site. Here are some of the findings:

- Approximately 90% of 18-44 year old American internet users watch videos on YouTube
- 50% American internet users aged 65 and over watch videos on YouTube
- 46% of millennials (25-34-year-olds) watch more content on YouTube
- YouTube is available in more than 91 countries in 80 different languages.

https://blog.hubspot.com/marketing/youtube-demographics

MWM New Product



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

Perfect for anyone creating....

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- 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

12 Steps to Lightning Page Speed

At Wall Street Oasis, we've noticed that every time we focus on improving our page speed, Google sends us more organic traffic.

In 2018, our company's website reached over 80 percent of our traffic from organic search.

That's 24.5 million visits.

Needless to say, we are very tuned in to how we can continue to improve our user experience and keep Google happy.

https://moz.com/blog/lightning-pagespeed



They Analyzed 12 Million Outreach Emails. Here's What They Learned

The Backlinko team has published the findings from an analysis of 12 million outreach emails.

- Outreach emails with long subject lines achieve 24.6% higher average response rate
- Emailing the same contact multiple times leads to 2x more responses
- Personalized subject lines boost response rate by 30.5%
- Wednesday is the "best" day to send outreach emails
- Linking to social profiles in email signatures may result in better response rates.

https://backlinko.com/email-outreach-study





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!

MWM success guide

How School Ruins Your Business

Frankly, I wanted to use a different "F" word than "Forget."
Here's why:

In school, they teach you that attendance is important. You have a perfect attendance record? Here's a merit badge. You missed 12 days due to colds, the flu, or the time you went on a trip with your parents? BAD student.

They're training you to work 40 hours a week for someone else, making that someone else rich while you slog away at a job - healthy or sick - to barely earn your living. Gee, thanks so much, school.

In school, they teach you that taking someone else's idea and building on it is CHEATING. You will go the office right now for being a copycat!

In business, you are awarded and applauded for taking an idea and building on it. The assembly line? Henry Ford didn't invent it, yet he become famous and rich for using and perfecting it.

In school, they teach you that you must do your own work. Don't pay the smart student to do it for you, that's cheating!

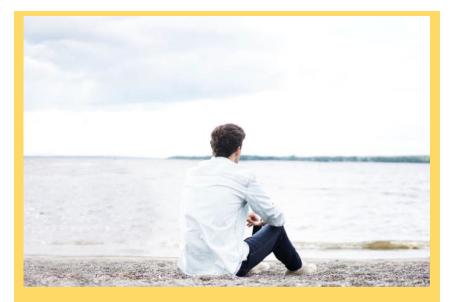
But in business, you can pay others to do all the things that you're not good at or don't want to do. And for that, you make lots of money, employ others and again, get applauded for your good sense.

In school if you fail, it's bad news! You must never fail!

In business, you're going to fall flat on your face now and then. If you don't, then you aren't trying anything new.

Everyone applauds the entrepreneur who keeps going despite failure and eventually succeeds in a big way.

In school, you're taught there is one way to do things - the way you're told to do them. Even if math, when you show your work, if you used a different method to arrive at the exact same answer, you're told that your method is wrong and their method is right.



Says who?? Says the school.

But in business, thinking outside of the box and finding creative solutions will earn you a fortune.

In school, you're taught not to do things until you have something called "permission."

This is the higher ups telling you that you are not smart enough, mature enough or knowledgeable enough to make decisions yourself.

And some adults carry this line of thinking with them throughout their entire lives. Now that really is sad. But as an entrepreneur, there is no one to tell you to move forward. You've got to give yourself permission to do what needs to be done.

In fact, if you're waiting for someone to give you permission, why not do it now? Write down, "I hereby give myself permission to build my business, make a fortune, enjoy my wealth, and do whatever I want!"

You are a creative, loving, inventive person who deserves the chance to break free from the programming of your schooling and build the business and the life that you want.

And you have my everlasting, unconditional permission to... GO FOR IT!!!

Oh yes, and one more thing...

How to Use Other People's School Experience to Make Money

While you and I know that we don't need someone else's permission to build our business, there are countless people out there who are still waiting for permission.

If you think about students, what is the one thing they are chasing? That diploma. Because until they get that piece of paper, they don't have 'permission' to follow their dreams.

Look at Bill Gates and all the other millionaires and billionaires who dropped out of school to start their business, and you know it's not true.

But they are the exception, not the rule.

As we said, people are brainwashed by schools for 12, 16 and more years that they need PERMISSION to do things.

"May I go to the bathroom?"

"May I proceed to the next grade?"

"May I graduate so I can get the heck out of here?"

People are waiting to be told what to do and waiting to be given permission to do it.

If you think about it... everything anyone needs to know to start an online business is available online, for FREE.

And yet, people will pay THOUSANDS of dollars to go through 3 day courses that teach them what to do, how to do it, and get permission to get started.

This is not exclusive to IM, either. People pay big money online to take all sorts of classes and courses to get certified in all kinds of things.

One of my favorites is social media marketing. The students of these courses often know more about social media than the instructors, yet they're paying to get "certified" so they can go on social media and promote a business.

You can benefit from this need for a "higher authority" that gives people the confidence and the green light to go ahead and follow their dreams, whatever they may be.

You can do this through online courses, in person courses, coaching and more. Don't be afraid if you think you barely know more than they do. Your job is to make them aware of just how much they already know, while filling in any blanks they might have.

And your most important purpose is to give them the confidence to stop talking about it - whatever 'it' is - and start DOING it.

Undo the teaching they got in school that says you raise your hand to get permission and show them THEY are the ones who decide when and where they take action.

The answer, of course, is right now, and right here.

Help them get over the brainwashing their schooling gave them and you'll have very happy customers, indeed.

I was watching a 1945 black and white movie called "Her Favorite Patient," starring Ruth Hussey.

Remember, 1945 was the last year of the second world war. The movie begins with Ruth driving down a country road. She sees a Marine in full uniform hitchhiking and stops to pick him up.

"Where are you headed?" asks the Marine.

"Chicago," she says. "At least, eventually."

"Me too, although I've got to get there before then."

As they're pulling away, he says, "Say, uh... could you pick up another marine?"

"Well I've heard it isn't too difficult. Where is he?"

"Just down the road. We thought if we split up..."

"Oh, very smart," she says.

They drive a little further before pulling up to the second marine. He gets in, and says, "Hey, uh, could you pick up another Marine?"

Yup.

They upsold her. Twice.

She thought she was picking up one Marine, but before she knew it, she had three of them.

But what if all three Marines had been hitchhiking together in one group? Most people would just keep driving because it's too much to go from no Marines in your car to THREE Marines.

But one Marine? They can do that. And once they've picked up one, it's easy to pick up a second. And, of course once they have the second, how can they say no to the third?

Do you know what do sales funnels and upsells have in common? In a traditional sales funnel, you're starting your prospect off with an introductory product and then working them up to your flagship offer. You don't hit them with your BIG product right out of the starting gate because it's too much.

In upselling, you start out offering one product, and then offer them additional, related products. You don't offer all the products in one package because it's too much.

Start with just one Marine - or product. Then once they've taken that, offer them a second, and a third.

If the Marine analogy doesn't work for you, try the swimming analogy. Your prospects don't know the temperature of the water, and they're not sure they'll like it. So, don't ask them to dive in headfirst.

Just ask them to wade in up to their ankles, and then their knees, and then their waist...

You'll get a lot more sales taking it one step at a time.

74 Year Old Film Covertly Teaches Secret to Selling



5 Strategies To Get Tons Of Blog Traffic



1: Create timely content and circulate it to the right platforms.

Instead of always pursuing evergreen content, create fresh, trending content that is relevant to the world at that moment.

2: Know the purpose of your content.

Focusing on pleasing Google or optimizing for clicks will get you part of the way, but it won't be enough to keep users interested in and engaging with your content. Create content that lives and breathes and serves a purpose.

3: Use expert generated content.

This can take the form of expert interviews, roundup posts, webinars, podcasts, guest posts, and video content.

The idea is to incentivize industry experts to create content for your site, tip you off to new content ideas, and then share your content to their own audiences.

- 4: Create content that draws in attention from other industry-leading websites.
- Review their products
- Offers comparisons of their products over competitors
- References other articles on their website

By publishing content that provides value to other sites in your industry, you have the opportunity to create a whole additional traffic source beyond organic search.

5: Write about what your readers want to hear about. If you're on social media, reach out and ask what your target audience wants. And source ideas from the comments section, email responses, reviews, or feedback from past clients or customers.

Start with your audience and generate a list of topics that they want to read about. Then, use SEO tools to identify the appropriate keywords to target in that content.

Further, if you expect your readers to be engaged, you need to be get engaged as well.

Respond to comments, ask questions, ask for feedback, and be receptive to their ideas. You can even open your platform up to user-contributed content.

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

Targeted Website - All Professionally Designed

And Ready For You to Profit From?

The Dynamite Digital Software Store

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

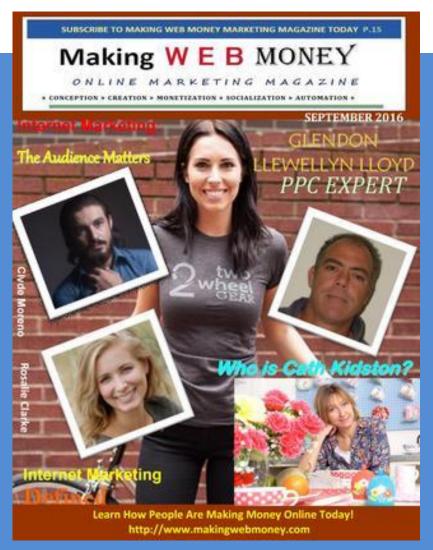
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MWM ask the expert

How To Double Your Affiliate Income



Like you, I promote quite a few affiliate products. But surprisingly, I often make my greatest income on the smaller, less promoted products that others overlook. Here's why:

Let's say you're promoting two affiliate products this week. One of them is from a HUGE launch with some really big affiliates. The other product is from a newcomer, and has fewer affiliates promoting the product.

Both are a great product and both are worth promoting. You sell the same number of each product and bank the same amount of money.

But... and here's the good part... because the smaller launch had far less affiliate competition, you easily rank in the top 5 affiliates. In fact, maybe you even score the number one position.

So, while you didn't make any prize money in the big launch, you won several hundred dollars prize money in the smaller, lesser known launch.

When you're looking for products to promote as an affiliate, of course you want to focus on things like earnings per click, the reputation of the product creator, the funnel, how well it fits your list and so forth.

But it's also important to look at who else is promoting, any prizes that are offered and whether or not you have a good chance of winning those prizes.

As an affiliate, you can literally earn thousands of dollars per year in prize money alone. That's why checking out the affiliate contest should be one of your steps in choosing which products to promote and how hard to promote them.

There can even be cases where you promote a launch that basically bombs -with you earning only a couple hundred in commissions. But when you add in the (for example) \$500 in prize money for being the top affiliate, you've now more than doubled your earnings.

One thing to watch out for is minimums: Sometimes product creators will state a minimum number of sales required to earn a prize. For example, you might sell 65 copies of a product, more than any other affiliate.

But if the minimum to earn first place is 75 sales, you won't be awarded the first-place prize. You may, however, qualify for the second-place prize.

Bottom Line: When deciding which products to promote, paying attention to the prizes being awarded and the possible competition (or lack thereof) can increase and even double your income.

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

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

Why Should You Create a Membership Site?

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

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



Membership Authority includes the following:

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

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

MWM Business Hacks

Business Hacks to Grow Your List with Outsourcing

One of the best ways to grow your mailing list fast is to outsource. Outsourcing is always less expensive than you think it will be because in many cases there is an actual return on investment to do the outsourcing.

For example, if something costs you 100 dollars to outsource and you end up earning 300 dollars from the offer, you earn a net profit of 200 dollars (300-100.) This is a fantastic ROI of 200 percent (200-dollar net earnings / 100-dollar investment = 2 or 200 percent). In many ways, you can't afford not to outsource.

Let's look at the different ways you can implement outsourcing to grow your list effectively, while also earning money doing it.

Social Media Marketing

You can outsource a lot of tasks in your social media marketing channels. But if you focus on the aspects that help you get more list members you'll outsource based on engagement and growth. To hire someone based on these aspects you'll need to find someone who is an expert in growing a social media channel and engaging with them. To hire the right person, they should be skilled with:

- Industry Technology The person you hire should know how to use the technology you've picked to use. Don't switch tech just because you hire someone. Use the technology that you like to use but do be open to something better if it exists.
- Goal Setting & Strategy Implementation The person should be good at setting goals with you based on the strategy you want to implement and then getting the work done within the time limits and expectations you set.
- Engagement and Action Two must-have competencies you need in a social media manager include the abilities to increase niche/member engagement, as well as a thorough understanding of what motivates your audience, and the ability to inspire them to take action, such as joining your mailing list.

During the interview process, explain that your goal is to get more engagement and grow your mailing list. You can find out how they have accomplished this in the past, as well as how they will do it for you, if hired. So, listen carefully to how they'd want to work with you to reach the goals.

Business Hacks to Grow Your List Outsourcing



Content Creation

It may seem smart to create your own content; but, it's impossible for you to keep up with the amount of content needed to keep growing your list. List growth is all about making offers your audience needs. To do that, you need large amounts of content, which takes up a great deal of time to create.

- Content & Publishing Calendar Creation In order to have a good content marketing strategy to build your list you will need to ensure that you have the right content with the right goals going to the right channels.
- Content Writing, Editing & Publishing When you hire someone to help you decide what type of content you need created you may want to hire someone who can (or their team can) create the content, write the content, edit and publish the content as well.
- Buying & Using PLR A really good content marketing manager will also help you locate and buy the right type of PLR that you can use in your content marketing endeavors. They may find awesome freebies that you can give away or content that can be reworked

When you get content coming out of your business on a regular basis so that you can offer products, freebies, and information to your audience where they are and how they want to consume it then you're going to be ahead of the list building game.

Landing Page Building

If you can hire someone who is skilled at building landing pages and funnels, using the existing technology, you will build your list faster. After all, having automation and well-made landing pages gives more opportunity for your audience to find you.

- Technology Can the person you're hiring work the technology you want to use? Do they have actual experience with examples? You really want to ensure that the person you hire can think for themselves and teach you a thing or two about the technology you have picked.
- SEO Anyone creating landing pages should understand how SEO works in terms of the content on your landing pages such as the headers, subheaders, and headlines. Plus, they should understand how the words on the page affect the viewer's choices too. Often, they don't do the content, but some do.
- Content You may find someone else who writes
 the sales copy for your sales page. Copy for a landing
 page is different from blog copy. A lot of people get
 confused by that. But sometimes your landing page
 creator is also good at content for landing pages, but
 often they just use the content you provide. But they
 should be confident enough to edit as they see a
 need for it whether they're creating the content or
 not.

You should be able to define what a good landing page is for your needs but also be willing to listen to the expert about the landing pages. If you want someone to just do the tasks, hire someone who knows your technology, but if you want someone who also helps with strategy hire someone who considers themselves a landing page strategist or a funnel expert.

Affiliate Manager

Another way to build your list is with your affiliates.

Managing affiliates is a big job if you want to do it effectively. Someone needs to be encouraging them, pointing out new materials and growing your affiliate army. An affiliate manager can do this for you and your list will grow because of it.

A good affiliate manager will:

- Encourage Promotions A good affiliate manager will encourage promotions of anything that you're working on promoting right now as well as give them a heads up about future promotions. They will give the affiliate tools to use and step-by-step instructions too.
- Get More Affiliates One way to build your list is by building your affiliate army too. Getting more affiliates will help you build your list faster because the more people who are out there sharing and promoting your offers the better.
- Point Out New Materials A good affiliate manager
 will also keep the affiliates informed of new products
 that are going to be released soon. Keeping them
 informed of what's coming up, the content you can use
 to promote those things, and so forth will help you
 build your list faster because more of the affiliates will
 promote when told what to do.

Growing your list with affiliates is a more hands-off way to build your list but it's very effective. If you already have motivated, active affiliates, start working with them to build the mailing list. Remember, some of your affiliates might be product creators too. If you can work together on a promotion, you'll all benefit. Your affiliate manager can identify areas that can be enhanced to help you build your list.

Email Marketing

You can build your list even with email marketing. That might seem strange since the people on your list are already on your list. However, the truth is, part of building an effective email list involves keeping it healthy. Hiring someone to help you keep your email marketing lists healthy is a no-brainer.

- Sets Up Autoresponders Autoresponders are important to keep your list members dialed into what you're doing, how you're doing it, and when you're doing it. Keeping your list members in the known in advance of others is the best way to keep your list valuable to your members and to you.
- Answers Email Problems & Complaints A good email marketing manager knows how to answer problems and complaints from others regarding email marketing messages, technology, subject matter, and assumptions. Giving your list members VIP Status will make your list worth even more to them.

• Helps Customers – Someone who is good at email marketing will also be good at helping customers find things that they can't find. For example, if someone received an email directing them to download something but the person can't find the right page and can't download the item then the person manning the email should know how to help.

When you keep people happy via email marketing, you'll have a much healthier list. Your list members will also like the content you send to them so much that they'll be much more likely to share it with their friends when the email marketing content and strategy matches the rest of your online marketing strategy.

Graphic Design

Graphics are used on websites, blog posts, landing pages as well as within digital products such as eBooks and reports. Using amazing imagery in all aspects of your business will help build awareness and trust in your capabilities. The more people trust you and notice you the more likely they are to sign up for your email list.

- Websites, Social Media & Blogs A good graphic designer can take your idea and turn it into a great looking and branded website, blog, social media cover and so forth. If you have 100 quotes you want to promote from your latest eBook, they can create graphics to go with that that you can promote.
- Covers & Banners You are for sure going to need covers and graphics for your new products whether they're freebies or paid products. A good graphic designer can create a template for your items so that it's faster and less expensive to produce quickly.
- Blog Images & Memes If you need images for blogs so that your readers can easily share to Pinterest or make a meme to share on social media a graphic designer can do that for you. Yes, you can do it on Canva yourself but if having someone else do it gives you more time to create more offers then you're going to get a return on investment that makes it worth it to outsource.

Outsourcing graphic design so that you can focus more time and effort on doing something else such as coming up with product ideas, developing your marketing strategy, and overseeing your business is a great way to build your list using outsourcing.

Outsourcing will help you build your list because you'll have more time to focus on offers. The more offers you have the more people who will join your list and the more money you will ultimately make. Naturally, the offers need to be exactly what your audience wants and needs to be based on the persona you've created after studying them.

The hard part will be deciding what you should outsource first. But a good sign for you is anything on this list you're deficient in doing, all of which need to be done to have a solid email marketing strategy should be started as soon as possible.

Make a list of what you need to accomplish and use that list to help you find the right outsourcers to work with. You can post your needs in a community setting, on a site like UpWork.com, or post the advertisements on your website and run an advertisement about the openings.

The important thing is that you know what you want to be done, you understand how it all works together, and that you implement it as soon as you hire someone to help. Don't sit on it and wait if you find someone. Give them work to do and analyze the results. You don't have to make assumptions. Find out where your list is now. In three months, assess where your list stands after you've outsourced something.

If it's working, keep going. If it's not working, determine what isn't working, tweak it, and then proceed, knowing that you can end the test at any time. However, you will likely want to keep going if you've done enough planning, organizing, and research to get your goals, strategies, and actions right. What are you waiting for?





MASTER RESELL RIGHTS MEMBERSHIP SITE

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



"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, Sizzling Hot Products...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 What was ARPANET?

ARPANET stands for 'Advanced Research Projects Agency Network'. Came about in the arena of Sputnik and the cold war. The military needed a method of communicating and sharing all the information on computers for research and development. It would also be a handy communication system if all traditional ways were wiped out in a nuclear attack!

How to Get 500 BUYERS on Your List Each Month ...without selling a thing!

You'll need about \$50 one time to make this work.

And yes, you're going to get BUYERS on your email list. The 500 number is arbitrary – work this hard and you could get several thousand buyers on your list each month.

For those who might not be familiar with why you want buyers on your list, think about this...

Someone who simply signs up to get your free lead magnet hasn't proven they're willing to spend a plug nickel on anything.

But someone who has made a purchase, laying down their cold hard cash in exchange for a product in your niche, is someone who is HIGHLY LIKELY to make a purchase again. And again, and again, and again.

Some marketers say that one buyer is worth 10 freebie seekers, while others claim the number is far closer to one HUNDRED. In any case, if you can get buyers on your list, you're going to do just fine in your business. As far as I know, this method will work in any niche, not just online marketing.

What you do: Spend your \$50 getting an awesome, wicked cool, eye-ball attractive 250 x 350 advertisement made. This ad has got to appeal to people like crazy, which means you'll need an extremely enticing offer. If you have to offer them everything but the kitchen sink, do it.

Maybe you've got a \$1,000 program lying around that doesn't sell well anymore, or you're willing to jump on Skype for 15 minutes to consult about your area of expertise.

If you can, appeal to people's need for approval. "I'll jump on Skype with you and tell you everything I love about your website, along with anything I see that can make it even better

Or maybe you have a membership site you're willing to give free access to. Just make sure your offer is eyepopping awesome.

Next step: Find people who are announcing their next product launch on WarriorPlus, JVZoo and anyplace else your tribe congregates. Again, this can work in most any niche.

Make an offer to the sellers to GIVE your [product / coaching / membership / whatever] away on their thank you and download pages.

know what you're thinking... why will the product seller let me put my ad on their thank you and download pages?

Two reasons. First, new product creators are struggling to come up with great bonuses and find awesome products to put in their member areas. This makes them look good to their buyers and shows their customers they are the person who can get them great deals.

Second, and perhaps even more of a reason why many of them will say yes, is because you will place a product on your backend. For example, if you're offering free 15 minute Skype sessions, then you can offer an upsell of 3 one hour coaching sessions a month for \$199, or v

If you're giving away access to a paid membership site, you can upsell to a product or an even a more exclusive and higher level membership site.

Offer the marketer 50% commission or a straight lump sum for every sale you make to their customers. This is FREE money for them, with about 60 seconds of effort (uploading your ad to their download page and membership area.)

And if the product seller is agreeable, you can also give them a bonus blurb to insert on their sales page. Use a catchy headline and 3 to 5 bullet points to sell the prospect on your bonus. Positioned correctly, this can even increase sales for your product seller.

Remember, every single opt-in you get is going to be a BUYER, because to get your bonus they had to purchase the front-end product.

There is at least one well-known marketer who has built his entire list using this method. And this person also happens to be on most leaderboards for new launches.

Coincidence? I don't think so.

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

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



What you'll discover in this eBook:

- You'll have an idea for the type of digital product you want to create and what the strengths and weaknesses of each option are
- Understand what makes digital products sell and how you need to design your creation in such a way that people will be eager to buy it
- 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!

Get your copy today!



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.

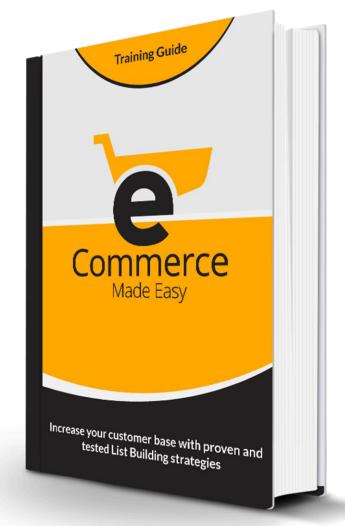
But first, let me ask you **two simple** questions:

- 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

Get Your copy of your "<u>eCommerce Made Easy</u>" Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!

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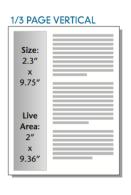


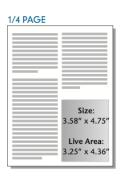
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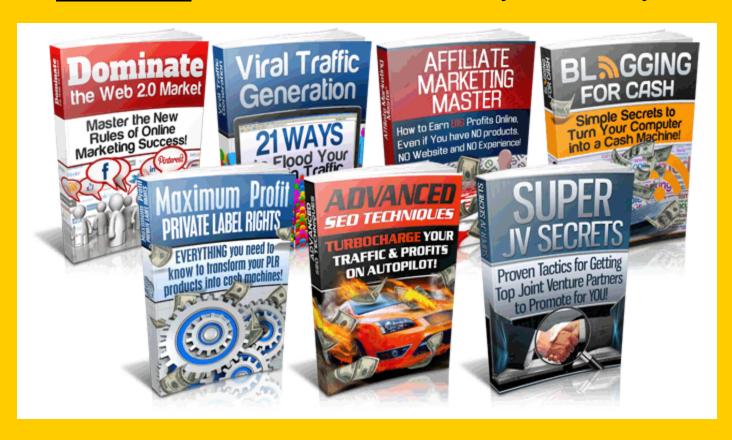
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A unique, aday approach

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MWM Interview

LAURA CASSELMAN CEO, JVZ00 interview



We Asked: Well, we're very lucky today because my guest is Laura Casselman, who's the CEO, chief executive officer, of JVZoo. Hello, Laura, and welcome.

Laura Casselman:

Hello. Thank you for having me.

We Asked: Well, actually, you've given up some time in your very busy day to join us and explain about JVZoo and explain about your role there. I've got to ask you what you did before you discovered internet marketing and JVZoo?

Laura Casselman:

Yeah, so I've only been with JVZoo for a little over four years now. Previously, I not only was in New York city dancing professionally with the Radio City Rockettes, but I was also simultaneously building my corporate resume.

So, I would work three months with the Rockettes each year, and then I would go and work in corporate America the rest of the time.

We Asked: It is a pretty fantastic troupe, isn't it?

Laura Casselman:

It is. It is the world's most famous precision dance troupe. It's been around since the 1930s and if we had to relate it to something you may know in Europe, it would be the Tiller Girls.

We Asked: That's such a big contrast from your business world. How do you fit both things in?

Laura Casselman:

Well, I don't sleep a lot, number one. I never have. I truly believe that, as human beings, we don't need to fit into boxes. We can use both sides.

I have a very creative and a very analytical side and for me to be fulfilled, I need to exercise both of those, so I was really fortunate to be able to do that.

Of course, I worked in the dance world for years to work my way up to the Rockettes. When I made the Rockettes, it is a Christmas show and while you sign a year long contract, you're only required to work the Christmas Spectacular.

We Asked:

Well, you're certainly a very driven person and a very dynamic person. I know that from reading your resume. How did you discover the world of internet marketing or information marketing? How did that knock on the door?

Laura Casselman:

Certainly. So, in the early 2000s, during the dot-com bubble, I was married to Chad Casselman, who is of course the original developer and the Chairman currently of JVZoo. But Chad and I had companies together. We worked in this together.

So, I always knew that I never only wanted to dance and so when I get around people that have information I don't have, I usually want to ask a million questions and absorb it all and study. When Chad was getting his master's degree in computer science, I never wanted him to not be able to speak to me about it, so I would go to Barnes & Noble, the bookstore, and I would get the books. I'm a speed reader, so I would read them all, making tonnes of notes on Java, JavaBeans, .NET, all the coding he was learning, so that I would understand it as well.

We Asked:

Now, the business of JVZoo is kind of the success engine between the internet, or information market, or as somebody who's got a product, or some software. It's the engine in the middle of getting that to the market and really enlisting an army of people to sell your product on your behalf. I've kind of put it in a nutshell, but tell me how you started and what JVZoo actually does in more detail.

Laura Casselman:

Sure. So JVZoo started with our founders who were internet marketers who were having issues with the current platform they were using. It didn't do everything they wanted it to do.

They kept requesting new features, and they weren't getting them and so they solved their own problems, which is the great way to start any fabulous product, right?

You identify a problem and you provide a solution, which is what most internet marketers are doing.

So, they identified their own problem in this industry, and they created the solution.

Note from the editor:

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

Go Here to Listen to the Whole Interview

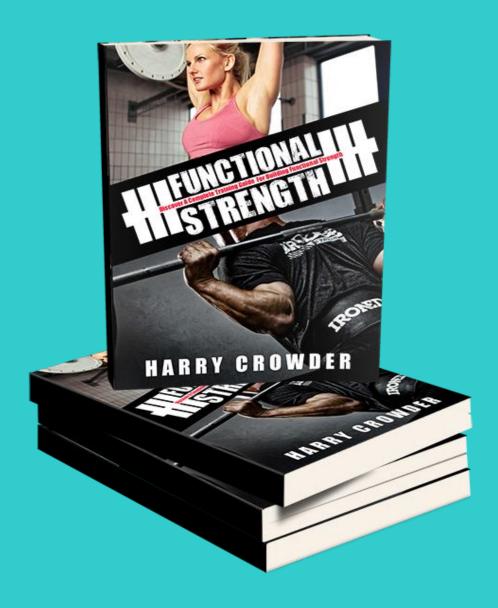


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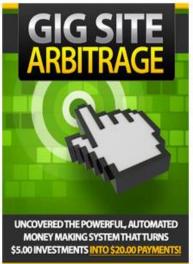


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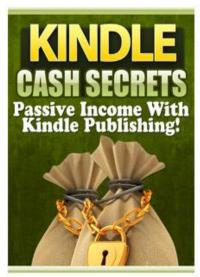
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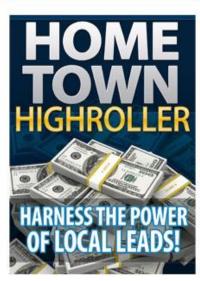
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MWM Q & A

How To Create a Hugely Successful Lead Magnet

A truly great lead magnet is literally worth its weight in gold because of what it can do for you.

Done correctly, lead magnets are irresistible bribes that offer a specific value to a prospect in exchange for their contact information.

The better the lead magnet, the more subscribers you can get.

The more subscribers you get and the better targeted they are, the more money you can make promoting to those subscribers.

As you can see, your entire funnel rests on your lead magnet.

Without it, you have no subscribers; and thus no one to sell anything to.

Your goal as a lead magnet creator is not just to maximize the number of targeted leads you receive...

...it's also to get the BEST leads possible.

For example:

If your lead magnet is the chance to win a free house, you could potentially build a list of thousands of people in just a few days.

But unless your niche is 'home giveaways,' your new leads won't be targeted to your specific niche.

However, if you gave away a lead magnet that promised to reveal "50 Subject Lines That Received The Highest Open Rates," you would be building a highly targeted list of email marketers.

And that smaller list of email marketers would likely be worth more than the larger list of freebie seekers.

"Can I use PLR?"

While it might be tempting to throw together any old private label rights report and call it good -

don't do it.

You work hard to get traffic and you want to make the very most of it.

Let's say you get 1,000 visitors to your squeeze page.

You could offer them the first random thing you think of and get perhaps 10% to join your list - that's 100 subscribers.

Or you could offer them exactly what they want and get 50% of them to join your list - that's 500 targeted subscribers on your list.

And targeted subscribers are much more likely to buy the products you promote.

"How do I choose a topic?"

Because targeting is crucial, you'll first want to decide who your customer base is.



Who is your ideal customer and what are their biggest problems, needs, wants and concerns?

How will you find them on the Internet? Where do they hang out, what are their fears, and what do they desire most?

While keeping these things in mind, make a list of challenges your target market faces.

What are they trying to accomplish? What is standing in their way? What problems are keeping them away at night?

Your ideal lead magnet:

- Gives great information that your visitors can quickly put to good use.
- Covers one problem and offers one viable, real solution to that problem.
- Is easy to consume

What a lead magnet should do:

- Give succinct, impactful information that people can quickly put to good use.
- Make a bold promise with on your squeeze page and fulfill that promise with your lead magnet.
- Solve a specific problem your audience has with a specific solution, you've got it.
- Remember, your lead magnet needs to be consumed or it won't have any impact.
- Give the reader some idea of what the author is like a sneak peek into their thoughts and personality, much like when you meet a new friend
- Make them want more of what you offer
- Introduce your next call to action and even set it up with a link at the end

"Is length important?"

Contrary to what you may have heard, lead magnets don't have to be lengthy. In fact, shorter is generally better.

Some think a lead magnet should be 200-300 pages long, to show just how amazing the author is and to demonstrate s/he is an absolute authority on their topic.

There is a bit of truth to this. Offering a really big lead magnet can increase conversions in some cases, and it can definitely demonstrate authority.

For example: You have a book selling on Amazon, and you give away copies to build your list.

People can see your book is indeed on Amazon. Hopefully it has at least 20 positive reviews and is selling well.

• Then yes, this can be a tremendous list builder.

But what if your book isn't on Amazon, or it's not selling well?

Then your best bet is to offer a highly targeted, compelling report - something that solves a nagging, irritating problem for your target market.

Why shorter is usually far better

Have you ever downloaded a free report or book, but you never got around to reading it?

It happens all the time.

And that's what you want



How much impact did that lead magnet - which you never read - have on you?

None.

And this is vital - Did you remember the author when s/he sent you follow up emails?

Probably not.

And even if you did, the author still had very little credibility with you because you hadn't consumed the report.

That's why quickly giving them the solution to one of their problems is your best bet. They will open your report, see it's short and to the point, consume it and hopefully use the information.

But even if they don't, they now realize that you know what you're talking about.

You're someone they should listen to.

And that's what you want - a list full of people who pay attention when you send them an email. That's where you profit is made.

But there is one more thing to consider...

How do you stay front and center in your new reader's brains until it's almost impossible for them to forget you?

They sign up for your lead magnet.

They read it. They love it. They forget about it.

Whoops.

What happened?

Life. People are busy. They're distracted. They've got a million things on their plate and even though you sent them that great lead magnet...

...many of them will still forget you within a few days.

But there is a simple solution

- one that other marketers will tell you to avoid.

We disagree.

How to be truly unforgettable

First, you give them your dynamite, targeted, tothe-point lead magnet.

THEN as a bonus you send them your free course via email.

This course can be delivered in 7 to 30 segments, with one segment arriving per day.

With this method, you're giving immediate value to your new subscribers, as well as staying in the forefront of their brains for the next 7 - 30 days.

Here's how that might look if you're building a list to sell your course on traffic generation for online marketers:

For your free report, you take your #1 traffic method and put it in the report.

You tell them exactly what to do in that report.

But you don't exactly tell them HOW to do it stepby-step.

At the end of the report, you let them know you'll be sharing more traffic tips with them for the next 30 days.

But if they'd like the full, in-depth info on every method you teach, they can check out your course.

It's a low-key sales effort with no hard selling.

Done correctly, you will make a few sales from people the day they join your list.

Then over the next 30 days you send out emails talking about different traffic methods and how well they work.

You are providing great info.

But you always talk about what to do, not how to do it. After all, you only have so much room in an email. You can't cover everything, which is why you offer your course.

And each day, you gently remind them they can get all the help they need by simply grabbing your course.

At the end of 30 days, what do you have?

A list of people who are very familiar with you, your name and the fact that you are THE traffic expert.

Not to mention sales of your course.

After the 30 days, what do you write about in your emails?

Naturally, you stick with your traffic topic, since that's what your list is interested in.

And you promote other traffic courses and tools that are a great fit for your list.



This stuff is POWERFUL - but only if you use it

- Determine who your ideal customer is.
- Find out what problems they're having that you can solve.
- Solve their biggest problem with your lead magnet.
- Follow up with an email course so they don't forget you, and to establish yourself as THE authority in your niche (at least in their minds.)

One last thing - solving your prospect's biggest problem with your lead magnet is just one option.

Yes, it's a great option - and in our opinion one of the very best that almost any niche can use.

But we would be remiss if we didn't tell you about the many other types of lead magnets you can offer, so we've compiled a list of some of our favorites along with tips.

16 lead magnet ideas

- 1. Offer a free trial of your electronic product. Perhaps they get to use your software free for 21 days, or join your membership for a week.
- 2. Offer them a free sample. It could even be the first 3 chapters of your new book or the first 3 lessons in your course. As long as you can deliver the free trial or sample electronically, this will work.
- 3. Offer readers a 'content upgrade. This could be additional information or more in-depth information. For example, if you write a blogpost about 5 ways to get traffic, at the end of the post you can offer to send them another 10 traffic generating methods. Or give them in-depth step-by-step diagrams, information and so forth.
- 4. Offer readers a PDF version of your blogpost. Let's say you write an in-depth post that covers a lot of ground and either teaches something valuable or could be used as a reference. Offer to send them a PDF version in exchange for their email address.
- 5. Use a quiz or survey as a lead magnet. Once a user takes a quiz, a high percentage of them will give their email address to see their results.
- 6. **Use an exit pop.** Yes, they can be a little bit annoying, but they flat out work. When your website visitor is about to leave your website, a pop-up offers them your lead magnet.
- 7. Doing a course? Use video.

If you're offering a course delivered via email over a period of days, why not put your course on video? It makes your lead magnet seem more valuable, and if you make the recordings yourself, it gives your new subscribers a chance to get to know you.

- 8. Give away a discount or free shipping. This is a really simple lead magnet that doesn't even require you to write or record anything.
- 9. Run a giveaway. Let people enter to win one of your products for free.
- 10. Run a competition. See who can come up with the best question, idea, product use, etc. Winner gets your product for free.
- 11. Use social media contests. Instead of promoting on your website, you can promote your contest through social media. Entrants get extra entries when they refer others to your contest. NOTE: Give away a prize that your ideal customer would love not something generic like an MP3 player. Otherwise you'll wind up with super UN-targeted leads.
- 12. Offer a checklist. Rather than a full-blown report, sometimes all you need is a powerful checklist. For example: "The 12 Point High Converting Squeeze Page Checklist."
- 13. Offer a swipe file. This will only work in certain niches, but it can be quite effective. For example, 52 Proven Subject Line Swipe File, or the Ultimate Social Media Swipe File.
- 14. Offer a webinar or live training. This one can be super effective when done correctly and it can bring in immediate income as well. Offer a webinar (live or recorded) that gives GREAT and USEABLE information. At the end, make a pitch for a relevant product that will take their results to the next level.
- 15. Offer a Case Study. People love case studies seeing how someone else or another business managed to get a result they are looking for. Example: "How I went from 122 subscribers to 45,938 subscribers in two months and made \$65,784 in the process."
- 16. Offer a Tool Kit. This can be as simple as a list of best resources. For example, "The 9 (Dirt Cheap) Tools I use to Research, Write and Sell a New Bestselling Book every 14 Days."

Bottom Line: Obviously you don't need to create all of these lead magnets.

Choose the ones that are right for you and your target audience.

If you're not sure which one to create first, start with the one problem, one solution lead magnet.

You can knock that one out in a relaxed afternoon. And don't stress out. Creating lead magnets can be fun and it doesn't need to take a lot of time.

Once you have your first lead magnet, create a second and test it against the first to see which one brings in more targeted customers.

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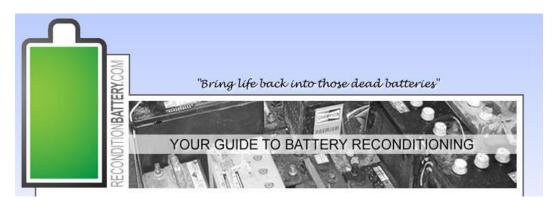


How The Covert Video Press Theme

Siphons Hordes Of Traffic

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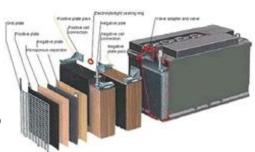
To Your Blog!



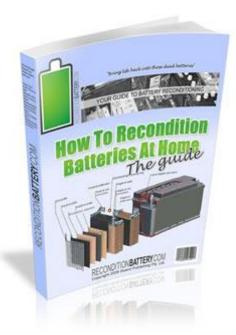
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You can now recondition your old batteries at home and bring them back to 100% of their working condition.

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



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



Lean How To Recondition Batteries At Home

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

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

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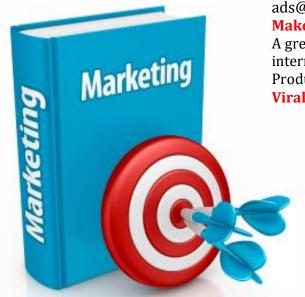
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MWM wants You to Know

Getting Intimate With Your Back End

Let's get straight to the point today - how's your back end? Very well, thank you, and what's it got to do with you?

Good question!

The reason I'm asking is that I've learned something interesting about back ends, you see. As long as you give them the right kind of attention, they can expand in ways you would never have thought possible and make you rather rich in the process.

Excuse me ... you at the back there! Where are you going? Don't leave now - this really isn't about what you're thinking it's about. If you'll just bear with me for a moment, all will be revealed.

Right ... where was I? Ah, yes. I was about to tell you about something that happened to me a few days ago. It's the sort of thing that's probably happened to you at some point, too, so I'm sure you'll recognize the situation.

It was a nice weekend, so I took my son Daniel to the funfair that had come to town (any excuse, eh?). Once we'd finished riding on "dreadful machines" that turned us upside down and every which way, he wanted to win a stuffed toy. Hardly surprising really, there were at least a dozen stalls with huge fluffy animals hanging from their plastic roofs.

But try as we might - yes, I'll admit I had a go - we couldn't get a ring to land over a bottle or a dart to hit a dot on a card.

But then, just as I was about to admit defeat, I noticed a stall with a difference...

This one offered three balls for a pound, and all you had to do was get one of the balls into one of the strategically placed glass bowls. It looked easy enough.

The bowls had nice, big openings and as long as the balls weren't weighted in some way, it looked as if even a babe in arms would be able to hit a bowl.

We bought three balls each and lo and behold, we won. Both of us! Two goldfish!



A pure orange fish that seemed to enjoy flicking its fancy, flowing tail and a black and yellow individual that appeared to hang motionless in the water staring out through the bag most of the time.

I heard several people comment on this, most saying that goldfish must be cheap if stall owner could give them away like that. Of course, he wasn't giving them away at all. People were paying a pound for the honour of winning a fish, but even so, when you consider the overheads a funfair must have, he couldn't have been making much of a profit. Or so it would seem.

How many of those who won a fish do you imagine went to the fair believing they'd come home with a new pet in a plastic bag?

A few may well have had a tank and food left over from a previous fish, but most would undoubtedly be wondering what on earth they were going to do with it. This is where we see just how clever said stall owner really is.

The bowls you have to hit in order to win a fish are arranged on a table covered in a velvet cloth. What the punter doesn't know at the time is that underneath the table there are dozens of plastic goldfish bowls complete with food, gravel, and plastic plant. How many do you imagine are going to say no to buying one of these handy starter kits when junior's standing there with a fish he's thrilled to have won?

While most of the stall owners were tight with their prizes, mister goldfish stall owner was practically giving away his prizes and making a bundle at the same time - through his back end. At a tenner a pop, he was onto a good thing.

This, you see, is what back end sales are all about. The customer buys something that leads to the possibility of him needing something else. The greater the possibility of him needing that something else, the stronger the back end.

Stores that sell domestic and electrical appliances use the back end method all the time. It's ages since I last bought anything electrical in one of the major appliance stores without being offered an extended warranty and it's my betting the same g o e s for you, too.

There are times when the whole thing gets a bit silly, though. I mean who really needs to pay £22 to get 5-year warranty on a CD player that cost under £50?

A couple of years down the line and it'll be pretty much obsolete anyway but people take up these offers and the stores are making huge huge profits from it.

Back end sales can mean the difference between a successful and an unsuccessful business. There are examples around us all the time. Just this morning I opened my mail and received an offer to join a book club.

I could buy five books for 50 pence each! That's less than it costs to produce the book so how are these people making their money?

Well, the small print said I'd need to buy at least two books from them at full club price and that books would always be at least 25% under the RRP. But it also said that a special club magazine would be sent to members each month with lots of offers and information about new releases.

"The Book of the Month" would be profiled in this magazine and if I didn't want it, I'd need to fill in a form and send it back to let them know.

Ho, ho! People lead busy lives and they forget. How many haven't been saddled with "Fly Fishing in Alaska" or "Rug Making for Beginners" just because they forgot to decline?

These clubs easily make back the money they lost of the 'hook' and plenty more on top, and all thanks to a clever, if somewhat crafty, back end. Car dealers make money out of selling finance packages, car hire companies by selling no excess insurance and even the BOGOF offers that Tesco, Morrisons and other supermarkets use are intended to draw us in so that we spend our hard earned cash on lots of other products we had no intention of buying.

If your business needs to increase its profits, there's a lot to be learned from that clever bloke at the funfair.

- 1. Never let your customers know beforehand how the bulk of your profit is made.
- 2. Look around at other businesses and give plenty of thought to what they're doing.

If they're doing well, there's a huge chance they've got a handy back end going somewhere.

Keep looking until you find it - a clever back end will be well hidden.

- 3. Think about the last time you gave your own back end any thought, if ever. If you don't have one you're probably working far too hard for too little profit.
- 4. Could it be time to start looking at your sales from a different angle? Instead of seeing an initial sale as the end of a transaction, see it as the beginning. If you've a good back end, the real profit won't have been made yet.
- 5. When you develop new product lines, think about what other products the customer might need in addition to the "main" item. It makes good business sense to make the most of a situation while you've already got the customer's attention.

Believe me, when it comes to making money in business, you need to look beyond the first transaction - it's what follows that really matters.

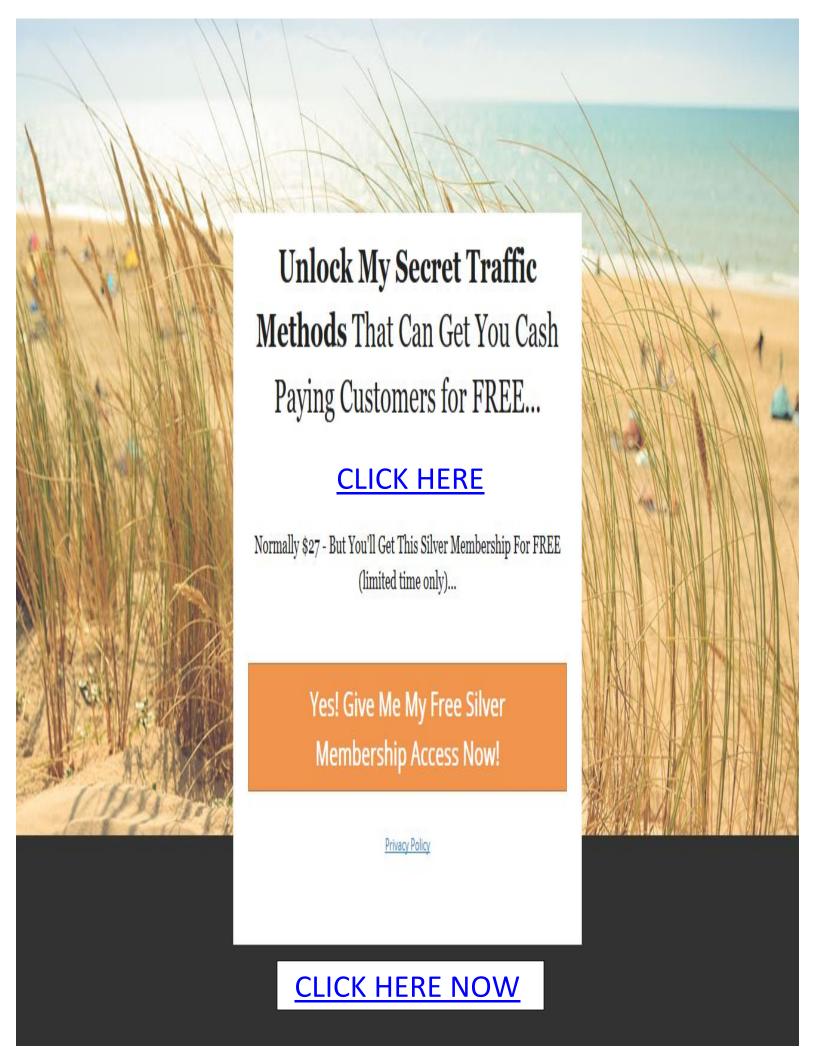
A profitable back end is, more often than not the only difference between a struggling business and one that thrives. Make sure your business has add-on products that your customers will want.

What part of your business is the 'goldfish'?

Somebody is providing the tank - is it you?

If not, then it's time to make changes.





Don't Make This Big Mistake

Don't ignore customer reviews on other sites.

In addition to letting customers submit feedback on your site, also pay attention and respond to reviews and complaints they're leaving in other places online.

Podium is a review management tool that lets you collect and respond to reviews from over 20 different sites, all in one dashboard.

Get notified about new reviews and manage and respond to reviews right on your phone or desktop.

12 Steps to Lightning Page Speed

At Wall Street Oasis, we've noticed that every time we focus on improving our page speed, Google sends us more organic traffic.

In 2018, our company's website reached over 80 percent of our traffic from organic search.

That's 24.5 million visits.

Needless to say, we are very tuned in to how we can continue to improve our user experience and keep Google happy.

https://moz.com/blog/lightning-pagespeed



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?

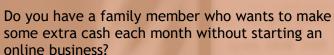
In the past, keyword stuffing was the most important SEO strategy - as long as you got those identifying words into the document (over and over and over again), your page would get a high ranking.

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/the-language-of-seo-identifying-and-implementing-central-keywords/



Extra Facebook Cash



Tell them to check out these opportunities on Facebook:

SurveyJunkie:

Make \$5-\$25 in your spare time from home to take online surveys, participating in a Focus Groups and trying new products.

MySurvey:

Is known as #1 paid survey site.

Take paid surveys anytime and anywhere via PC, Laptop, Tablet, Cell Phone or Mobile App.

InboxDollars:

Has so far paid its members over \$40 Million.

Watch videos, take surveys, shop and more.

Opinion Outpost:

One of the few faithful and honest survey panels pays cash and gift cards for your opinion.

No hidden fees and completely free!

SwagBucks:

Watch videos, take surveys, shop and more to earn real money.

Pinecone Research:

A leading name in online survey panel honesty, guarantees \$3 cash for every survey you complete.



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

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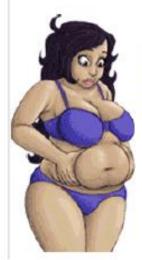
See this amazing little tip women are using to lose weight fast. See Tip >>

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



This Month's Marketing CLINIC

How to Build a RESPONSIVE List that OPENS Your Emails



If you want to build a BIG list and you don't care whether or not anyone on that list ever opens or reads your emails, then do what most marketers do:

Create a blind opt-in form that does NOT tell the new subscriber what they are receiving.

They will instantly mistrust you, give you their throw away email address, glace through your lead magnet, throw that away, and never read one of your emails again.

Hey, but at least you have a BIG list, right?

Or you can make BIG promises that sound like every other shyster market out there. You know the kind of promises I mean: "Here's How I Bank \$10K per week Using One Surprisingly Weird Trick."

Yeah. Right.

Again, they will give you their junk email address because they do not trust you. They will glance through the report (maybe) and then forget about it (certainty) and never open another email from you again.

But at least you got lots and lots of subscribers, right?

Question: If someone gives you a junk email address and never opens your emails, are they a subscriber? I don't think so...

The key to building a RESPONSIVE email list is to build TRUST before you ever ask for the email address.

How do you build trust?

There are several ways, but I'll give you the two easiest ones right here:

1: Create a long form opt-in page. Instead of having a little box with something that says, "Get the greatest report ever written!" and a space for their email address, take some time to tell them what they are getting and what it's going to do for them.

Talk about their problem, let them know you've got the solution, create a long list of super enticing bullets, and back the whole thing up with plenty of testimonials.

This works even better if you have a memorable brand that makes you stand apart from the crowd.

2: Give dynamite content BEFORE asking for the opt-in. This one is even better, yet most marketers are downright terrified to try it.

Create several pages of your VERY BEST content.

Make it conversational and interesting.

Put plenty of PERSONALITY into it.

In fact, your personality is going to count for more than the information you give.

Make each page naturally flow into the next page, so they keep clicking from page to page as they read.

Everybody gives out good or great info.

You're going to give out great info and do it in a way that let's your personality shine through.

Talk to the one person you are trying to reach. Be passionate and enthusiastic.

State your opinions, have confidence and tell it like it is.

Each page is full of great info and naturally leads into the next page.

Finally, on the last page, you make an offer.

That's right, go ahead and sell them something.

You've just spent several pages earning their trust, so why not?

If they don't take the offer, ask if you can give them something for free in exchange for the email address.

For example, you offer them a package deal of 4 products for an awesome price.

If they don't take it, then offer them one of the 4 products for FREE, in exchange for their email address.

You have just spent several pages earning their trust, so which email address are they going to give you?

Their REAL address, because they actually WANT to hear from you again!

These two methods are so simple, and yet marketers are afraid to test them out because they know they will get fewer subscribers.

But the QUALITY of the subscribers is infinitely better.

You get REAL email addresses from people who actually WANT to hear from you.

Test it out for yourself.

I think you'll be astonished at the difference it makes in your bottom line.



MWM Back Story

Freaky Podcast Statistics

So... if you thought podcasting was a fad, or maybe something just on the fringes that most people never listen to...

Guess again. Podcasting is growing at a phenomenal rate, and it appears to be here to stay.

After all, a listener can be driving, doing the dishes or going for a run while they listen to your podcast. And since people LOVE to multi-task, podcasting is likely to keep growing.

Videos? Blogposts? Those are difficult to consume when you're washing the car or making dinner.

Here are some podcasting stats from Edison Research, Nielsen, IAB, PwC and Pacific Content that might blow your podcasting conceptions out of the water...

There are 700,000 active podcasts, 29 million podcast episodes, including content in more than 100 languages.

The top 5 most popular podcasting genres are:

- Society and Culture
- Business
- Comedy
- News and Politics
- Health

51% of the US population have listened to a podcast.

32% of the US population listen to podcasts at least every month.

22% of the US population listen to podcasts weekly.

6% of the US population are avid podcast fans. And these numbers are growing.

- 18 24 year olds make up 18% of the podcasting audience
- 25 34 year olds make up 28% of the podcasting audience
- 35 44 year olds make up 21% of the podcasting audience
- 45 54 year olds make up 16% of the podcasting audience
- 55 64 year olds make up 11% of the podcasting audience
- 65+ year olds make up 06% of the podcasting audience

Podcast listeners are 32% more likely to have \$75,000+ annual income.

Podcast listeners are 37% more likely to have \$100,000+ annual income.

Podcast listeners are 45% more likely to have \$250,000+ annual income.

80% of the listeners listen to all or nearly all of a podcast episode

Podcast listeners subscribe to an average of 6 shows.

Podcast listeners listen to an average of 7 different shows per week.

19% of listeners increase the speed of the podcast to listen faster.

Weekly podcast listeners spend an average of 6 hrs 37 mins per week listening to podcasts.



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.

