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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

SEPTEMBER 2019

MWM wants You to Know –

*Shopify Alternatives*

**Double**

**Your Sales**

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**Case Study:  
\$8,000/mo From  
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**MWM  
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**How to Get Paid  
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**Our Series on  
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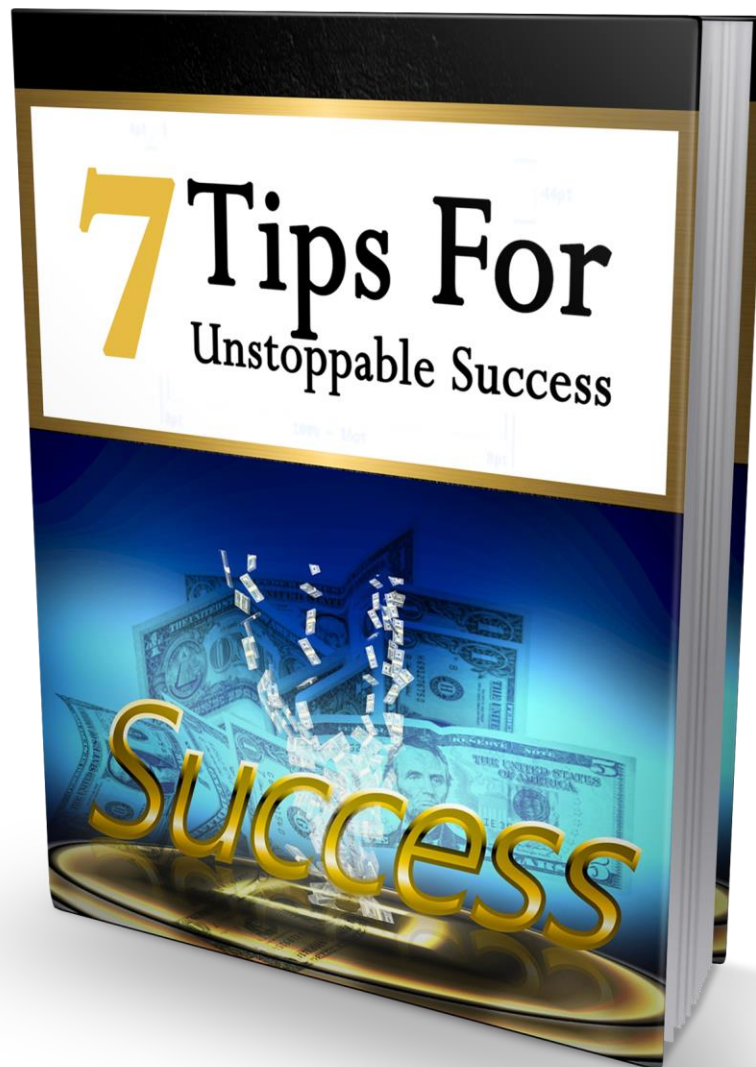
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**You Asked and We Listened. HELP is HERE**



## **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 HOW to market it...

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

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

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

Let me say it a different way...

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

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Welcome to the **SEPTEMBER 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.***

- The Butterfly Effect
- How to Get 500 BUYERS on Your List Each Month... without selling a thing!
- **Series on Business Hacks** - this Month – Grow Your List with Video
- Note From Your Future Self
- Unlock My Secret Traffic Methods
- The Functional Strength Guide
- Be Careful How You Deal With Bad Reviews
- The Dynamite Digital Software Store
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- Quick Emotional Intelligence Tune-Up
  
- MWM Success Guide – Master Up Selling and Cross Selling To Increase Sales
- MWM Ask the Expert - Customers Are Like Elephants
- MWM Q&A: Live Chat Increases Sales 20%
- MWM **BACK** Story - Case Study: \$8,000/mo From A Set and Forget Membership Site

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

## Talk to me



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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](mailto:harry.crowder@gmail.com)

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



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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.

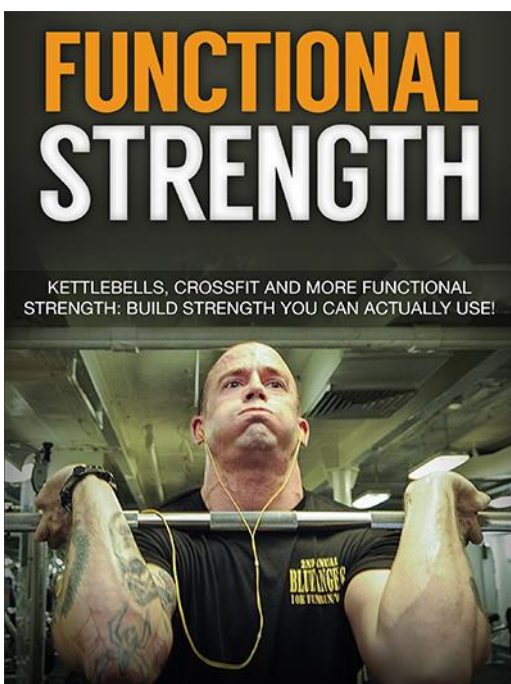




Tell us what you like and don't like about Making Web Money Digital Marketing magazine. What worked for you or what you think sucks, then we can make Making Web Money an even better online magazine.

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

[harry.crowder@gmail.com](mailto: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**

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**at *YOUR***  
**NEAREST**  
**WALMART**

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



## QUOTABLE..

**"One of the Internet's strengths is its ability to help consumers find the right needle in a digital haystack of data." ~Jared Sandberg**

# IN THE NEWS

## Seven-Step Guide to Use Google Tag Manager

Google has launched Google Tag Manager (GT) to help webmasters manage and deploy marketing tags (snippets of code or tracking pixels) on their websites without modifying the site code.

The biggest advantage of Google Tag Manager is the flexibility it offers to everyone for managing the code without much technical expertise.

“To get started with Google Tag Manager, you’ll only need to install one piece of code on your website. Here we guide through our Google Tag Manager tutorial to show how to setup and install it.”

<https://marketingunicorn.eu/google-tag-manager-tutorial-for-beginners/>



## Twitter Ads Campaigns: A Simple Setup Guide

Advertising on Twitter enables you to promote individual tweets or entire campaigns dedicated to specific objectives. Businesses can choose between eight different objectives -- including app installs, video views, and website conversions -- and set audience targeting criteria for each ad campaign they create.

<https://blog.hubspot.com/marketing/how-to-set-up-twitter-ads-campaigns>





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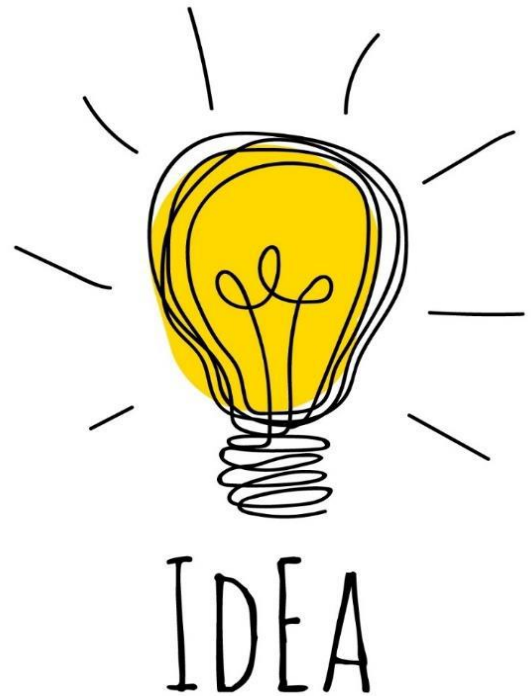
## Four Ways to Convert More Customers

Higher conversion rate helps you get more customers and improve sales.

HubSpot contributor Tyson Quick has shared four ways to use Psychology to improve your conversions.

#1? Beat the curse of knowledge

<https://blog.hubspot.com/marketing/convert-with-psychology>



## Amazon To Launch Mobile Ads, In A Threat To Google And Facebook

Amazon.com Inc. has hit on a new way to grab a chunk of the \$129 billion digital advertising market now dominated by Google and Facebook Inc.: Sell video spots on the e-commerce giant's smartphone shopping app.

<https://www.bloomberg.com/news/articles/2019-03-21/amazon-said-to-launch-mobile-ads-in-threat-to-google-facebook>



## 9 Ways Brands Can Explode Their Sales With YouTube

Making optimal use of YouTube is less expensive or difficult than many entrepreneurs realize.

<https://www.entrepreneur.com/article/328204>





**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!**

## Master Up Selling and Cross Selling To Increase Sales



When you're building your sales funnel, don't forget to include an upsell or cross sell or two.

An upsell is simply an option to buy a bigger, better version of what you're selling. For example, you might offer two versions of software, one of which does more than the other.

Or you could offer to add on personal coaching to the product they just purchased, making it easier for them to use that product.

Cross selling is offering something that is related to the first product. For example, if you just sold them a course on driving traffic, you might cross sell them a course to increase conversions from that traffic.

The lines between cross selling and upselling can become blurred. The coaching example above, for example, could almost be considered cross selling, too.

The important thing to remember is that when you've made a sale, you don't have to stop there. The customer is already in a buying mood, so why not make an additional offer or two? This allows you to increase your income and your options. If you are using affiliates, you might offer the affiliates a higher percentage of the initial sales, since you'll be able to make money yourself on the upsell.

For example, if you're selling a \$30 product without upsells, you'll likely want to split the \$30 with your affiliates.

But if you have a strong upsell of \$100, you might consider giving affiliates a much higher percentage of the \$30 sales and splitting the upsell with them 50/50. This encourages them to promote harder, since they are making more money.

Still not convinced you want to add upsells and cross sells to your funnel?

In Marketing Metrics, the authors say,

"The probability of selling to a new prospect is 5-20%. The probability of selling to an existing customer is 60-70%."



Since product recommendations drive 10 to 30% of revenue on average, putting the right upsell offer in front of people at the right time is key to sales.

And in the kind of simple, straightforward marketing funnels we use in the information and software businesses, I'd have to estimate that the 30% figure is actually quite low.

How can you make your upsells (and cross sells) effective? Here are 12 tips:

## **Master Up Selling and Cross Selling To Increase Sales**

### **1. Choose the RIGHT Upsell**

You've got many possibilities to choose from. For example:

The Version Upgrade - Ask customers to get a different version of a product you're offering. It can be bigger, stronger, faster, better - you get the idea.

Product Help - This could be coaching, videos, or some kind of assistance to make sure the customer is able to effectively use the product.

Done for You Service - Offer to install the software for them or do something else that they likely don't want to do themselves.

Resell Rights - If applicable, offer to sell them resell rights. They can then resell the product themselves, according to the terms you dictate.

A Better Deal - Let's say you're selling a monthly membership - offer them a sweet deal if they pay for the next year in advance.

Bundle - If you package related items together and show that it's a better value, you can increase your sales.

### **2. Always Offer the Upsell**

Of course you're going to add your upsell to your sales funnel. But the more upsell opportunities you show customers, the more chances they have to take one.

Offer your upsell everywhere it makes sense. Some typical locations for upsells include:

On product pages, where you have multiple chances to show off product versions.

When people add items to the cart, as it's a great time to show supplementary products or services that help them get more value from what they're already planning to buy

When the customer reaches a success milestone. For example, when they've been on your list for a certain amount of time, let them know and offer them a premium version of your newsletter or a product bundle.

When a customer emails you with a question. Answer their question, then add a P.S. about the special (secret) deal you've got with the better options than the standard version (or whatever... you get the idea.)

Always be upselling.

### **3. ... But Don't Be Pushy**

We've all seen people get upset on the Warrior Forum about upsells. You've got to walk a fine line between upselling (which you absolutely SHOULD do, regardless of a few complainers) and upselling TOO MUCH.

Have you purchased a product and then discovered there were TWELVE upsells? I have. By the end, I was so frustrated, I wanted to throw my computer.

Then again, I've purchased a product, landed on the upsell page, and become super excited by the offer which I IMMEDIATELY purchased.

Offer the right upsells, in the right amount.

It's like Goldilocks and the Three Bears: Too much is... well... too much, and you'll burn your relationship with your customers.

Not enough is robbing you of profits and leaving you in the cold.

And 'just right' is perfect.

### **4. Make Your Upsell Relevant**

Relevance is key when deciding on your upsell.

If someone's buying a book on marketing, there's no point in recommending a book on automobile repair, even if most of your customers drive a car.

Instead, you'll recommend something else related to what they're looking at, like an audio version of the book or another book by the same author.

When you're upselling, you'll have to sell the benefits of the upsell and show why it's important. For example, the customer will get more, better, easier or faster results, perhaps with less effort and frustration.

**5. Personalize Your Upsell Recommendations** Don't use the same upsell for every product. Tailor the upsell to the initial product sale, so that it just makes sense. The exception: Let's say you're in the IM niche, and you have a membership site of your own that covers all things IM. You could offer your membership as an upsell to any IM product by tailoring your offer to highlight how your membership will enhance the product benefits. For example, if you're selling a product on traffic generation, your membership upsell would highlight the aspects of your membership related to traffic generation, followed by the other benefits of your membership.

**6. Get the Language Right** Using the right words is always an important part of all successful marketing. But it's even more important when persuading your customers to buy the upsell. Get your customers to imagine how they will use the upgrade. Or trigger their fear of missing out (FOMO). If you can paint a vivid picture of the benefits of the upsell coupled with the fear of losing these benefits, you'll make the sale.

**7. Use Urgency** A countdown timer can be effective for creating a sense of urgency. Have a reason for the timer- perhaps your upsell is limited, and if they don't grab it, you have to offer it to others. Or if it's your style, be direct. You're making them an incredible offer, but the catch is they must grab it quick before it's too late.

**8. Offer Free Shipping** If you're mailing products rather than delivering them electronically, then free shipping is a marvelous way to boost sales. Around 90% of customers say free shipping is their main incentive to shop more online. Set a dollar amount people have to reach to get free shipping. Then as they add things to the cart, remind them of how much more they must spend to qualify for free shipping. That's a big incentive to continue adding items to the cart, especially if they're not too costly.

**9. Provide Social Proof** Just as with any product you're promoting, be sure to add social proof to let customers know that people find your upsell to be valuable and deliver results.

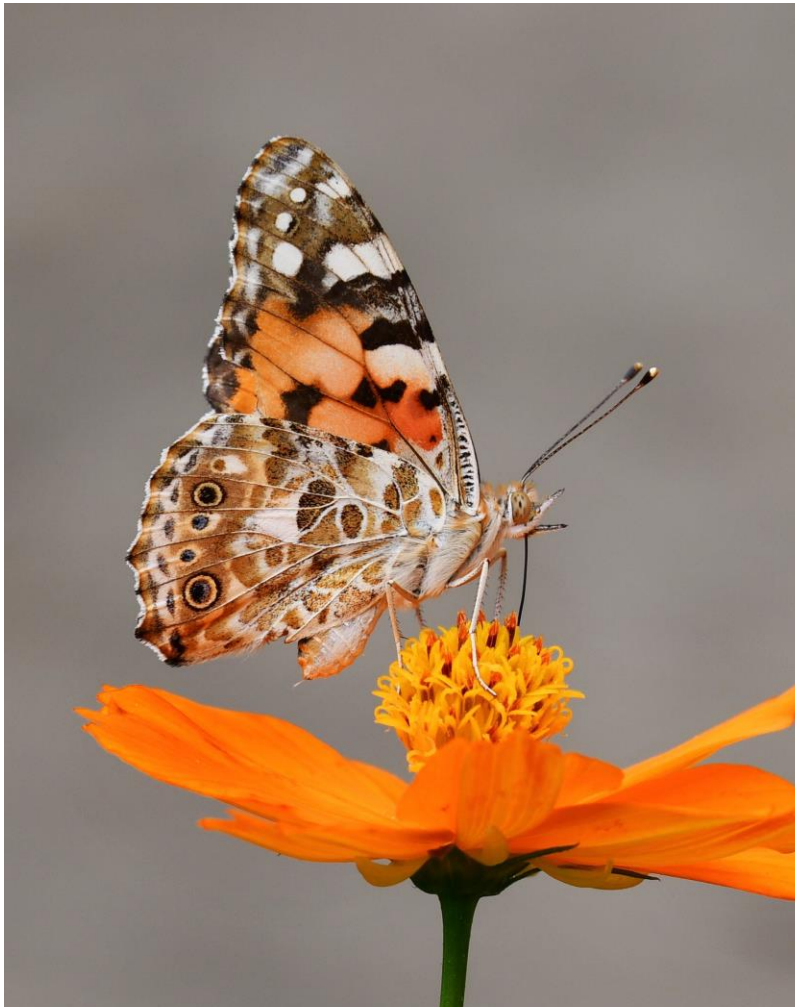
**10. Limit the Price Increase** If your initial offer is \$20, a \$200 upsell is simply too much by comparison. And people will compare. Time and again I see upsells for crazy high prices compared to the initial offer. These tend to annoy customers, since they feel they're being taken advantage of while being held captive in the process of trying to access their product. You might test to see what happens if you offer an upsell that's actually cheaper than the initial product. For example, if your product costs \$47, try selling a \$27 upsell to go with it. If it's the right upsell and positioned properly, I suspect you'll make a ton of sales.

**11. Use the Rule of Three** You'll often hear marketers talk about the "rule of three". It's to do with the fact that people respond to patterns, and three seems to be a magic number. For upsells in a marketing funnel, we're going to use the rule of three for the upsells. You'll want to test this, of course. But try offering three upsells of three different prices. Offer the highest price upsell first, followed by the second highest, and finally the lowest price upsell.

The psychology of numbers shows us that if you show a larger number to a person first, then any number that follows and is lower seems smaller than if you showed that number by itself. For example, if I tell you something costs \$49, it's going to seem like a higher price than if I first mention \$100, followed by \$49. Your first upsell might be \$99, your second might be \$47, and your final offer might be \$27, making the \$47 seem low and the \$27 seem like a bargain. As a side note here: When you're about to reveal your price in a sales letter, first use higher numbers, even if it has NOTHING to do with price. For example: "538 people have left positive reviews for ABC product, with 491 of them giving it the absolute highest rating. And yet, it still only costs \$27." And never do the opposite. For example, never say, "4 out of 5 people love our product. In fact, 1 person even said she loves our product more than her husband of 3 years. And yet, it still only costs \$27."

**12. Follow Up via Email** They didn't take the upsell(s)? Follow up with email and give them a limited time to grab it. Some people will be very much on the fence about whether or not to grab your upsell. By giving them a second and third chance, you will make more sales. Just be clear that this offer is only available for a very short time, such as 72 hours. Side Note: When giving your customers a limited time offer, phrase it in hours, not days. For example, "72 hours" sounds more urgent.

# The Butterfly Effect



A friend of mine asked me recently if I had the opportunity to go back and change things about my life, would I do it? It's an interesting question, I'm sure all of us at some point have looked back at our lives and thought where would I be if I had....?

There was a film produced in 2004, that lends its name to this very article, **The Butterfly Effect**, starring Ashton Kutcher, and the basic premise is that his character wants to free himself from disturbing memories from his past. I won't ruin the film for you, and I do encourage you all to see it for yourselves, it's interesting. But in a nutshell, the film play out various timelines resulting from him changing things at different points in his past.

A fictitious example would be if the character got hit by a car and had a severe leg break/knee injury resulting in limited movement, what is the outcome if you go back and change that? Does the character then go on to be an Olympic sprinter? Or does the story play out the same or in different ways?

This is what we mean by the butterfly effect, the premise that if a butterfly flaps its wings in the Amazon, there is a hurricane in Canada. Every small change in turn changes the whole.

Back to our own lives and businesses, if we are asked the same question, are there indeed things we'd go back and change? Or would you take the more metaphysical view that everything had to happen just that way to get you to this point where you can ask yourself that very question?

As Internet Marketers we are often bombarded with different products and campaign techniques, some we try, others we don't. Some campaigns succeed, other campaigns bomb!

Sometimes we might try to break into completely new niches and get cruelly pushed back. And left to wonder what on earth happened.

Like me I'm sure when you've become a seasoned Internet Marketer, you may have a deal or campaign go bad and be left wondering why you even started down this path in the first place. Some of us have several false starts before we find the formula that works for us. We've all questioned ourselves at one time or another. We wondered if maybe we should go back to that regular job or that different plan.

But you're here at this moment asking that very question, "If I could would I go back and change...?" and the simple answer is if you did that you may never be here at this point asking that question. You would be living a different life, it might be better, it might be worse.

But the past doesn't actually matter, it's in the past after all. If you want a different present, a different future, then take your life in your hands and forge the future you want.

If your business isn't working quite the way you want, then change it. One little change right now, may well lead to a huge change tomorrow, or no change at all, in which case make another change.

***Flap your wings as many times as it takes to create your hurricane.***



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## Customers Are Like Elephants



At 'The Elephant Sanctuary' - a non-profit organization based in Hohenwald, Tennessee - an elephant named Jenny became very animated when a new elephant named Shirley arrived.

After looking into the animals' backgrounds, workers at the Sanctuary found that the two had performed with the same circus for only a few months—22 years earlier.

Elephants have great memories.

If you annoy a customer, they become like elephants. Many years ago a certain marketer – a generally good marketer, by the way, who knows his stuff – ignored my emails.

I was a paid subscriber to his newsletter, and I was missing a couple of issues. All I wanted was for him or one of his people (he had virtual assistants) to send me the link to the missing issues. It would have taken maybe a minute to do it.

But all of my emails and customer service desk requests went unanswered.

And I have never, ever forgotten that. To this day, when I see one of his offers cross my desk, I won't buy it. It doesn't matter if it looks like the greatest thing ever, or the missing piece to my internet marketing pie. I won't buy it.

And I'm not alone, either.

According to American Express, 78% of customers will end a business relationship on the spot due to poor customer service.

In my case, I loved the newsletter. I read every issue and implemented many of the ideas. It made me money. And yet, I had such a bad taste in my mouth after being repeatedly ignored, that I cancelled my monthly subscription.

If you're overwhelmed by customer service requests, you might want to take a long, hard look at your business. Are there things you can improve? Better systems you can put into place?

Or perhaps you simply need to hire a virtual assistant to answer customer service requests for you, so that you can focus your attention on building the business.



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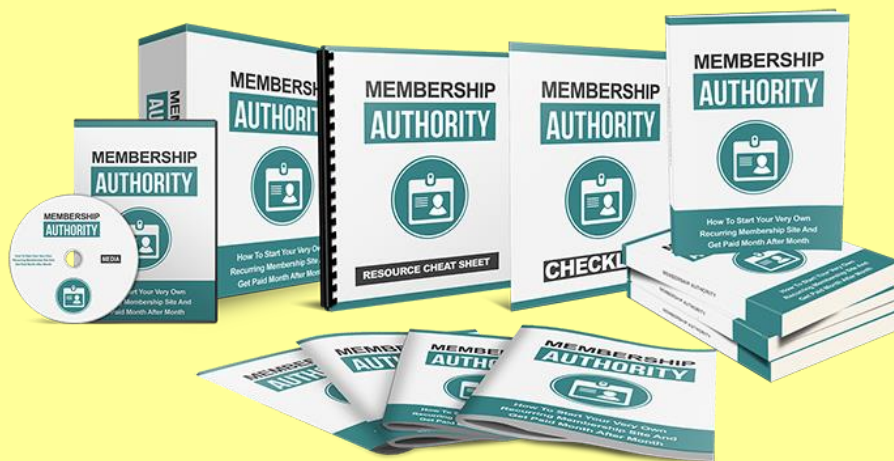
# "Discover The Steps On How To Start Your Very Own Recurring Membership Site And Get Paid Month After Month"

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

## Why Should You Create a Membership Site?

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

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



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- **FAST-ACTION BONUS #2:** Resource Cheat Sheet
- **FAST-ACTION BONUS #3:** Mindmap

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

[Click Here Today](#)



## Business Hacks to Grow Your List with Video

Video content like content with images seems to perform better in all industries. This is the reason for the rise in popularity of platforms like YouTube.com. People love sharing video, and they specially love watching it on their mobile devices because it's easier to watch something than read it when it's on a small screen.

The fact is, most of your website visitors are not going to spend much time getting to know you if you don't grab their attention. Studies show that using more video will improve your conversion rate exponentially.

To get people to sign up for your list people use a tactic that involves using content of all types to help build the list via a combination of open and gated content. Video has proved to be very powerful in helping build an email list with high-quality buyers who are ready to make a purchase.

There are reasons for this. Video is seen as high quality and easy to consume. If your target audience member really feels as if the topic is relevant enough to download and watch the information, they're probably going to end up buying from you too because they perceive the value you provide as high.

There are some ways to ensure that your video marketing builds your list with quality leads, let's go over these ideas.

### Trick Out Every Offer

When you create a video for any use, put as much into it as you can. You want every viewer to understand the value of the video, the point of the video, and to clearly see and follow the calls to action. For example, with a YouTube video, there is a lot you can do to make it convert at a higher rate. Let's look at a few.

- **Annotations** – You can add clickable annotations to YouTube videos that go to any site or other video that you want to go to. You only get one link back to your site within each video so make sure you make a landing page for that link.
- **Verbal Call to Action** – When you create a video, it should have a specific purpose, as well as corresponding goals. For list building, verbally point out the location of the link or the CTA area. State the action you want them to take. Explain why they need to take it and what to expect when they do.

## Business Hacks to Grow Your List with Video



- **Full Description** – If you look at any YouTube video, the description area can encompass a lot of information. Use this area effectively by providing the most important information. Add the link to your freebie at the top so that it can be seen without clicking "read more."
- When you know the audience and the kind of content and solutions they want, it's a lot easier to get them to your site and sign-up for offers that appeal to them most. Give your audience what they crave...more.
- **Head Shot** – If your video is a screen share or a video of someone else talking, consider adding in your head shot. When people can see you, they will grow to trust you more quickly because they'll feel as if they've been in your presence.

Use every SEO strategy you can think of. Name your video with keywords in the file name, give the video a title that speaks to what your audience will learn, include annotations, callouts and more to get and keep the attention of your viewers. They'll be more likely to accept your call to action.

### Get Creative with Site Videos

If a video's home will be your website, you have open to you a lot more features that you can do with video than if the video is only for YouTube or Facebook Live.

Let's look some options for you.

- **Opt-in Form Videos** – Using the right technology you can add an opt-in form to your videos. Look for this type of technology within the editing software but also some landing page software may offer the ability to add forms to your videos too.
- **Landing Page Videos** – Video landing pages aren't new, but a lot of people still don't use them. It's a shame because they do work better than long form sales pages. Having video included in your landing pages will make a huge difference in retention, signing up, and buying.
- **Grab Attention** -- When you create any video think about how it's going to look to the viewer. For example, if it's a live video on Facebook they may not see the beginning, and they may not have their volume on. Do something to get people's attention and make them want to turn their volume on. Wave at them, create a pop up that says Turn on Your Volume, do something to get their attention. If it's a recorded video adding callouts, pop-ups and more also gets people's attention.
- **Pop-Up Words** – One way to get people's attention in a recorded video is to add some of the words you say in pop-ups, with sound and all. When you add visual interest like this it gets their attention and covers more learning modalities.

The more creative your video appears; the more effective it will be in your list building efforts. People who watch the video are more likely to answer your call to action. Make your CTA clear, exciting, and beneficial.

### Use Video Everywhere Allowed

Once you decide to implement video marketing to grow your email list, you're going to want to start including video everywhere that it's allowed. What's interesting is you can cut up longer videos to include in places you may not have considered. Let's look at a few ideas about this.

- **Social Media Video Updates** – When you think of a post you want to make on social media that's short and to the point and not enough for an entire blog post, why not do it as a video? On Facebook, you can simply go live whenever you have a message. The system records it and makes it available to people who miss the live broadcast.

- **Blog Post Video** – Make a video instead of a text blog post but add it to your blog post by adding the video and a transcript of the video as the blog post. This is going to get a lot more attention from search engines due to the existence of both text and the video.
- **Email Video** – You can also send an email with an embedded video or an email with a link to a video. How you accomplish this will depend on who your audience is and whether they have the technology to watch them. Most people can watch a video in email. If it's small enough to send, it's likely okay.
- **Banner Video** – Facebook, LinkedIn, and other social platforms allow you to put a video in your cover photos and banners. When you can use video to grab attention, do so.

Because video tends to get more engagement, more shares, more likes, more comments and so forth it's important to include video in your list building strategy. Using video in almost every way that you can is not only effective it's fun. Creating content is faster and video is easy to repurpose so that you can get more from each effort.

### Host Webinars

A fast way to create video content is to host and record webinars. All you do is choose a hot topic, choose what you want to promote, create a simple outline, and go for it.

- **Promote Webinars** – When you've come up with the subject, time, and place, start promoting it. You don't need to have everything done before the promotion starts. You want to promote your webinars as much as possible so start the moment you have the information needed to start telling people.
- **Offer Incentives** – When your audience comes to your webinars, you want them to be fun. You don't want them to be able to go on a jog or read a book while your webinar is playing. You want to ask for responses, give out prizes, and call out people from the audience to ask questions and more.
- **Incentivize Sharing** – Using technology you can incentivize sharing. For example, if you choose a hashtag for your event and ask people to share during the event what they're learning using the hashtag, all people who use the hashtag can be entered in a contest to win something.



- **Repurpose the Video** – Don't forget that when you record your webinar you can keep using that video as it is, but you can also repurpose the video by transcribing it, breaking it up, and turning it into something else that can be used and repurposed.
- **Collect Email Addresses** – Don't forget to collect email addresses. How you do it will depend on the platform. If you're using software like Zoom, you can collect information upon signing up for the webinar. If you're on Facebook Live, you may want to offer a downloadable to follow along that requires an email address or other freebie.

Hosting webinars is one of the most effective forms of list building. Webinars are a time-tested strategy for list building. If you can get the right subject and offers for your audience, webinars can be the main form of list building that you use.

### Create a Video Lead Magnet

You can also make a recorded video as your lead magnet. A video lead magnet will help all sorts of learners to use the information you're providing. Video is easy to digest, fun to watch and works on most devices.

This is exactly what you need to create an effective lead magnet. An effective lead magnet is easy to consume information that helps your audience solve a nagging problem.

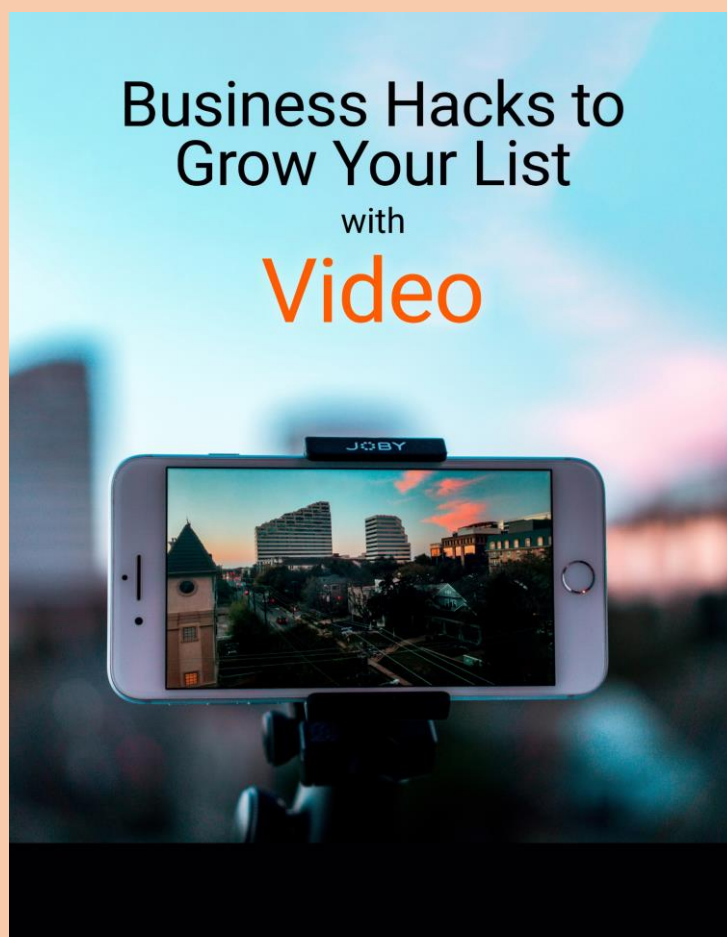
- **Under 10 Minutes** – A video shouldn't be too long. Keeping a recorded video under 10 minutes is important to keep on topic and move to the solution quickly. You want them to watch the video and implement the solution that fast.
- **How Tos** – A good type of situation to use for a video is teaching your audience how to do something. Whether it's how to make the perfect grilled cheese sandwich or to have the right form next time you do a chin-up showing your audience how to do something works well with video.
- **Case Studies** – A great way to use video is to do a case study. This might be longer than ten minutes; but, if you keep it interesting, your watchers will be okay with it. Interview someone who has been successful in doing what you're promoting.

- **Webinar Excerpts** – Another good way to create an opt-in offer is to reuse an older webinar video by cutting it up. Put the relevant parts in the video that teach something to your list member.

Using video in your list building efforts will work. That's why so many YouTube stars have made it to stardom or financial stability. They make money in multiple ways by simply building their audience providing the content their audience needs and wants.

Remember that all the content you create in your business should work together. Each should build off the next. The content should enhance the other content and vice versa. The content is so interrelated that you should easily be able to shout out in a video about another bit of related content that your viewer might like too.

Using video to grow your email list is a no-brainer. It's something you should be doing if you want to build an effective and responsible email list full of people who really want what you're offering.



Done For You...

# 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 !**

## Resale Rights Monthly

GET READY TO GO DIGITAL PRODUCTS EACH 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**

**Did you know ?**

**Garfield the cartoon cat once offered a free email service.**

**Can you guess the domain name?**

**It was gmail.com, later acquired by Google.**



# 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 eye-popping 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.

I 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 whatever.

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 proven and tested system to easily and quickly create a profitable online store, and boost your profits in a hassle free manner.

## Dear Online or Offline Business Owner,

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

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

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

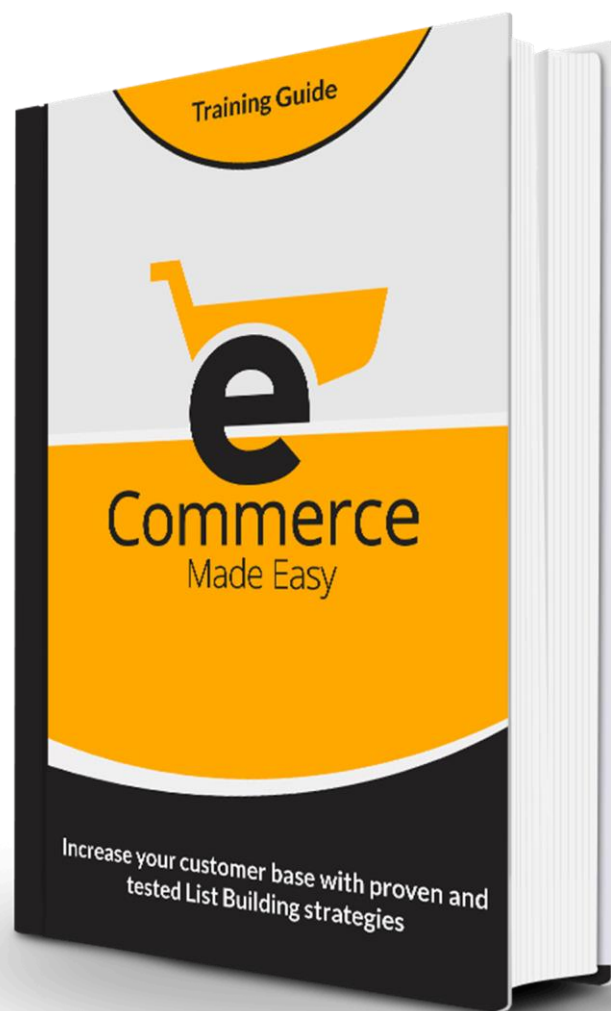
Be honest!!! Are you actually achieving your desired goals? ... are you saying NO? (it's o.k.)

### Look at astonishing stats:

- U.S. Online sales will be **\$523 Billion** by 2020
- E-Retail spending to go up by **62% this year**
- **51%** of U.S. consumers plan to do most of their online shopping at Amazon.com
- eCommerce salaries in the UK have increased by over **14,000** euros in **2015**, and by the end of 2016, grew by more than **3,000** euros.
- The average amount spent by each consumer is expected to rise from **\$1,207** per annum to **\$1,738** per person.

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

**Get Your copy of your "[eCommerce Made Easy](#)" Training Guide. Be ready to apply these really easy-to-follow strategies right away before your competitors do!**



[Click Here to Start Today](#)



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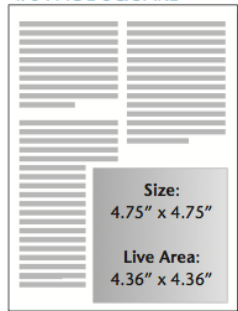


Full page, Half page, 1/3 page, 2/3 page, 1/4 page, 2 page spread

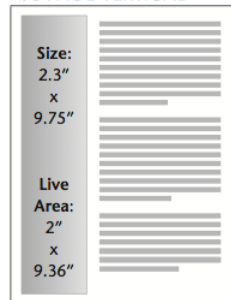
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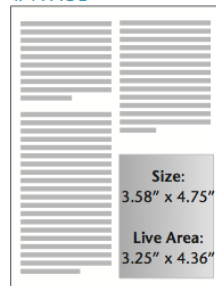
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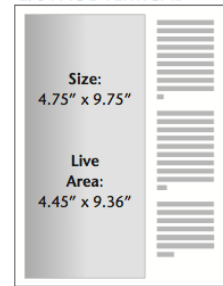
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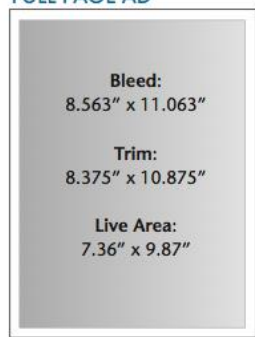
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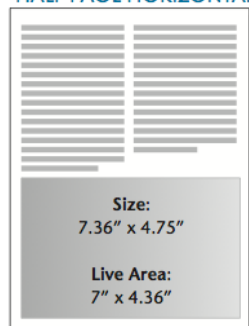
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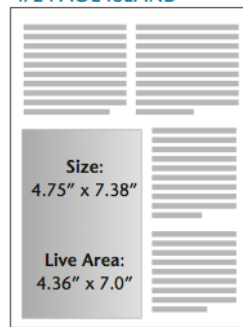
FULL PAGE AD



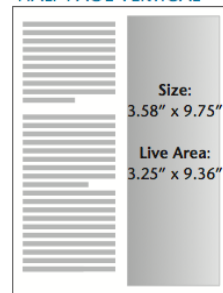
HALF PAGE HORIZONTAL



1/2 PAGE ISLAND



HALF PAGE VERTICAL



**\*Your ad will remain in the FREE digital back issue available from our website for perpetuity**



<http://makingwebmoney.com>

# Note From Your Future Self

Hey, it's me.

I just wanted to tell you something important - something you need to know right now.

You're at a crossroads right now, and I've seen where both paths go.

You're doing this internet marketing thing, and you haven't perfected it. In fact, you've been at it awhile and you're thinking about giving it up.

But if you do, you're not going to like what happens. You're stuck in jobs you hate until you're 65, at which point you retire with barely enough money to get by.

At 68, you have a medical crisis. Nothing major, but enough to eat up your savings.

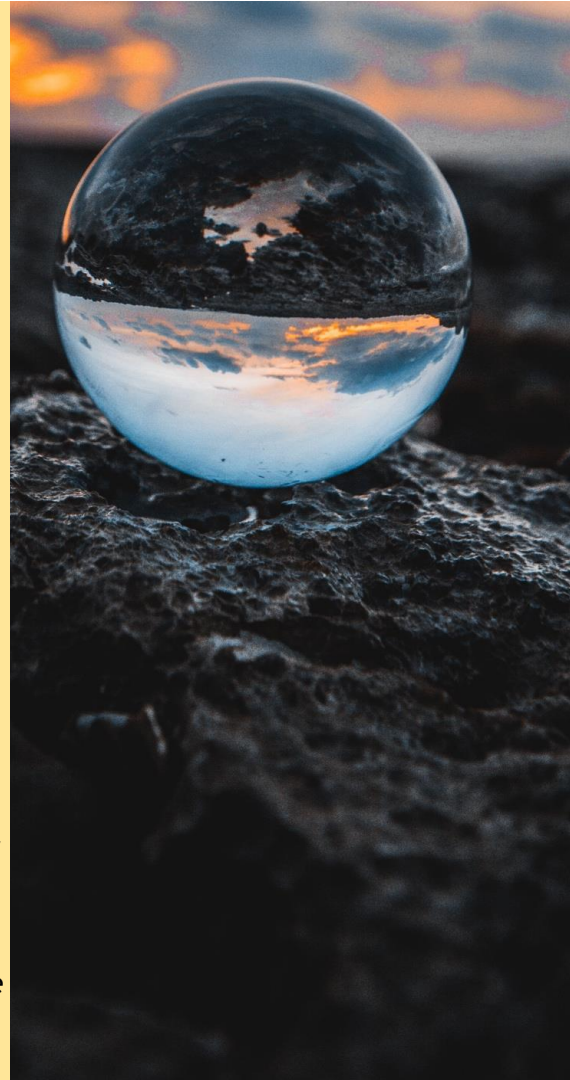
At 70, you lose your house. Your social security and pension simply aren't enough to get you through the month.

And I don't even want to tell you what happens after that.

All because you gave up.

Yes, I know that these dead ends you've encountered are discouraging. I know you've laid out money and time and you've really tried, and you still haven't seen the results. Yet.

But with each mistake you make, you're learning. And soon - very soon - those mistakes are going to start to pay off.



If you keep going and stay focused, a year from now you'll be making a nice little income. Nothing to brag about, but it's a start.

Two years from now, you can quit that job you hate. Five years from now, you can buy the house you always wanted.

Ten years from now, the house will be paid off, and your retirement account will be funded. But that's only if you don't quit now.

The next few months are going to be tough. Lots of work, a few more mistakes, but you can get through this.

And when you do, you're going to be so thrilled that you stuck with it.

I've seen your future. I AM your future. Please make the right choice. Turn off the television.

Make a plan to build a simple sales funnel.

And then get busy.

Every failure is a step closer to what will work for you. Keep trying and keep focused.

You got this.

You. Got. This.

Now get to work.

Your future - OUR future - depends on it.

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

Allowing You To Cash In On The Lucrative Video Trend  
Without Ever Having To Record A Single Video

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

**INSANE AMOUNTS OF**  
*Click Throughs, Leads & Sales*

From Your Blog Are Just  
One Click Away From You



3rd Most Visited Website  
according to alexa.com



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



**Over TWO BILLION  
Views Per Day**

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



**10%**  226,723M   
of internet traffic

**24** hours worth of  
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EVERY MINUTE



# Finally, A Bunch of Great FREE Help!

## No more Paying for Products That Don't Deliver Results!

Get Everything You Need To Know To Start A *Wildly* Successful Home-Based Internet Business!

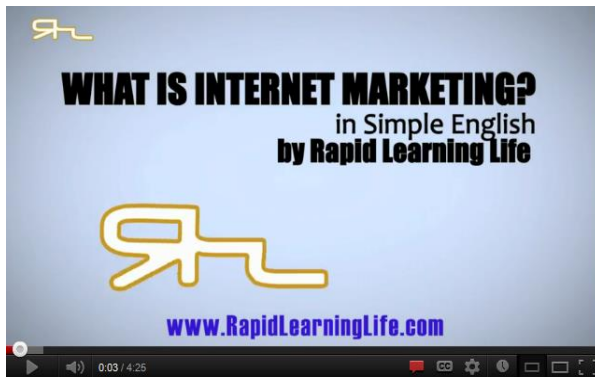
- Search Engine Optimization
- Affiliate Marketing
- Viral Marketing
- Joint Ventures
- Blogging for Cash
- Social Networking
- And More!
- Get the Facts - What It Takes To Make Money Online Today!



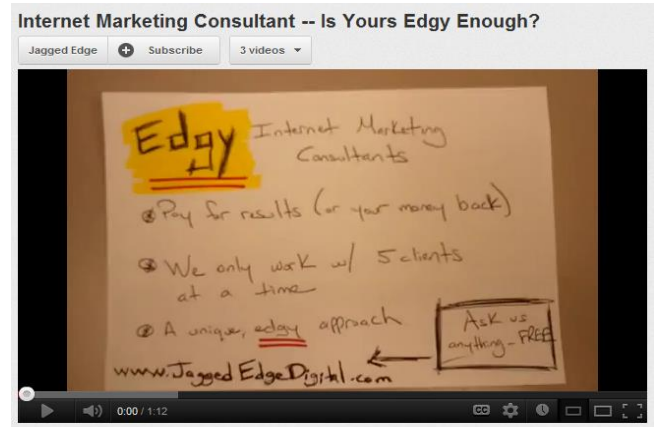
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# MWM Videos

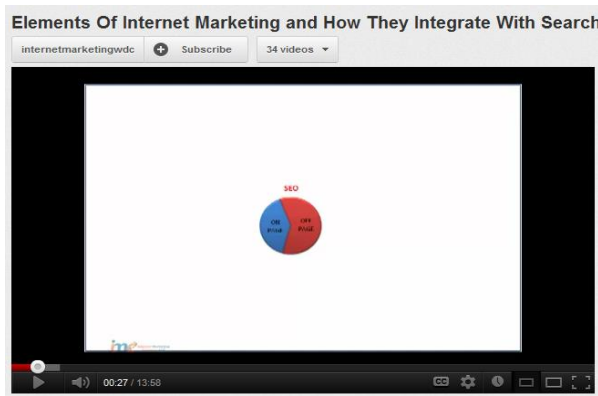
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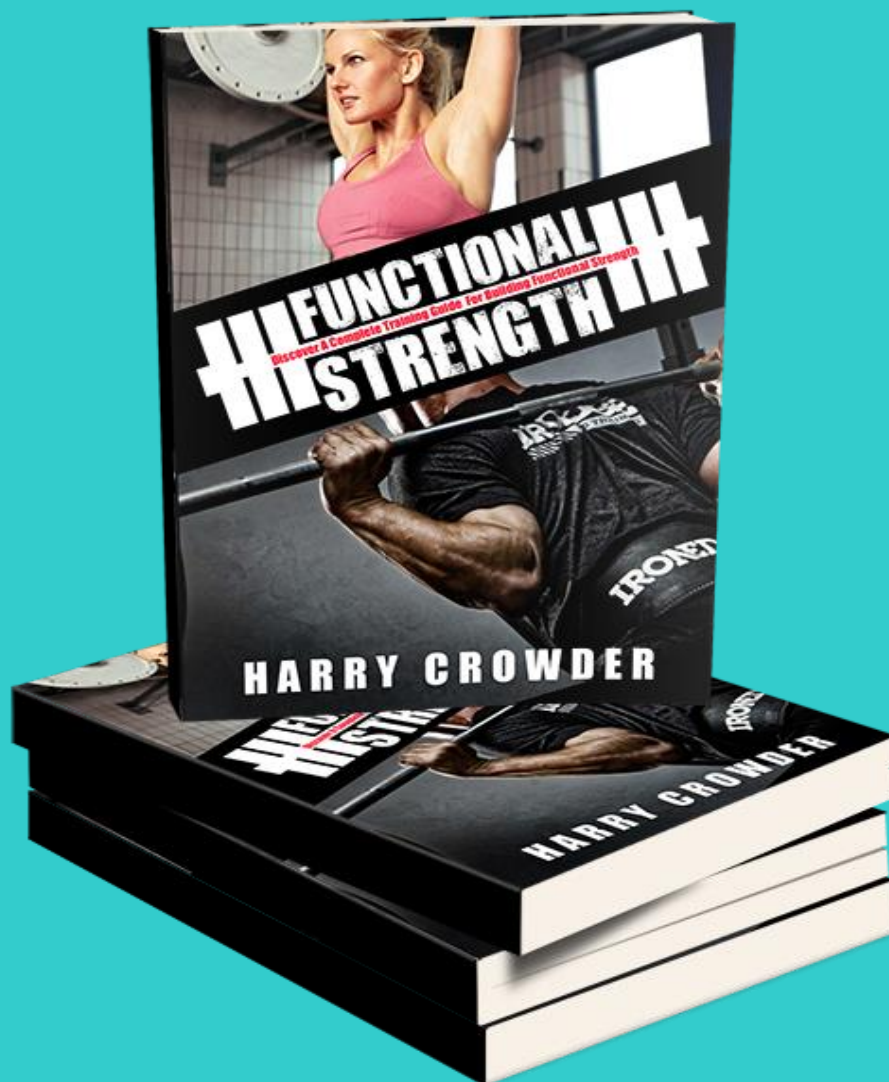
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**Tired Of Fad Diets And Exercise Plans That Are  
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**Pay Attention... Because You're About To Discover  
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**Introducing:**

**The Functional Strength Guide...**



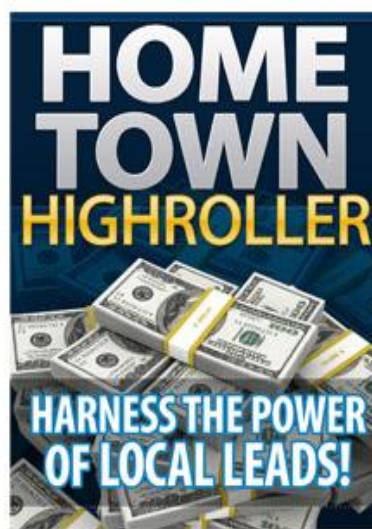
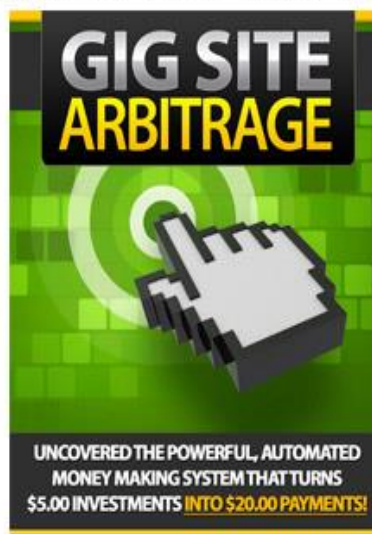
For the Whole Story [go here:](http://www.functionalstrengthnow.com)

<http://www.functionalstrengthnow.com>



# Hottest Marketing Topics Online...

[Just a few examples of our recent report packages]



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Access To The  
Complete  
Back Catalogue  
Currently That's  
50 PLR Report  
Packages...**

**+ 2 Brand New Reports Each Month!**

# 74 PACKAGES

**IN THE FIRST YEAR AND NO RENEWAL FEES**

**[You Get Lifetime Access With Nothing More To Pay]**

**Don't miss this INCREDIBLE opportunity**  
**Because every smart business builder needs great content!**

As a 'Lifetime Platinum' member of **Automated List Profits** you'll be among the elite in **marketing** who can effortlessly build targeted mailing lists BURSTING at the seams with hungry and loyal buyers.

# MWM Q & A

## Live Chat Increases Sales 20%

Would you like a 20% bump in sales?

Was that a really stupid question?

Of course, you want a giant bump in sales, but you've probably thought that live chat is something for the "big" guys, and not for you.

Before you dismiss it, you might consider the following...

Customers WANT to consult with you about their questions and fears.

They want to feel like they are part of the family, and they need to feel they can trust you.

With live chat, you have the ability to talk to your prospect at the exact moment they are making a buying decision.

And with live chat, you can even upsell them to a higher price point package, too.

Here's some recent live chat data:

- 92% of customers are happy to use live chat over other channels.
- Live chat tops in the ranking of customer satisfaction rates, with 73%.
- 77% of visitors don't want to purchase from a company having no live chat support.
- Live chat increases annual cross-sell and up-sell revenue by 2.4 times.
- 38% of consumers are more likely to buy from a company if they offer live chat support
- 51% of consumers are more likely to stay with or buy again from a company if they offer live chat support
- Customers who use live chat are three times more likely to buy

But the software you use is a major factor in whether your prospects have a positive experience or not. An effective live chat tool needs to be intuitive for the customer to use.

Whether your prospects are looking for more information, or they need help with an order, a poorly designed chat screen is potentially worse than no live chat at all.

If you've looked at live chat software before, you'll be relieved to know the options have drastically improved. You can now provide a much better experience for your visitors, even for customers who demand faster responses and mobile-friendly options.

Here are several affordable options to consider...

### WebsiteAlive

WebsiteAlive is a live chat tool that specializes in sales and customer happiness.

The company offers a variety of services of which live chat is just one part. One of its more unique offers is the ability to hire live chat agents who will engage prospects for you on a pay-for-performance scale. Pricing - WebsiteAlive's plans start at \$30/month for one operator.

### Olark

Olark claims to be the "world's simplest live chat software."

Its ease of use comes in the form of real-time reporting, automated messages, and straightforward team management tools. The platform is also highly customizable, so you can adjust it to fit your exact live chat needs.

Pricing - All plans cost \$17 per agent per month, with discounted options available if billed yearly or biannually.

### PureChat

PureChat is one of the only tools on our live chat software list with a completely free offering at its lowest level.

From both the customer and operator's point of view, PureChat is both intuitive and simple. The chat box is unobtrusive and can be customized with its own color scheme and agent photo.

Pricing - The platform begins with a free plan, and the Pro plan starts at \$29/month.





### **Zendesk Chat**

Zendesk Chat, formerly Zopim, is a logical choice for anyone already using Zendesk for customer service. This platform is on the smaller side of the pricing scale - making it a choice worth looking at for startups and small businesses alike.

**Pricing** - Zendesk Chat offers a free plan for one agent, one concurrent chat, and 30-day chat history. Beyond that, advanced plans range from \$14–\$29 per agent per month.

### **ClickDesk**

ClickDesk is one of the few tools on our live chat software list to make voice and video chat as much of a priority as standard, text-based live chat.

It essentially aims to be less of a live chat solution, and more of a well-rounded all-in-one product that anticipates the needs of potential customers far beyond what website live chat can do.

**Pricing** - The platform is free for up to ten users, then paid plans range from \$14.99 – \$39.99 per month.

### **SmartSupp**

SmartSupp is a fairly standard live chat service, but what sets it apart is its video recording options. A little bit more than your average live chat program, SmartSupp lets you record and track visitor mouse movements and clicks directly from your agent dashboard.

**Pricing** - SmartSupp offers a free plan with an unlimited number of agents and chats. But for features including video recordings, saving chat history, and automated messaging, plans range from \$8 per agent per month to \$19 per agent per month.



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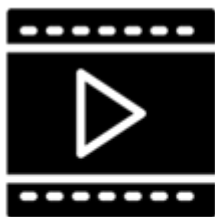
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# MWM wants You to Know

## Shopify Alternatives

Shopify is certainly the most popular shopping cart solution, but it's not the right one for everybody. There are cheaper alternatives out there that are just as good, if not better.

While Shopify is user friendly, beautiful and offers great support, it's also expensive, offers poor international support, prohibits certain items, and its best features are only available on higher priced plans.

Here are 5 shopping cart alternatives you might want to consider for your store - 3 that we recommend, and 2 that are popular but not for everybody:

### Big Commerce -

Offers almost everything Shopify offers, but at a much lower price point.

Woo Commerce - as a WordPress plugin, it has a larger share of the market than Shopify. It's easy to set up, free to use, and has a much better blogging platform than Shopify.

### Open Cart -

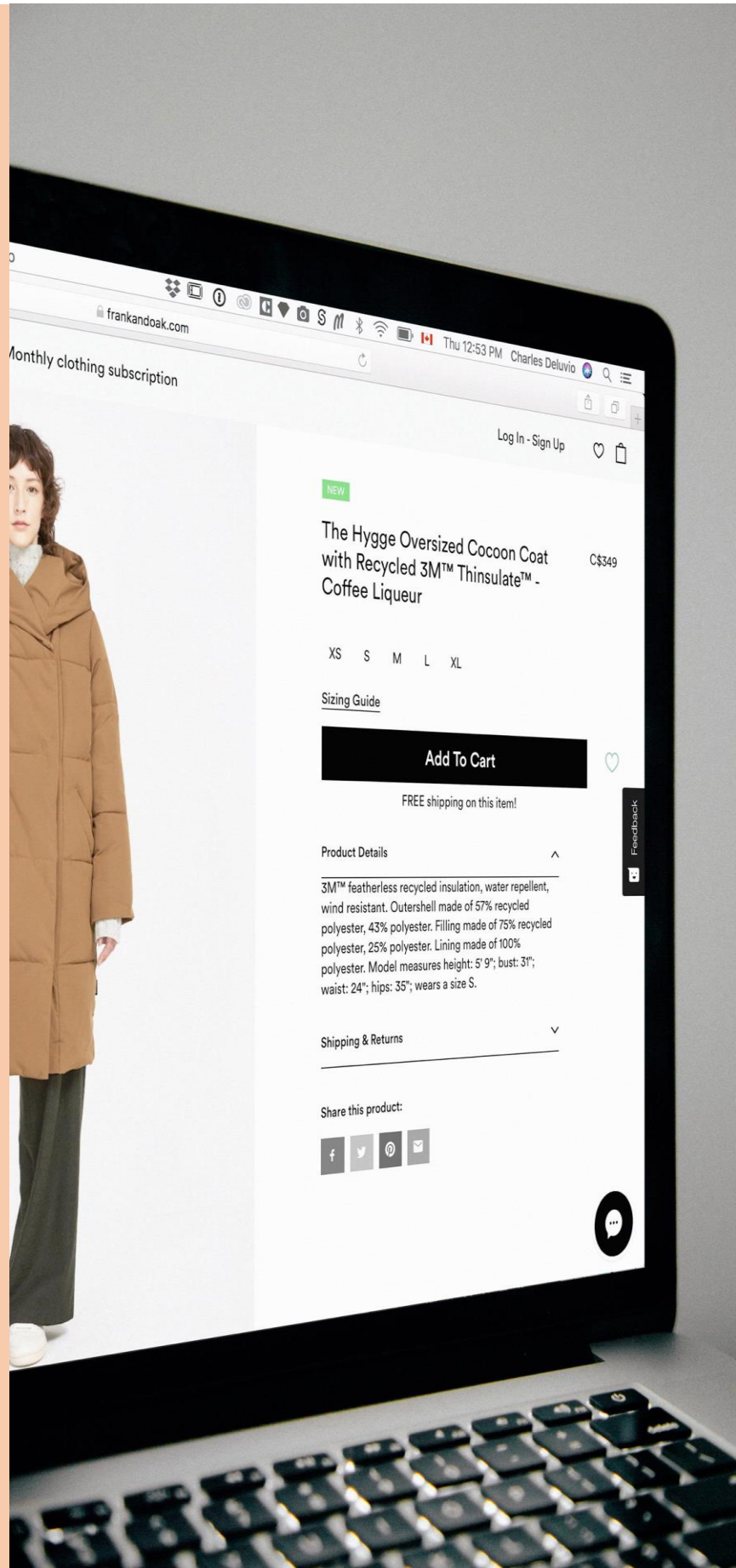
Open source and 100% free to use. It's extremely fast and easy to use, with 1 click install.

### Magento -

The third largest in market share behind WooCommerce and Shopify. Magento is open source, 100% free, and the most feature rich ecommerce platform in the world. But it's complicated and you need a developer to handle it for you.

### Wix -

Great for a hobby ecommerce store on a budget if you don't plan on expanding in the future. You can create an attractive looking site, but it's missing many major features of Shopify, BigCommerce and WooCommerce.







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## Be Careful How You Deal With Bad Reviews

Of course you want to put the brakes on bad reviews while encouraging good ones.

But... Beware.

Getting aggressive about negative reviews can bite you in the behind.

A hotel in upstate New York implemented a policy that charged \$500 for every negative review that wedding guests wrote about the establishment.

When word got out about this absurd policy, the hotel received an influx of negative reviews on Yelp, plummeting their rating down to 1 star in a matter of hours.

# How to Double Your Sales With Cheat Sheets

How would you like to:

- Show your customers you CARE
- Make yourself MORE sales
- Reduce your refund rate on affiliate products
- Let your customers know you GENUINELY recommend a product (and you're not just trying to make a commission)
- Help your customers achieve their goals
- Build trust and rapport with your readers

Whew!

That's a tall order, indeed. Here's what you do...

When you want to promote an affiliate product (regardless of niche) get ahold of a copy. Buy it, get a review copy from the seller or whatever.

Go through it (yes, go through the whole thing) and create a cheat sheet that summarizes the product into one neat little PDF.

You might include a flowchart, steps or whatever is appropriate. This cheat sheet is going to act as a guide to simplify the product's contents and give the buyer a snapshot of what's inside.

When you promote the affiliate product, let your readers know they will get your own personal cheat sheet, too.

Include an offer of help via email if they need anything, which will build even more trust and rapport with your readers.

Your sales will increase, your refunds will decrease, and your customers will believe you and trust you when it comes to product recommendations.

It's a true win-win.

One last thing - when you've accumulated several of these cheat sheets, you might want to bundle them together and sell them as a product to your list.

Be sure to include your affiliate link to each product as well.



# Best Internal Linking Structure & Strategy to Boost Your SEO

Search Engine Optimization requires an in-depth understanding of the search engine algorithms and a variety of tactics to gain higher position in the search results.

The Cognitive SEO contributor Adrian Cojocariu has shared some useful tips to help marketers to utilize the internal linking structure for improving SEO performance.

<https://cognitiveseo.com/blog/21836/internal-linking-structure-seo/>

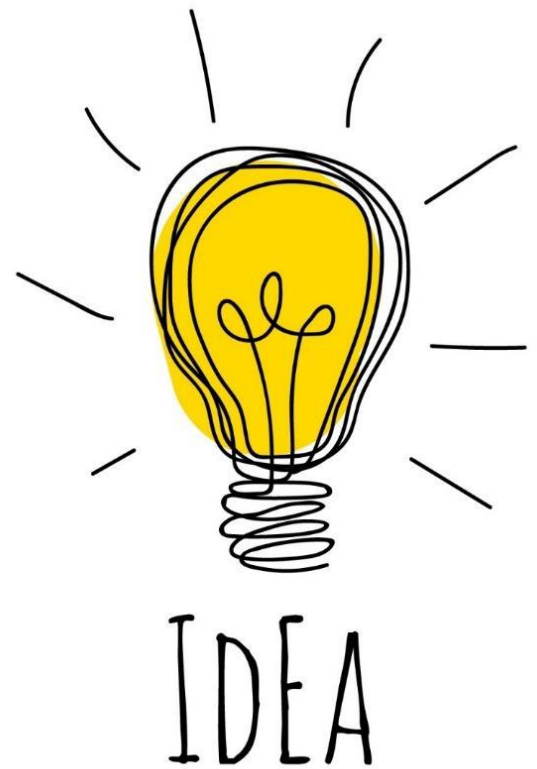
## 7 Expert Tips to Protect Your Online Reputation

Ready for some detailed advice to help protect your reputation online?

The advice you'll read in this article works for both proactive reputation management, and for those that already have online negative content/reviews about them.

Be advised, however, that some sites may be impossible or very hard to beat.

<https://www.searchenginejournal.com/protect-your-online-reputation-expert-tips/300811/#close>



## A Quick Guide to Google Search Console [Free Guide]

The Hallam team has published 'A quick guide to Google Search Console'.

Google Search Console (previously known as Google Webmaster Tools) helps us to learn about how a website is performing, both technically and in terms of visitors.

This guide covers the following:

- What is Google Search Console?
- How do I sign up for Google Search Console?
- Navigating Google Search Console
- Performance
- URL inspection.

<https://www.hallaminternet.com/quick-guide-to-search-console/>



# Case Study: How to Get Paid BEFORE You Publish Your Book

How would you like to make money, gain new affiliates and a ton of new customers, and in the process brand yourself as an expert and have your own book, too?

You already know that one of the very best ways to brand yourself as an expert in your niche - no matter what your niche might be - is to write your own book.

But writing a book is WORK.

You sit down at the computer, ready to crank out 200 to 400 pages, and you can't even seem to get to page 2.

Maybe, just maybe, if you stick with it long enough, in 6 months or 2 years, your book will be finished.

Then what? Yes, you have a terrific calling card.

"Hello, I'm Joe Smith, author of 101 Ways to Make Money Online."

And that's pretty awesome. But book sales - unless you write a best seller - generally won't add up to a huge amount.

Unless...

Recently I met a gal who decided she wanted to make money immediately - not after she'd written her book.

She turned every chapter of her book into a stand alone report that she could sell each month as a special offer. Think JVZoo or Warrior Special Offers, and you get the idea.

She used affiliates each month, and even did a whole launch sequence complete with affiliate prizes, bonuses and so forth.

Her goal was to get her book finished, but the idea of waiting until she finished writing the entire book before she made a dime depressed her terribly.

So she chose 12 sub-topics for her book. She made every topic into a stand alone report that could be launched and sold to her list and to the affiliates' lists.

Her particular topic was **blogging**, but you can do this in any niche.

Imagine the weight loss niche, for example. Your monthly report topics could be on the best diet, the best weight loss green smoothies, the best weight loss exercises, the best weight loss supplements... you get the idea.

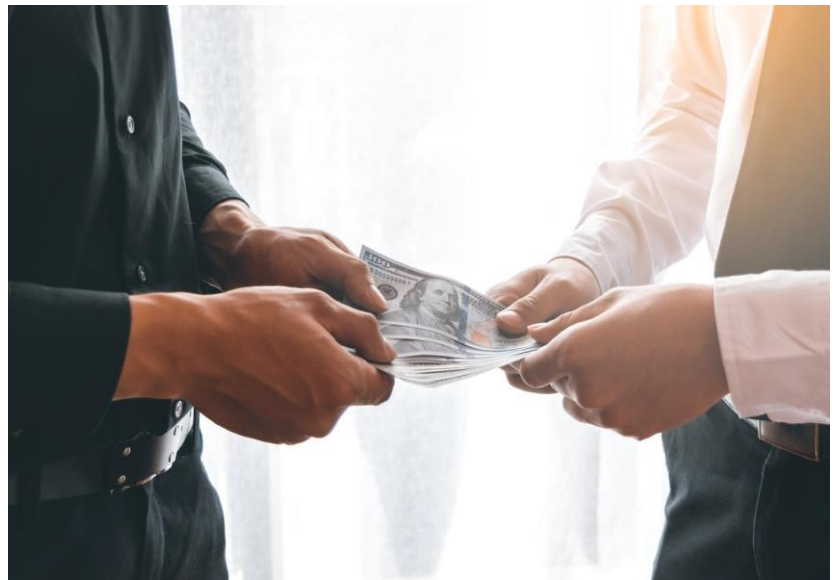
Each of her stand-alone products earned over \$3,000. And as she wrote more chapters, she used previous chapters as upsells, as well as offering other products, too.

If you go the traditional publishing route, you could spend a year writing your book. Then you spend another year getting a publishing deal, just to make perhaps \$5000 after the publisher, distributor, retailers and everyone else takes their cut. Ouch.

If you go the Amazon route and self-publish, you can definitely do better. But you'll still have to do all of your own marketing.

When she finally publishes her blogging book (she has one chapter to go) she will have not only made a very handsome income - she'll also have a large built in audience of subscribers she can direct to her new book on Amazon.

The flood of sales from those folks alone, combined with their reviews, can help to propel her book to the top of Amazon's search engine, where she can make even more money with her book, as well as getting new subscribers, too. Her future plans? To do it all again with a different topic.



# Never Miss An Opportunity To Make Your Readers Feel Smart



I was on the Reader's Digest site the other day, killing time, when I ran across an article titled:

## 12 Detective Riddles Only the Smartest People Can Solve

I'm always up for a challenge, so I read the 12 puzzles and solved them to the best of my ability.

But do you know what? They weren't hard at all. Not even close. If the reader pays close attention, the answer is almost always right there in the riddle itself. When I finished, I felt pretty darn smart.

Then, because I live and breathe marketing, I realized what really happened:

They set me up to feel smart.

Imagine if the puzzles had been super difficult and I couldn't have solved a single one. I might have gotten frustrated and closed the page.

But making them fun, interesting and only moderately difficult at most, I enjoyed the experience.

I wanted to read something else on the site, to continue the good feeling.

And I wanted to share the fun on social media, too, to see how well my friends would do.

Whenever you get the chance, be sure to let your readers and customers know just how smart they really are.

We all love a chance to shine and feel proud of ourselves, no matter how seemingly small the accomplishment might be.

Want to see the riddles for yourself? Here they are:

<https://www.rd.com/funny-stuff/detective-riddles/>



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# This Month's Marketing CLINIC

## Selling Your Soul for \$10



I want to talk about a 'touchy' subject right now. My aim isn't to offend anyone, and I hope I don't. But I do feel I need to go where others fear to tread, you might say, in the hopes of helping you skirt some problems that I see in our industry.

Let me start with a story - my own story... I began in IM by going for what you might call the cheap, easy sale. I sold the \$7 reports and the \$19 video coaching series to anyone and everyone, and I did really well at making sales.

I had no standard for what sort of customer I was seeking. If they had the money and inclination, they were good enough for me.

But it was killing me.

At the time, I was so new that I didn't know what can happen when you sell low end products to people who are looking not a business they can build, but for one that magically materializes out of thin air.

Contrast that to today, when I sell products and coaching in the 3 and 4 figure range.

Yes, I make fewer sales, and yet I make more money. But this isn't about money - it's about sanity. Let's say you want to make \$10,000. To do that, you could sell one thousand \$10 products. Or you could sell ten \$1,000 products.

In the first case, you made 1,000 sales and have 1,000 new customers. Yeah! But you also have (potentially) 1,000 people emailing you and hitting you up on social media for help.

Our business is funny that way. If someone buys a \$10 book on Amazon, they don't expect they can start emailing the author and peppering the author with a 100 questions on social media.

But if they buy your internet marketing product for \$10, some of your customers (not all, mind you) will think they have just purchased 6 months of personal one-on-one coaching via email.

So, you sell 1,000 copies of your \$10 product, and now 20% of those folks have questions. Lots of questions. And suddenly all of your free time is taken by these people who bought your soul for \$10. ...

Ouch.

Yes, I know what you're thinking. These are PEOPLE who need your HELP, and I agree. But they haven't bought the rights to hound you - or have they?

What about those 10 people who purchased the \$1,000 product? If you haven't experienced it for yourself yet, you might not believe it, but here's what happens when you sell high-end products...

...your customers RESPECT your time.



If they have a question, they almost always go to the product first to find the answer. If it's not there, they'll often check Google.

For the most part, they're self-starters. They don't EXPECT YOU to be their go-to person.

If and when they do contact you, they are respectful of your time. They're polite, and gracious, and accommodating. They understand if you can't get back to them in a nanosecond, or even in a day.

I've seen this paradox for two decades of marketing, and it never, ever fails to amaze me. The average customer who purchases something for \$10 or \$50 adds more work to my day than the customer who spends \$500 or \$1,000. It's a fact of life.

"But wait! I'm building a funnel, and in that funnel I start out with a \$10 product, and work them up to a \$3,000 product. I NEED the \$10 product to get people in my funnel."

You're right. In many cases (not all) you do need the low end products to get people to pay attention to you and what you offer.

And there is a way to let people know up front that they are not buying YOU when they purchase your low end product.

Let them know in your sales copy that they are purchasing the product. JUST the product. This product is for self-starters, people who are willing to put in the time and do the work.

This product is NOT for people who want everything done for them. For that, you have another option, and it costs \$5,000 (or whatever.)

If they wish to purchase email coaching, you're happy to accommodate them (if you are) and they will have that option after they buy the product.

Then offer them an upsell for coaching, which might include (for example) 4 group coaching calls and 10 emails answered.

Or, if you don't really want to do coaching, make the offer inside the product and put a hefty price on it. The key is to weed out the folks who will drive you insane.

And yes, it could cost you some sales, but it can save you time - time you can use to create your next product or just goof off on the beach.







The funny thing is, when you raise your standards and expectations of your customers, they will often strive to meet those expectations. They either fall by the wayside, or they become the high caliber client you want to work with - one who respects your value and gets the job done.

Another option, and one I highly encourage, is to keep a running Q and A for each product. In the front page or beginning of the first video of each product you create, let them know that if they have questions, they can go to the Q and A page for that product (give them the URL.)

If they don't see the answer to their question, they are welcome to post the question and you will answer it for all to see. This way you only answer each question ONCE.

It could be that you legitimately forgot to tell them something in the product, and this is a great way to find that out and relieve their frustration, too.

And the next time you update the product, go back to the Q and A page to find out what you need to add to the new edition.

A Facebook Page or Group can also be used in a similar fashion, where product buyers help each other.

Let buyers know up front (for example, at the beginning of the product) that just like them, your time is precious and valuable. You know they are self-starters and don't expect you to do the work for them, or they wouldn't have bought the product. Google and YouTube are their friends when it comes to questions like, "How do I set up a squeeze page?"

And if they are truly serious and need someone to walk them through the process, here's the page for coaching.

And guess what? A few of them will take you up on the offer. Don't worry, coaching is basically walking them through the exact process you teach in the product, only you get PAID handsomely for it.

Bottom Line: You can help the most people by putting out great products and letting them know you don't hold hands. They are big boys and girls, even if they buy coaching, they still have to do the work themselves.

You will guide them through your products, your blog, your podcast and your paid coaching, but you won't do it for them.

Letting your customers know up front that you respect their time by putting out only great quality products, and that you expect them to respect YOUR time as well will go a long way to saving you from spending hours each day answering questions and listening to excuses.

Your customers are wonderful, terrific, loving people who sometimes need to be told to stop talking about what they're going to do and just do it.

They need to stop trying to figure out where every brick and bit of mortar goes before they even get started, and just get busy building their castle

# Quick Emotional Intelligence Tune-Up

When you increase your self-awareness and your emotional intelligence, it pays dividends in both your personal and professional life.

For example, pay attention to what you think and say - all of the time.

What you say, both to yourself and to others, will determine how you continue to think and act.

You're basically programming yourself for your future activities, which is why it's critical to always monitor yourself.

When you do, you might be surprised by what you learn. I know when I started monitoring everything I think and say, I was surprised at how many of my thoughts were negative. I had no idea I was being negative, and in fact thought I was positive most of the time.

But by monitoring my thoughts, and then cancelling every negative thought with a positive one, I was able to greatly reduce this bad habit. Before I knew it, I was a happier and accomplishing more, with less effort.

Increase your emotional intelligence starting with these five points:

- 1: Reduce your negative emotions so they don't overwhelm you and affect your judgment.
- 2: Learn to stay cool and manage stress, so that you can be assertive rather than reactive.
- 3: Express difficult emotions when necessary, so that you can set your boundaries and let people know where you stand.
- 4: Stay proactive and not reactive when dealing with a difficult or challenging person.
- 5: Learn to bounce back from adversity. As Michael Jordan famously said,

***"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."***



## Case Study: \$8,000/mo From Set and Forget Membership Site

Have you got a membership site yet?

If not, WHY not?

Maybe it's because creating all the content forever and ever scares the bejeebers out of you. If so, I don't really blame you.

Once you start a traditional type of membership site, you NEED more content all the time.  
ALL THE TIME.

You're continuously updating and adding and it can become rather time intensive.

But I'd like you to consider a slightly different kind of membership site.

Have you ever gotten one of those mailing inserts from Franklin Mint or Danbury Mint or one of those places that wants to sell you a 'trinket subscription?'

For example, maybe they have these beautiful porcelain birds. Each month, they'll send you a new bird.

At month three, they also send you a shelf unit to hang on the wall to hold all your bird statues.

Then at the end of one year, you have all 12.  
The complete set!

And it's pretty and interesting and you lose interest and it collects dust.

Yeah, one of THOSE subscriptions.

I know a marketer - okay, I know SEVERAL marketers - who use a similar business model for their membership site.

First, they choose an evergreen niche.

It can't be something that's always changing like Facebook advertising or SEO. It's got to be something that stays pretty much the same year after year. Like health. Or dating. Or personal development. Or persuasion and sales techniques. Or...

There are ton of possibilities. Just keep your eyes and ears open for one week and write down every single idea that comes to mind.

After the week is up, choose the one you like that has plenty of people willing to spend money.

Now that you've got your topic, you're going to create a simple PDF course with 52 modules.

Yes, 52. But don't worry, you only have to create 3 or 4 to get started.

Outline your 52 modules so you have a basic idea of what each one will cover.

Put together your membership site, along with software that drip feeds content each week.

Create PDF's of the first few modules. Even if you just get 3 or 4 done before you launch, you're going to be fine. Continue to create a new PDF each week, so that you stay ahead of your first subscribers.

Run your course over a year, with 52 weekly lessons.

Why 52? Because testing shows subscribers will stay with you LONGER when there is an end in sight.

When the membership is 'open,' meaning it never ends, they tend to drop out sooner.

Also, the idea here is to build your membership site ONCE and then continue to make nearly passive income for several years to come, or as long as you can.

Why PDF's? Because they're easier to upload and download than video. They're easier to handle than video. People generally get more out of them.





Of course, not every topic lends itself to the written word, so choose accordingly.

Offer email support and even some personal 15 minute consultations to your subscribers. Only about 10-20% will ever ask for email support, and only maybe 10% will ask for the consultations.

But these can be a goldmine - when you've got them on Skype, you can always upsell them to your personal coaching program. Or not. It's up to you.

Outsource the email support to someone else, so you don't have to spend time on that. You might pay someone \$1,000 a month to handle it for you.

The marketers I know who are using this model are averaging about \$8,000 per site after expenses, including outsourcing support.

And that's just for the monthly subscriptions, which are usually around \$47. They also promote products within the membership site and offer special deals that are exclusive to their members. And they offer paid coaching to the people who are interested enough to grab their included 15 minute Skype session.

These three things generally double their monthly income from their membership site.

Wait... you have a question, don't you? You want to know how to get subscribers to your membership.

The usual ways. From your own list. From affiliates. From Facebook ads and so forth.

You might even offer a free version of your membership, one that lasts for 4 to 6 weeks and encourages them to sign up for the much bigger and infinitely more attractive PAID membership site with the truly great insider info and special perks.

And if you want to create scarcity to get people to sign up even faster, limit the number of subscribers you'll take. 200 is a good number.

Or run special deals once a month where they get in for half price - \$47 a month instead of \$100.

As you see, all the usual marketing tactics and methods will work to get new subscribers. And because your membership is finite - it runs for one year -

You'll be surprised how many people will stick with you to the end, assuming your content is excellent.

This is such a simple, easy income model, I can't understand why more marketers aren't doing it.

# 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.**

