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# Making **WEB** MONEY

ONLINE MARKETING MAGAZINE

» CONCEPTION » CREATION » MONETIZATION » SOCIALIZATION » AUTOMATION »

Issue #139

SEPTEMBER 2023

**Making Web Money**  
Exclusive Interview With  
**Dennis Becker**

**MWM Marketing**  
**CLINIC**

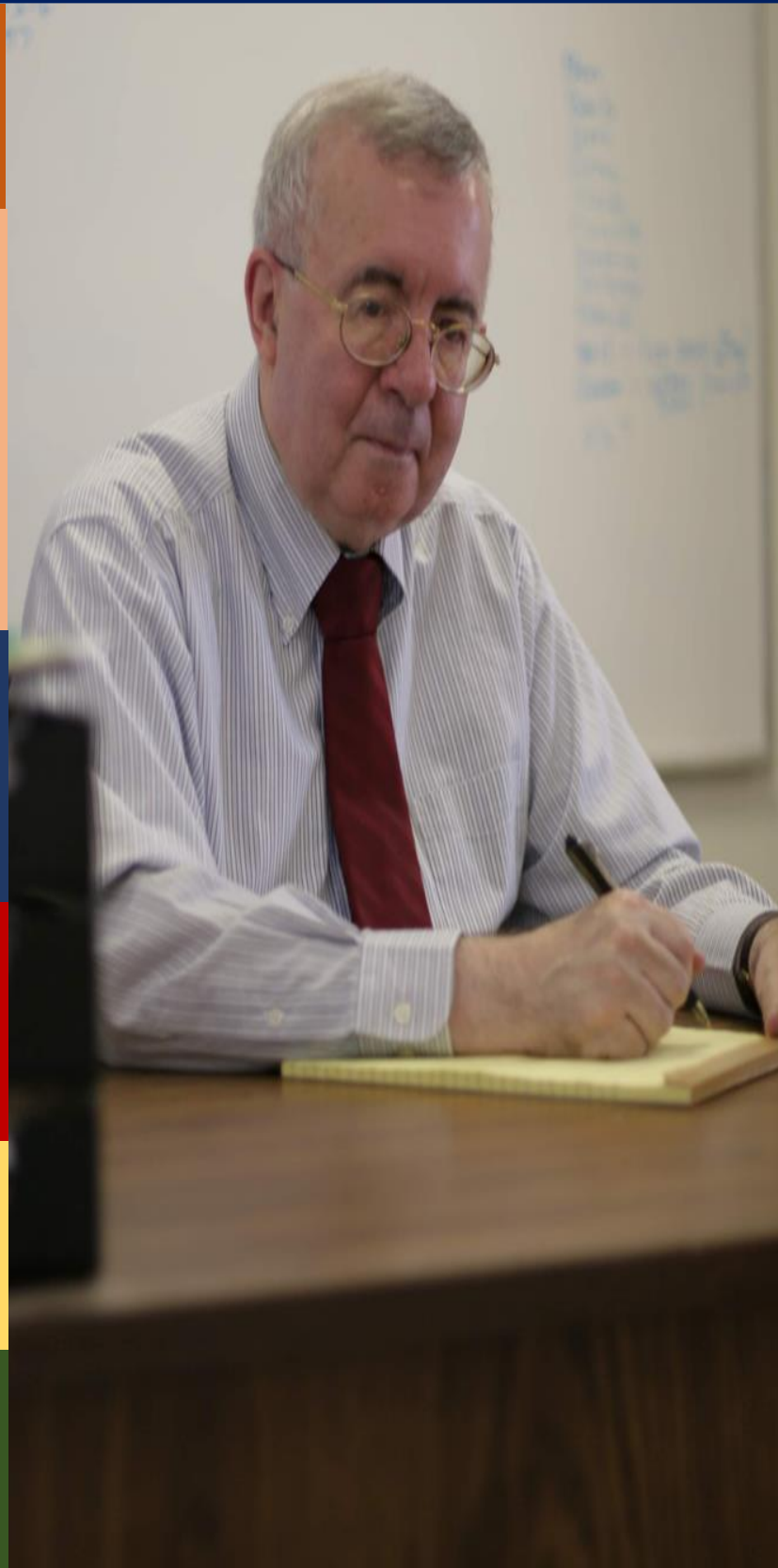
**15 Brain Rattling**  
**Content Ideas For The**  
**Completely Clueless**

**MWM Success Guide**  
**\$2.5 Million Tiny Business**  
**in 2-3 Hours a Day**

**MWM Business HELP**  
**\$2,300 Month Case Study**  
**Using Just Free Tools**

**MWM Ask The Expert**  
**Generic Copyright Page**  
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**MWM Wants You to Know**  
**The Easiest Way to Get**  
**Free Search Engine Traffic**

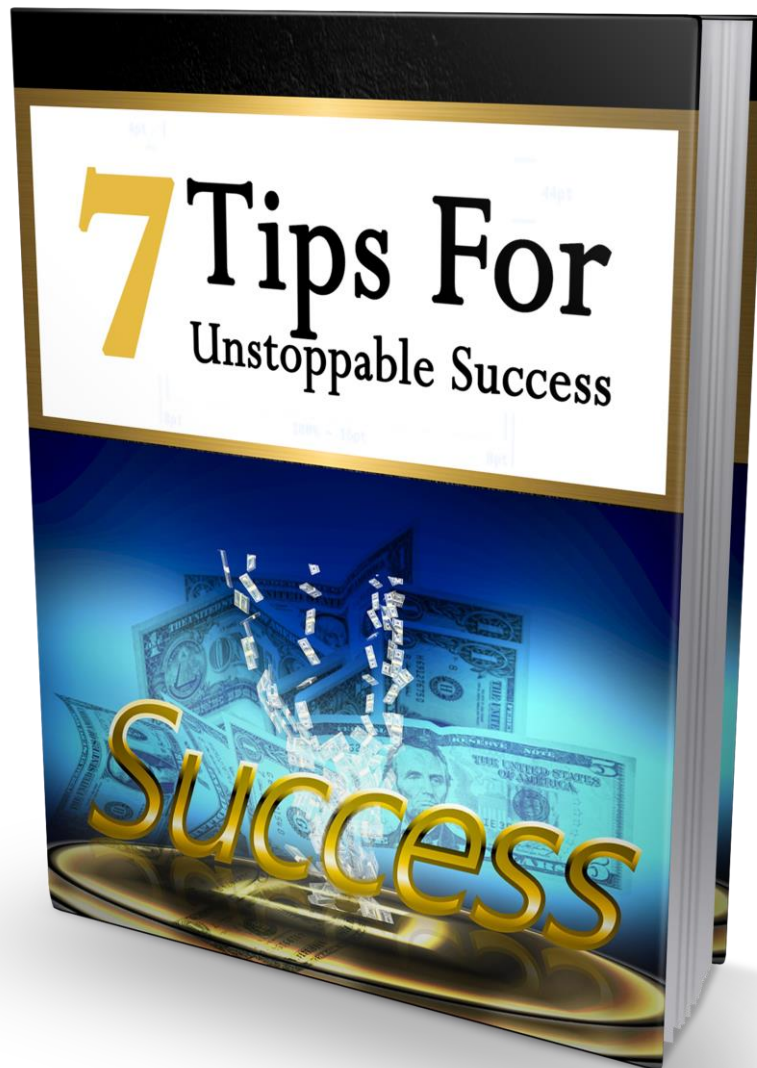


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## **How Would You Like To Get Your Hands On My Proven Marketing Strategies That Have Created A Multiple Six Figure Online Business?**

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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!

[Click Here](#)

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A portrait of a middle-aged man with short, graying hair, wearing round gold-rimmed glasses, a light blue and white vertically striped dress shirt, and a dark red tie. He is looking slightly to the right of the camera with a neutral expression. The background is a plain, light-colored wall.

**Contact: Admin@makingwebmoney.com for Details**



Welcome to the **SEPTEMBER 2023 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.*

- **MWM Series on Business Help** - \$2,300 Month Case Study Using Just Free Tools
- **MWM Interview** – Dennis Becker
- Major \$\$\$ Opportunity: Podcast Memberships
- New Product SHOPZPRESSO MEGA STORE-
- The Functional Strength Guide
- How To Get Traffic from Google News
- How To Raise Your Price Without Annoying Prospects
- Product Licensing Formula
- Engage and Impress: 25 Tips for Crafting Compelling Screen Capture Videos
- How to Use Meme Marketing to Grow Faster
- The OTHER Easy Way to Get Free Search Engine Traffic (And Build Your List, too)
- Unlock My Secret Traffic Methods
- **MWM Wants You to Know** – The Easiest Way to Get Free Search Engine Traffic
- **MWM Q & A** - Accidental Content Lessons Learned from Redditors
- **This Month's Marketing CLINIC** - 15 Brain Rattling Content Ideas For The Completely Clueless
- **MWM Success Guide** - \$2.5 Million Tiny Business in 2-3 Hours a Day
- **MWM Ask the Expert** Generic Copyright Page For Your Personal Use

I hope you enjoy this month's magazine. Thanks for reading.

– Check out our 138 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: [crowderharry598@gmail.com](mailto:crowderharry598@gmail.com)

facebook

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



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## Making Web Money Online Marketing Magazine

Editor Harry Crowder

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### Contributors

Various experts in their fields

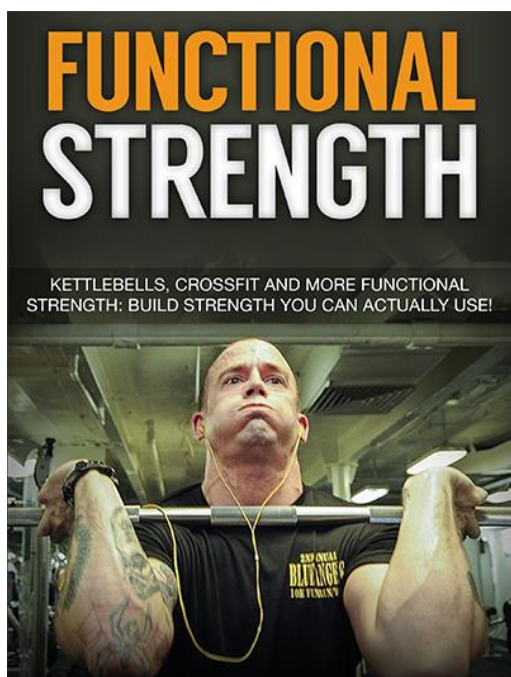
The instructions and advice in the magazine are for educational and entertainment purposes only.



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.

[crowderharry598@gmail.com](mailto:crowderharry598@gmail.com)



## How Handy is This?

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

**YOU can Pick Your Order Up at**

# YOUR NEAREST WALMART

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



**QUOTABLE..**

**“Success isn’t owned. It’s leased, and rent is due every day.”**

**– J.J. Watt**





## Threads Gains 100 Million Active Users

Meta's new Threads app gained an 'unprecedented' 150 million downloads in under two weeks. In just 10 days, Meta's launch of Threads, a relatively bare-bones clone of Twitter, has also maintained roughly 100 million active users a week. Threads has grown more than five times faster than the previous record holder for fastest growing app, Pokémon Go from Niantic. It took that app about three months to hit 150 million downloads.

<https://www.businessinsider.com/threads-150-million-downloads-100-million-active-users-engagement-2023-7>

## Twitter's First Ad Revenue Share Payouts See Top Tweeters Earning Thousands Of Dollars

It's taken a while to come together, and the entry threshold is pretty steep. But Twitter's new creator ad share payouts are now starting to flow through – and given the amounts being shared, Twitter's delayed rollout strategy for the scheme actually makes a lot of sense in terms of generating buzz.



### Important Notes:

- Don't be fooled - the first payout is for FIVE months with future payouts being made month to month.
- Payouts for the first 5 months are in the 5 and 6 digit range.
- The program likely incentivizes argument, since angry people are more likely to respond.
- To participate you just need to be verified, and you need to generate a LOT of tweet engagement.

<https://www.socialmediatoday.com/news/twitters-first-ad-revenue-share-payouts-see-top-tweeters-earning-thousands/687449/>



## 100% FREE ON THIS PAGE

### Want to Build YOUR List And Make Affiliate Commissions Without Having To Spend Loads Of Time And Money Making A Professional Affiliate Funnel?

On This Page You Can Get One All Set Up And Ready To Go **Within 30 Minutes** - Even If You Have Never Put Up An Affiliate Funnel Ever Before...

#### **I Made It So Easy For You. Here's What You WON'T Have To Do...**

- ✗ You won't have to research and create a valuable free offer including videos and a monetized report
- ✗ You won't have to make a squeeze page
- ✗ You won't have to make a monetized delivery page for your freebie
- ✗ You won't have to write a welcome email or a follow up email sequence
- ✗ Or even make the legal pages\*

**FREE ACCESS: CLICK HERE**

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## "What's this all about, Barry?"



Glad you asked!

All the time I see people struggling to build profitable lists and get any traction making money from affiliate offers.

Sometimes, marketers who have been around for a while can forget how overwhelming it can be for people when they first get started.

They forget the challenges they had... Figuring out how to make a high value offer that would attract leads to join their list, getting a squeeze page made, delivering the free offer on a monetized page and marketing to these new leads in the best possible way.

People are not born with these skills. It is a learning curve that can be steep, long and frustrating.

When I started I remember grappling with HTML code, trying to figure out what would be an attractive lead magnet, how I was going to make it and how I was going to deliver it.

I was lucky. I got a break. And that break cut down my learning time and helped me build a list and get some affiliate commission money coming my way.

Now, I am happy and proud to offer a similar break to newer marketers who are themselves struggling like I did when I first started.

### **Here's What I Am Giving You Today**

#### **A Valuable Freebie to Attract Leads**

This consists of a professionally written report that pre-sells a Clickbank product branded with your affiliate link PLUS a series of 3 short videos of the report content.

#### **A Beautifully Designed Squeeze Page**

Completely mobile responsive and offering the videos PLUS the report as an extra free bonus

#### **A Monetized Delivery Page**

Again, fully mobile responsive this page has download buttons pre-configured with the link to your branded version of the report as well as the three videos and an advert for the Clickbank product hard coded with your affiliate link.

#### **A Done For You Follow Up Email Sequence**

This consists of a welcome email PLUS 5 professionally written follow-up emails selling the Clickbank product all pre-populated with your name and affiliate link.

#### **Legal pages\***

Your personalized privacy policy and earnings disclaimer pages are ready to go and automatically linked from your squeeze page

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## More Consumers Will Share All Types of Personal Information With Brands This Year

Based on a survey of more than 11,000 consumers across ten countries, global consumers are more willing to share all types of information with brands in exchange for personalized interactions and special incentives.

<https://www.airship.com/company/press-releases/airship-research-reveals-more-consumers-will-share-all-types-of-personal-information-with-brands-this-year/>

, communicate with others, and spend time on TikTok—and how brands can use our platform to connect with this influential community.



IDEA

## Visual Search Now Live in Bing Chat

You can now upload photos to Bing Chat and ask the AI search engine a question based on that images.

Visual search is a big part of search in general, Bing Search added this feature back in 2018, while Google has Google Lens.

Google also just rolled out Google Lens in Bard last week. Bing Chat was testing this feature for over a month.

If you want to ask Bing Chat more details about what you are seeing or on a screenshot you have access to, you can now do so.



<https://searchengineland.com/visual-search-now-live-in-bing-chat-429527>



**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!**



# \$2.5 Million Tiny Business in 2-3 Hours a Day

Justin Welsh helped build two companies past a \$1B valuation and raise over \$300M in venture capital.

Then in 2019, he burned out. That's when he and his wife quit their high-paying jobs and completely redesigned their lives. Justin now runs a one-person business that teaches creators how to identify, develop and monetize skills they already have, on the internet.

That's right – he essentially teaches online marketing.

And he's also an angel investor and a mentor to entrepreneurs.

Justin built his business by writing a few short posts on LinkedIn every day. He's not interested in fame, in being an influencer, in making hundreds of millions of dollars a year, in taking selfies or in driving a Lambo.

All he wants to do is build a tiny online business that he can create his lifestyle around, optimizing his day for freedom rather than status or being rich. He automizes everything possible, keeps his appointments to a minimum, and focuses on meeting cool people instead of people who can do something for him.

Justin avoids politics, doesn't watch the news, doesn't have cable TV and avoids anger. When someone tries to debate him in the comment section of posts, he walks away. He hates hype, clickbait, big egos and drama.

He does something he enjoys for a few hours a week so that the rest of his time he can do whatever he wants. He's not into alarm clocks, hustle or success habits.

He's one chill dude doing business and living life on his terms.

The other day in his newsletter he shared his, "8 Questions to Transform Your Week." These are the questions he asks himself when he conducts his weekly preview.

- 1: What can I remove from my calendar?
- 2: What's on my calendar that can be automated?
- 3: What's something that should be delegated but isn't?
- 4: Is there anything on my calendar that isn't urgent and important?
- 5: Can any important meetings be 50% shorter?
- 6: How can I get off the computer more?
- 7: How can I maximize fun time?
- 8: Is there anything missing?

To read more on each of these, just follow this link. And if you're interested, I encourage you to subscribe to his weekly newsletter, too.

<https://www.justinwelsh.me/blog/how-to-do-a-weekly-preview>



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# Generic Copyright Page For Your Personal Use



Marketing students have asked me for a copyright page they can use for their books and courses. And while I am not a solicitor/lawyer and I do not dispense legal advice, I thought it might be good to share this with you in case you are creating a product and don't want to hire a solicitor to write your copyright page for you.

HINT: A solicitor would likely tell their paralegal to send you a boilerplate form much like this one and then charge you some outrageous sum. Not to say you shouldn't contact legal help if you need it, but sometimes boilerplate will do just fine.

Here it is:     Copyright Page:

*Your Book Title © Copyright <<YEAR>> Your Name*

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*ISBN: (print only)*

# Bard: Google's ChatGPT Rival Launches in Europe and Brazil

Google's parent company Alphabet is rolling out its artificial intelligence chatbot Bard in Europe and Brazil.

It is the product's biggest expansion since its March launch in the US and the UK and heats up the rivalry with Microsoft's ChatGPT.

Both are examples of generative AI that can respond to questions in a human-like way.

<https://www.bbc.com/news/technology-66187283.amp>



## Pearpop Goes 'Boost Mode' To Turn Creator Content Into Ads

Pearpop introduces an innovative approach to connecting creators and brands through their latest service called Boost Mode. This social media marketing feature allows brands to transform authentic, creator-made content into paid advertisements.

By utilizing Boost Mode, brands can identify top-performing creator content and incorporate it into their paid campaigns. As a result, the creators whose videos are selected for ad placement receive bonuses as an acknowledgment of their contribution.

Boost Mode is closely integrated with Pearpop Challenge, a popular service offered by the Los Angeles-based company. In the Pearpop Challenge, participants are encouraged to produce videos following specific guidelines, such as incorporating a particular song, and are rewarded based on the viewership their content garners.

This service was among the products Pearpop highlighted when it secured an additional \$18 million in funding for its Series A round in November of the previous year.

<https://www.tubefilter.com/2023/07/14/pearpop-challenge-boost-mode-creator-economy-brands-ads/>





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# \$2,300 Month Case Study Using Just Free Tools

Can you build a side hustle that takes just a few hours a month and uses only free tools? Surprisingly, the answer is yes, and here's how one enterprising new marketer did it.

Sherry earned her first dollar two weeks after she started, and a year later she is earning approximately \$2,300 a month. She's also the first to admit that if she would invest more time in her business, she would likely be earning more money. But still, \$2300 a month for just a few hours of work isn't bad.

Here's what Sherry did, and as you read this, see if you can notice the one thing she DIDN'T do that would easily double or triple her income.

1: She went to Clickbank and spent an hour deciding what program she wanted to promote first. She also could have gone to JVZoo, Digitstore24, CJ Affiliate or any other low-barrier-to-entry affiliate network she chose.

In choosing her first product, she thought about what was important to her, what her interests were and what she loves to talk about.

She settled on marketing programs because that's where her interests lie, and for her first affiliate product she ironically chose a course on how to do affiliate marketing. This allowed her to promote something she was deeply interested in while also adding to her affiliate knowledge by taking the course.

In this case she was able to get the course for free by connecting to the product creator. But keep in mind most product creators won't give out their product for free unless you can prove you've got some experience at affiliate marketing. Then again, it never hurts to ask if you're sincere.

2: She built a free landing page by going to [sites.google.com](https://sites.google.com). She kept the page simple and clean with a very clear call to action that took visitors to the affiliate sales page.

3: She went to ChatGPT to generate content ideas. She wanted ideas to make YouTube videos that were all about how to do affiliate marketing.

Then for each of these ideas, she continued to query ChatGPT as well as doing her own research to create video outlines.





4: She then recorded videos for YouTube, making one video for each topic. She followed a detailed outline rather than a script so that she could sound natural. And she continued to record and post these videos at the rate of 3 or 4 per month.

For each video she pasted her landing page link on the first comment so that her viewers could click the link, and at the end of each video she asked viewers to find and click the link. She also did plenty of research on how best to optimize her videos to get traffic from YouTube.

5: In addition to the videos, Sherry made posts on Pinterest and Instagram. She did this by going to Canva and using the Pinterest template to make eye-catching visuals targeted to people who wanted to learn affiliate marketing. Again, these were linked to her landing page.

She posted on social media about trendy topics such as new affiliate programs and news, and always used one of her visuals to grab interest and get the click.

And that's it! Her efforts drove visitors to her landing page, who were then directed to click the link to go to the affiliate sales page. Now then, did you notice what Sherry did NOT do that could have greatly increased her income?

Sherry didn't capture the email addresses. While she did use the landing page to monitor where her traffic was coming from, all she had on that page was a headline and bullet point list with a button that sent people to the sales page. It works for her and she does make sales.

But I would have instead created an irresistible free lead magnet and given that away on my landing page, directing traffic to the offer only after they signed up for my freebie and corresponding newsletter.

Of course, that is more work because you've got to create a lead magnet and write emails, but it's also far more profitable in the long run to build a list that you can continue to send offers to.

You'll notice that all of the tools Sherry used were 100% free, so her only investment was her time. And she readily admits her first few videos weren't all that good. But like anything else, practice allows you to improve, and her income is steadily rising over time.

Oh yes, and she's creating a dynamite lead magnet so she can start building her list, too.



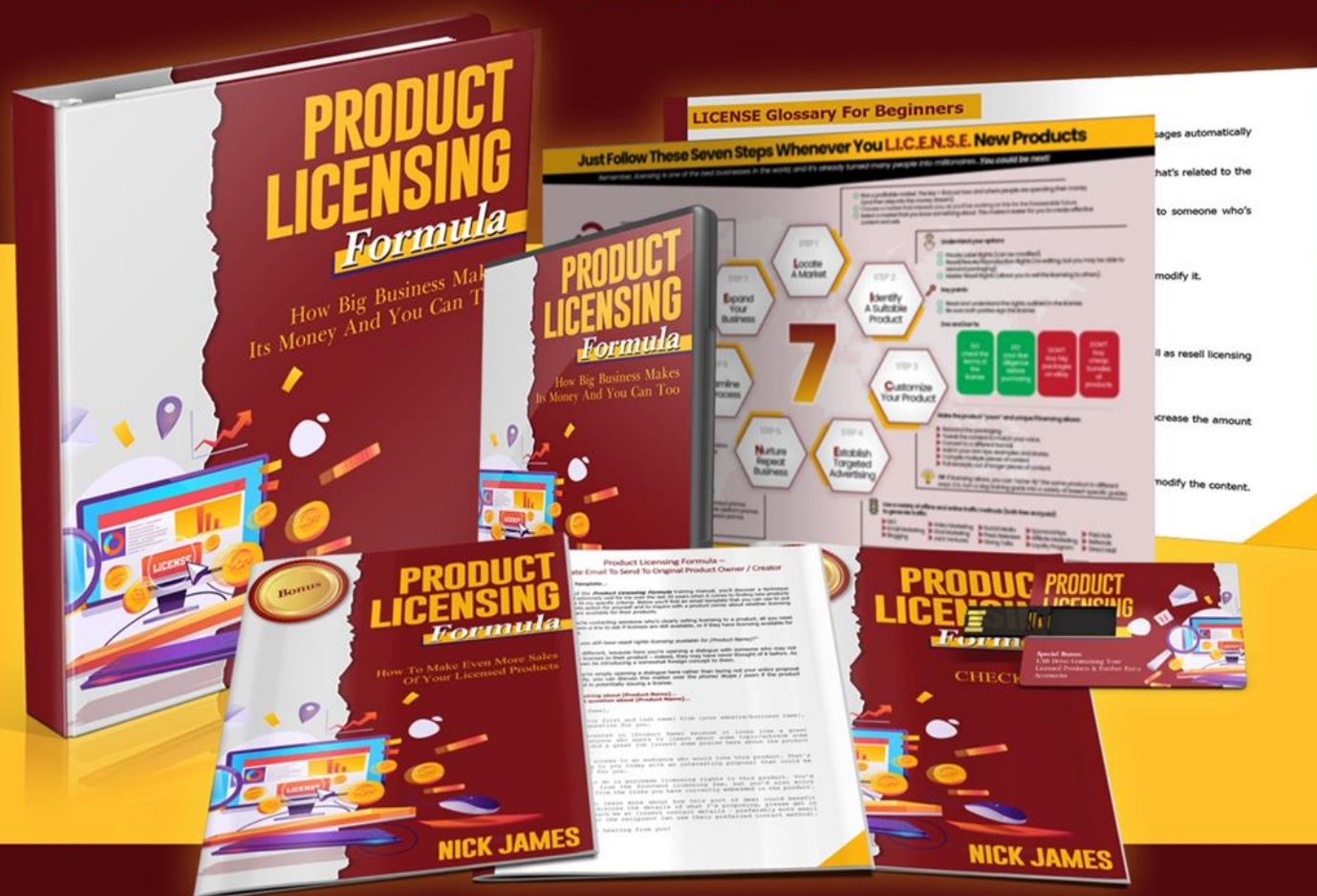


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—Nick James



**CLICK HERE TO FIND OUT MORE**

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# Introducing 6FigZ



## WHAT IS IT?

### Only 3 Things Needed To Make Money Online

- A Digital Product ( Preferably Cloud-based Saas Product)
- High Converting Sales Page
- Traffic

This is a proven 6 figure per month business model Product owners are doing it with great success on [Clickbank](#), [JVZoo](#), [Warriorplus](#) and hundreds of other marketplaces

Unfortunately none of the above is easy to get.

But good news – we are giving away all the three above as a complete [3 IN ONE BUSINESS IN A BOX](#) with agency license

- It's a 3 in 1 business in a box.
- Customers are getting everything I personally use to make six figure per month
- A complete on-demand automatic traffic generating cloud-based software
- Readymade high converting sales page
- User rights – Customers can use the software and get traffic anywhere they want
- Agency rights – Customers can put their bi buttons on the done for uses page and sell the software as service to their clients and make money as an agency
- Completely cloud-hosted – the software and the service page is hosted in our server. customers don't need to use their own domain or server
- Nothing to download or upload – it's totally cloud-hosted. so there is nothing to upload or download
- Completely newbie friendly – simple to use software comes with step by step, over the shoulder training module

[Click Here](#) to get started today

# Major \$\$\$ Opportunity: Podcast Memberships

The problem with many podcasts is they have small audiences, making them difficult to monetize. But what if you could earn a six-figure income by charging people to be able to listen to your podcasts?

Then you wouldn't need a ton of listeners to become profitable.

That would never work, right? Actually, it's already working, as proven by at least several podcasters who are doing exactly that.

For example, Farnam Street is a "Like-minded community of high achievers committed to better thinking, wiser decision making and more focused growth."

Memberships sell for \$149 annually or \$25 per month. Members receive access to premium podcasts, hand-edited transcripts, ask me anything sessions, book summaries, bonus articles, free courses, membership in the community and more.

From the website: *Our goal at Farnam Street is to help you go to bed every night smarter than you were when you woke up. Every day, thousands of people turn to us for the kind of multidisciplinary education you can't get anywhere else. The Farnam Street Membership is for those who want to go a step further and make intentional learning a daily way of life.*

The join page is especially interesting because people can choose to pay the \$149 or they can pay more, if they choose. This community has grown to more than 9,000 members and is home to CEOs, investors, GMs and high-achievers in all walks of life, making it a great place to find new contacts within the community.

In fact, the testimonial at the top of the membership page is from the former GM of the Cleveland Browns.  
<https://fs.blog/membership/>

Have you done the math yet? 9,000 members times \$149 isn't exactly chicken feed.

If you're starting your own podcast, you might want to map out a value ladder first.

For example, your bottom rung is going to be free, whether that's a free newsletter, free excerpts from your podcasts or whatever you choose.





The next rung is going to have a low entry price. Maybe you charge \$10 a month for the podcast transcripts or summaries of the podcast episodes.

Next you might offer your annual membership at \$99 or \$199. This includes all podcasts, written materials and community.

Finally, you have a \$1000 offer that could be an annual retreat, one-on-one coaching or whatever your subscribers would like.

Another paid podcast example is The Anfield Wrap, <https://www.theanfieldwrap.com/> a Liverpool-based podcast company, with 10,000 paid subscribers as of 4 years ago (the latest info I could find) at £7 - £10 per month each.

Take note of their pricing:

- £7/mo audio only
- £7/mo video only
- £10/mo both

I'll bet you pounds to donuts that most subscribers choose £10 per month because, "It's only £3 more."

I love the low price per month model because it's a low barrier to entry AND most people won't miss £7 or £10 leaving their bank account each month.

It's worth noting that some attempts at using a subscription based podcasting model have failed. For example, it didn't work for Tim Ferriss. But in his case, he didn't make his content exclusive.

He offered benefits such as Q and A's for the paid members, but everyone could access the podcast content. It seems that it's more effective to place your best stuff behind the paywall and then entice free subscribers to upgrade for access to the insider info.

I think at this time the best method might be to offer free and paid memberships, with 90% of the benefits going to the paid members. The only purpose of the free membership is to build your list of prospects.

Once you have a prospect on your list, you can repeatedly give them a 'taste' of what paid members get and then entice them to join your other smart members and get insider access to the full buffet of goodies you offer.



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

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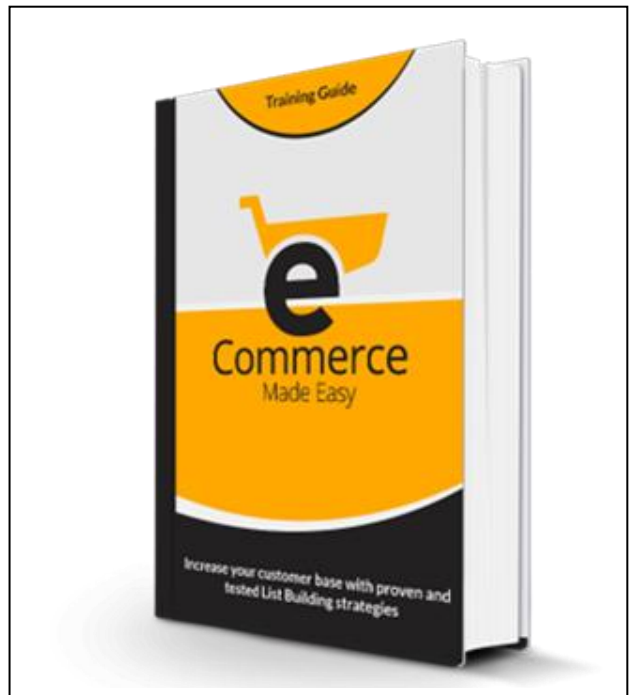
- E-Retail spending to go up by **62% this year**

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

- eCommerce salaries in the UK have

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

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Everyone can see and read this comment and you need to reply. But what would you say?

I'll tell you what this marketer said:

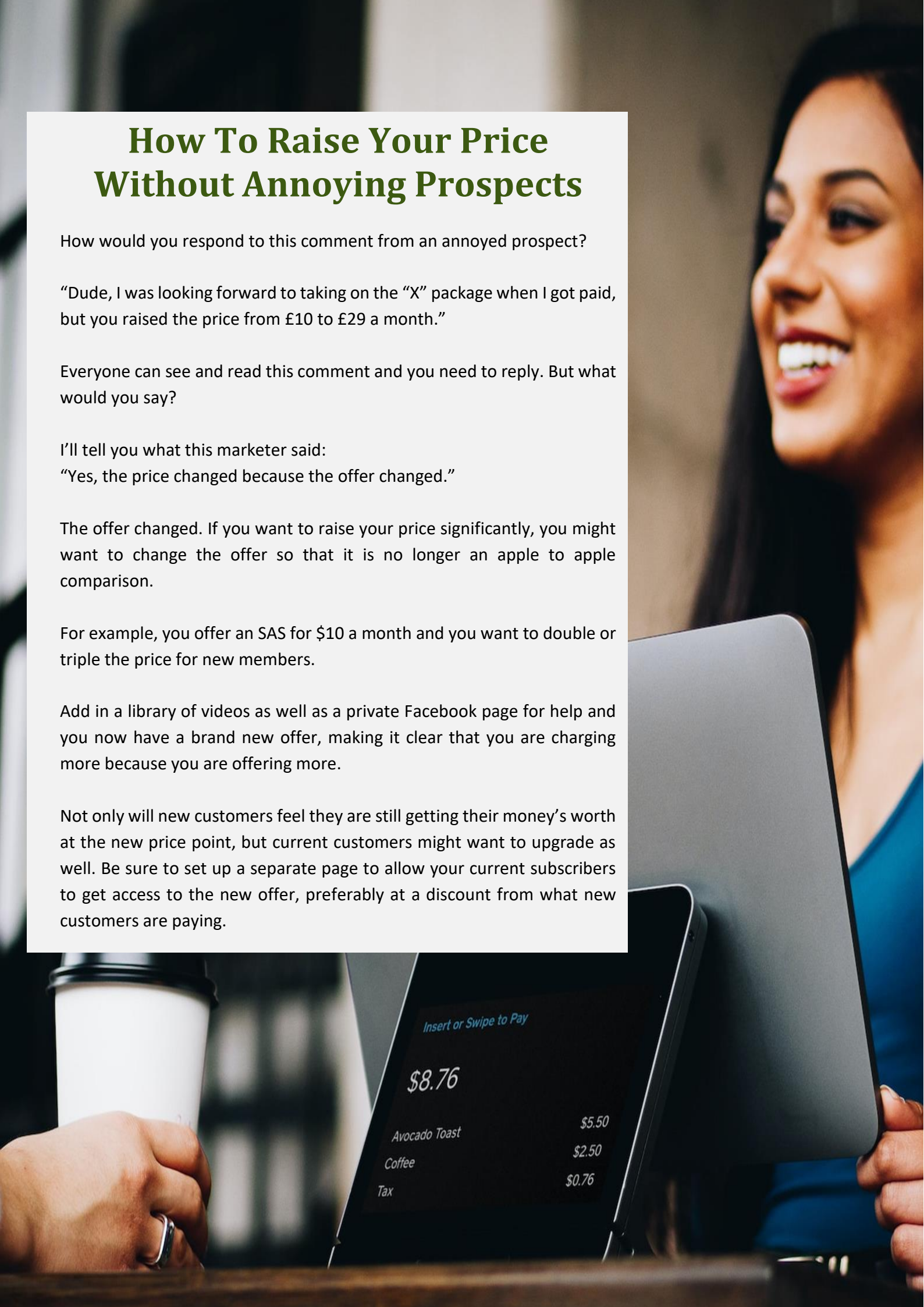
“Yes, the price changed because the offer changed.”

The offer changed. If you want to raise your price significantly, you might want to change the offer so that it is no longer an apple to apple comparison.

For example, you offer an SAS for \$10 a month and you want to double or triple the price for new members.

Add in a library of videos as well as a private Facebook page for help and you now have a brand new offer, making it clear that you are charging more because you are offering more.

Not only will new customers feel they are still getting their money's worth at the new price point, but current customers might want to upgrade as well. Be sure to set up a separate page to allow your current subscribers to get access to the new offer, preferably at a discount from what new customers are paying.





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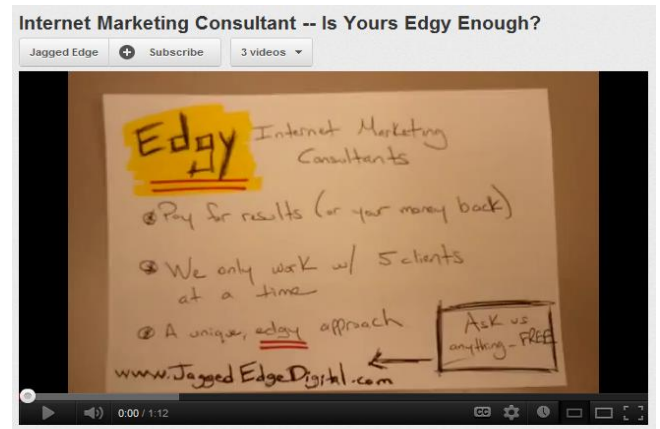


# MWM Videos

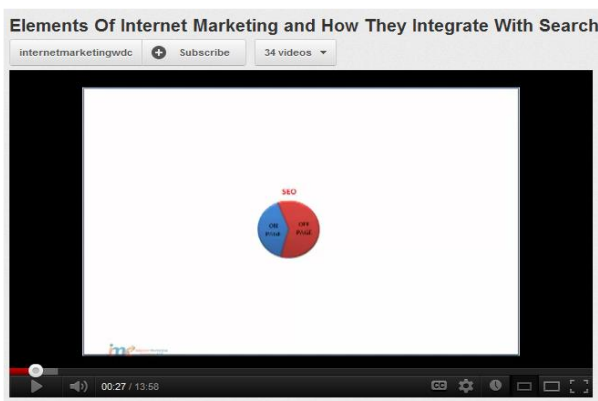
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<http://www.youtube.com/watch?v=EYN1BjtZ6nc>

# MWM Interview

## Dennis Becker Interview



### Editor:

I'm really pleased today to be chatting to one of the most trusted online experts, someone who's not only created products about how to Earn1KADay, but also has a website and online community that shows you how to do just that. It gives me great pleasure to welcome Dennis Becker.

### Dennis Becker:

Well, thank you. Thank you. I appreciate it. Earn1KADay is my first membership site.

### Editor:

It's such a great resource though, Dennis. I mean, it's been a mainstay of the IM space for, what is it, 2007 that it started?

### Dennis Becker:

Yeah, 2007 and unbelievable. It's been, what is it, 16 years now? And when I started it, it was more of a training kind of site, and I kept adding a few bits and pieces of downloadable material that I had licence to, and I told my members, it's not about the stuff that you get here, it's about what you learn and what you do.

Especially it's about the action that you take and the results that you have. And now there's about 2000 pieces of stuff inside the download area, and it's just unbelievable. I've never taken anything out. That's just the way I do things.

### Editor:

Well, I mean, it's been a great resource of anybody who's not come across Earn1KADay. First of all, what's the website address so people can check this out?

### Dennis Becker:

It's Earn1KADay.com. Earn1KADay.com.

### Editor:

I mean, it has been an amazing resource. I remember discovering it many years ago, probably about 10 years ago, and since then, it's become perhaps one of my most visited sites on the internet.





**Dennis Becker:**

How far do you want to go?

**Editor:**

All the way back to the cradle, Dennis? No, no, not maybe not that far.

**Dennis Becker:**

No, no, no. My memory isn't that good.

Memory isn't that good at all, actually in my advanced age. But yeah, my quick story is I had a retail store. I was selling sports collectibles mostly, since 1989. I had a regular job before that, but we won't go into that. And 1989, and the economy was pretty good and business was pretty good. And after a while though, the economy got worse and I wandered luckily, into eBay, which everybody probably knows about. And I did pretty well with that for quite a while. And after I had experienced several months and years of paying eBay fees, which were mounting to me for a couple of thousand dollars a month, I said to myself, there's got to be a better way to sell stuff than to do it all on eBay and then pay all those commissions to them. So I learned how to build a website, and that got me into an e-commerce kind of venture.

And I found my way into the world of internet marketing with the Old Warrior Forum and all the great people that were there. I got onto a bunch of email lists and eventually I ended up, I don't know, around 2012 or so, getting completely out of my retail store. And I was completely online and I had been online since about 2006, but things weren't going too well back then. I kept trying everything in my power to actually make a living because the people that I was on the list of kept saying, oh, all you have to do is very, very quickly you can make a fortune from your kitchen table in your pyjamas. And I said, well, I don't need to work in my pyjamas, but I'd love to make a livable income. And it just wasn't working. I remember one day, I forget what year it was, but after I tried so many things and I finally had a day, I was always tracking my income and expenses.

And I remember one day I looked at the income from the day before and it was a hundred dollars for the first time, and my wife was working with me in the store and I had her come over to my computer and I remember actually the tears were streaming down my face and I said, look, we made a hundred dollars yesterday. And she said, oh, really?



Can we pay all our bills now? And I said, well, not really, not quite, but I said, it's a start. So, from that point, things just sort of levelled off. And towards the end of 2005, things were at the worst. I was spending more money between the retail store and my online purchases and all that. I had gotten myself in about \$300,000 of credit card debt. And I was at a point where previously I had always paid off one bill by taking a cash advance on another.

And everything was pretty much tapped out. I was at my max and I applied for another credit card and they turned me down. And I was surprised because I'd never been turned down before for a credit card. And I said, uh-oh, we got to do something. So, I sat down with myself, I went into a quiet room and turned off my computer and I said, we've got to figure out how to do better than this. And I concocted, I guess you'd call it a scheme, where I would leverage the things that I knew and the skills that I had. And I called it afterwards, I called it my five bucks a day system. It was actually my goal was to create short and quick income streams that would pay me, on a recurring basis, \$5 a day. And the first one that I tried did pretty well, did a lot better than \$5 a day.

And I kept doing those kinds of projects on a pretty much a weekly basis. And I said, you know what? I should really write something about this. I should write a short report and give it away and build an email list for people that would want to do this, because it worked out pretty well for me. And I had given a heads-up to people in a community that I was in, that that was my plan.

And some of those fellows, probably females too, reviewed it and said, you know what? You don't want to give this away. You want to sell it. So, I tried to put it on ClickBank, and ClickBank said that that report is not long enough for the price that you want, which was only \$12 at the time. You got to have a certain number of pages, I don't know, 25 or 50 pages or whatever.

So, I beefed it up and I added some things and added some images to make it bigger and all that. And that was the beginning of that was my first ebook. And I posted it on the Warrior Forum, the Warrior Special Offers Forum, which is different than the Warrior Plus that we know and love today, the WSO Forum and a couple pretty prominent affiliates found it, bought it, read it, loved it, and started promoting it in ClickBank.

And suddenly out of the blue, I was waking up in the morning and I had another 50 or a hundred sales, and I said, wow, there, there's really something to this.



And then I started getting a lot of questions from the readers, and a lot of the questions were the same.

So, I said you know what?

I ought to learn how to create a members' forum so that I could put all the questions and all the answers in one place and people can ask me there, and then they can all share and share and success stories and all that...



***Note from the editor:***

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

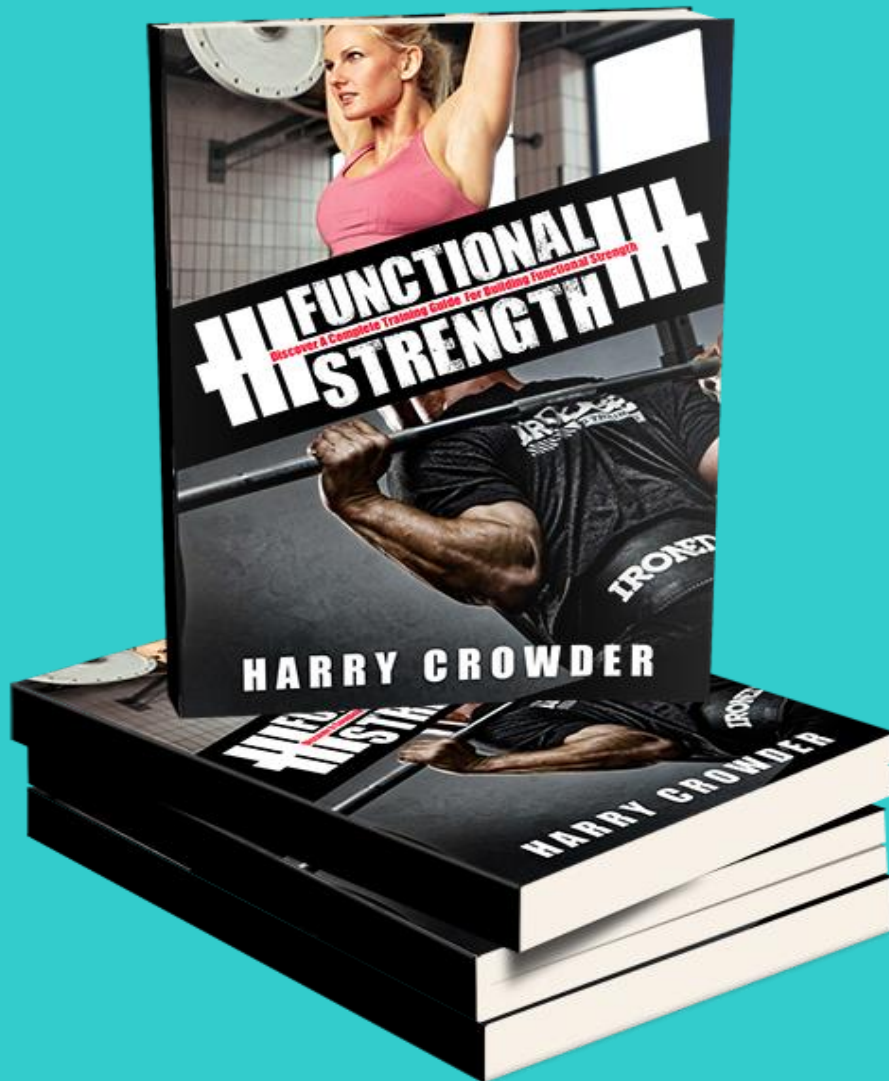
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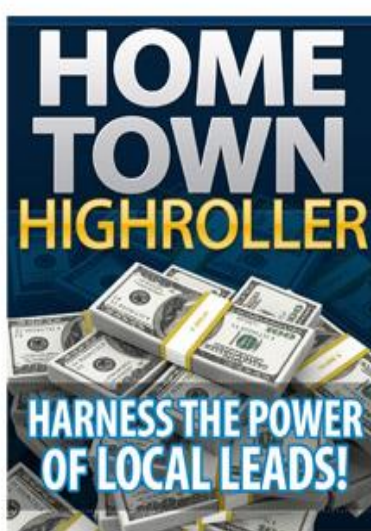
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## Accidental Content Lessons Learned from Redditors

If you pay close attention to Redditors, you will eventually notice all sorts of marketing lessons in action. Here are a few I found just today...

### 1: Challenge Your Followers

Hawkeye posted a picture of their dog and wrote, *"My dog is cuter than yours, fight me."* Hours later he revealed, *"HAHA, my ruse worked. Now I have hundreds of dog photos to look at when I'm down!"*

This is a great idea for getting your subscribers and followers to interact with your posts. Get them riled up enough to prove you wrong by posting their own content in the form of photos or short posts.

### 2: Build Your Own Best Damn Sandcastle in the Galaxy

A Swedish TV channel accidentally put subtitles from a kid's show over a political debate, and it's brilliant. One screen capture shows a politician holding a newspaper and speaking into a microphone declaring, *"I will build the best sandcastle in the galaxy."*

What a great content idea! While you probably don't want to use photos of politicians, if for example you teach online marketing, you could use pictures of animals 'talking' to each other to instruct on how to drive traffic to a website or solve their biggest marketing problem.

And this would work in most any niche. Use photos, illustrations, simple line drawings or whatever you like, as long as it's out of the ordinary and you have the rights to it.

### 3: Pull a Prank on Your Readers, Subscribers and Followers

Here's a prank pulled in high school and posted by catceleste that got everyone wondering what was happening...

*"My strangest legacy – in high school, for one reason or another (I can't remember) my friends and I wrote "34 days until March 2nd" on the whiteboard in the drama classroom. It was completely arbitrary but we kept it up, "30 days until March 2nd" and "23 days until March 2nd" etc. It spread around enough that the entire school is buzzing about what is going to happen on March 2nd.*

*"We figure we should think of something and decide to bring in cakes. There were about 13 of us in total committed to bringing a cake. On March 2nd, during 3rd period lunch we all entered the cafeteria in a line forming the parade of the cakes and laid them out – a grand cake buffet for everyone in that lunch period. We did it the next year. And after we graduated it kept going.*

*"This past March 2nd was the 9th year they've done it. It's become a school sponsored event. There are t-shirts for this thing every year. March 2nd is cake day."*

You can do this as a one-off in your business, posting on your site and on social media that there are "X" number of days until "X date". Or you could even make it an annual event. This could be something as simple as a sale or something much bigger with online events, prizes and more. You could also work with other marketers to create a truly big event that people look forward to each year.





#### 4: Give Good News, Bad News

Is storytelling something you're not all that good at? Don't despair. Here's the perfect example of how to tell a story through the "good news, bad news" method. A-fragile-sort-of-anarchy posted...

*Bad News: Our boss locked the keys inside the building.*

*Good News: We didn't have to wait around for a locksmith.*

*Bad News: My boss finds it very concerning that I know how to pick locks and tried to unlock my Tragic Backstory. I was too embarrassed to admit that the reason I learned was because, at thirteen, I figured that was the kind of skill that would impress cute girls.*

*Good News: A cute girl saw me do it.*

*Bad News: It was Maggie, and since she's already seen me fall out of several trees, cry because I saw a fawn that was just too small, and knows I can ride a unicycle, she'll never think I'm cool no matter what I do. It's too late. She knows.*

To this post Sailorbryant replied, *"There are million dollar blockbuster movies that were less entertaining than the rollercoaster this post just took me on."*

Need content for your next email, blogpost or social media post? Try using the good news bad news technique.

#### 5: Stop Stressing and Start Telling

Posted by Barbara: *"My toaster caught on fire yesterday and when I realized it there was a flame like two feet high almost touching my cabinets so I panicked and picked it up so it wouldn't catch my cabinets on fire but then I was just standing in my kitchen holding a flaming toaster and my dad saw me and didn't say anything and I didn't know what to do so I ran outside with it and threw it at the ground but it was on fire so I picked it up and threw it again and again until it went out but then my grass was on fire so I beat it with a shovel until that went out too. Then I came back inside and my dad was just like, "Whatcha cookin', Barb?"*

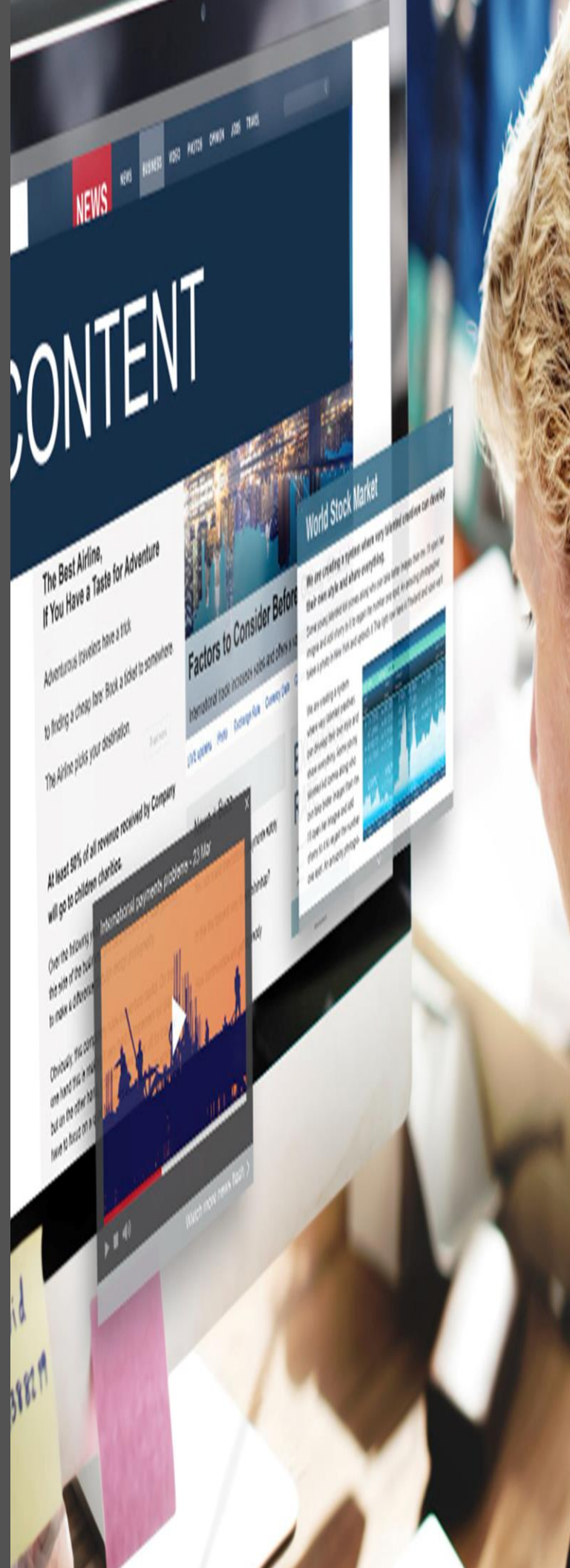
Lesson learned: Run on sentences don't matter if the story is good enough. Relax about your phrasing, grammar and punctuation and just tell your story.

#### 6: Get Three Year Olds to Write Your Content

Matthew Mulligan wrote, *"Hi @dublinbusnews my three year old wanted to know how you decide which buses get to sleep inside the depot garage and which have to sleep out in the yard."*

Dublin Bus replied, *"Hi Matthew, we have rang around to a few of the depots and we can confirm that all buses are loved equally and take turns sleeping inside the warm depot. Those sleeping outside are given cocoa to keep warm."*

Do you know any little kids? Give them an explanation of what it is that you do, and then let them ask you questions about it. Their questions paired with your answers can create humorous content that gets shared.



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# MWM wants You to Know

## The Easiest Way to Get Free Search Engine Traffic

I've mentioned this tactic before, but it works so well that I simply had to share it with you again.

It goes right along with how you might list build, and that is to give away something for free in exchange for an email address.

One of the most important factors in getting your site to rank high on the search engines is backlinks. The more sites that link to you, the higher you're going to rank.

Most people think that to get backlinks you've got to create a constant stream of never-ending great content that people will link to along with being super active on social media platforms. And while this works, it takes a lot of effort and hard work.

There is a much, MUCH easier method, and it works like list building except in this case, you're going to give something away to get backlinks.

What do you give away? A free tool. This is a tool that people in your niche want and are willing to pay for. In fact, maybe they're paying for it right now, and you give them a free version that does the same thing.

Place this free tool on your website available for immediate download, and over time it will get plenty of free views, downloads and backlinks.

To reiterate, the key is to find a tool for your niche that people are either used to paying for or willing to pay for and release it for free.

If you can't afford to hire a coder, go to a site such as Code Canyon where you can get a white label version of a tool within your space. Rebrand it, put it on your website and you'll get links.

This simple addition also makes your website more authoritative, and it becomes easier to rank for your keywords, too.

HINT: Want to take this to the next level? Don't stop at just one tool. Offer a second, third and more. Each tool should be, valuable and it should work well without glitches.

Add a new tool every month or two and it won't be long before your site is linked to many of the other authoritative sites in your niche.

Of course, you want to keep creating great content, too, so that when people visit your site they want to stay and check it out.

You can also ask visitors to input their email address to get your free tool, or to get a free upgrade on the tool. This way you're not only getting great backlinks, but you're also building your list, too.

The end. Or... maybe... not the end?

I was going to close with that last paragraph, but maybe I should put a bit more emphasis on it. Why? Because some of the easiest list building you will EVER do is to offer a free tool in exchange for an email address. People think nothing of giving their email address to access something for free that they would normally pay for.

So, while this technique is awesome for getting high quality backlinks, it's also an amazing method to build your email list.

Did I bury the lead on this post? Maybe. But it just goes to show that people who read to the end sometimes get a bigger reward than those who just skim the first few paragraphs.

Thanks for being one of those folks who stick around for the hidden gems.



# Engage and Impress: 25 Tips for Crafting Compelling Screen Capture Videos



I mean it looks really easy to do, right? But if you've ever tried it, you know that making a really great screen capture video takes practice along with some hard won knowledge of what works (and maybe what doesn't).

Paving the way to helping you make the best screen capture videos in the history of your niche, and in no particular order, here are my top 25 tips to create high-quality and engaging screen capture videos every time:

**1. Define your objective:** Before you do anything else, clearly outline the purpose of your video. Are you explaining a process, demonstrating software, or providing a tutorial? Then plan your content to fulfill your objective, creating an outline or script to ensure a clear and organized flow of information throughout the video.

**2. Select the recording area:** Decide whether you'll record the entire screen or a specific application window. Choose a clutter-free and neutral background to keep the focus on the content.

**3. Optimize audio quality:** Use an external microphone for better audio clarity and reduce background noise. Verify that your microphone and camera settings are working correctly before you start recording.

**4. Frame rate and resolution:** Use a frame rate of at least 30 FPS and a resolution suitable for your audience's viewing preferences.

**5. Keyboard shortcuts:** Learn and use keyboard shortcuts for starting, pausing, and stopping recordings to streamline the process. Knowing these by heart is going to make it much easier for you to create better videos.

**6. Start with a Hook:** Begin with an attention-grabbing introduction that clearly states what viewers will learn or gain from watching your video.

**7. Step-by-Step Breakdown:** Divide complex processes into easy-to-follow steps. Make sure viewers can replicate the actions you're demonstrating.

**8. Highlight Key Actions:** Emphasize important actions, steps or important areas of the screen using visual cues like arrows, highlights, or callouts.



**9. Mouse movement:** Enable a visual indicator for your mouse cursor to help viewers follow your actions. This can be as simple as choosing a bigger cursor in settings.

**10. Slow down when necessary:** Avoid viewer frustration by performing actions slowly during the recording, especially when explaining complex processes. Seriously. Slow down on the complicated or detailed stuff. If your viewer is having to rewind to try to figure out what's happening, you're going to lose them.

**11. Short and focused segments:** Divide your content into smaller segments to maintain viewer engagement. It's much better to have, for example, 5 segments of 10 minutes each than one segment 50 minutes long. Don't ramble and do stay focused on key points.

**12. Real-Life Scenarios:** Use relatable scenarios that your audience can connect with. Show them how the information is applicable in their everyday lives.

**13. Interactive Elements:** Incorporate quizzes, polls, or clickable elements to keep viewers engaged and gather feedback.

**14. High-Quality Graphics:** Use high-resolution images, icons, and graphics to enhance the visual appeal of your video.

**15. Incorporate Humor:** Add a touch of humor when appropriate to keep viewers entertained and engaged. If you're good at humor and can keep from offending anyone, then use as much of it as you like. People love humor and it's a great way to hold attention.

**16. Storytelling:** Weave a narrative into your video to create a sense of continuity and make the content more relatable. Don't know how to combine the story with the video? Start the story at the beginning of the video, let viewers know you'll finish the story in a moment, do your screen capture teaching and then end the video with the conclusion of the story.

**17. Show and Tell:** Combine screen capture with live-action footage of yourself explaining concepts, adding a personal touch.

**18. Smooth Transitions:** Use seamless transitions between different sections of your video to maintain viewer interest.

**19. Call to Action (CTA):** End your video with a clear CTA, such as subscribing, liking, or visiting a website for more information. Better yet, weave your call to action throughout the video.

**20. Test and Iterate:** After creating your video, gather feedback and analyze viewer engagement metrics. Use this data to improve future videos.



**21. Edit out mistakes:** Trim out any mistakes or unnecessary parts during the editing process to keep the video concise.

**22. Add voiceovers:** Use clear and engaging voice narration. Ensure your voiceover is well-paced and easy to understand. Consider recording voiceovers separately for narration and explanations, ensuring a clear and professional audio track.

**23. Check for Visual Clarity and Consistency:** Set your screen resolution to an appropriate level, ensuring all details are visible to viewers. Maintain a consistent theme in terms of colors, fonts, and overall design throughout the video.

**24. Add Closed captions:** Include closed captions or subtitles to make your video accessible to a wider audience.

**25. Perform a Quality check:** Review the final video for errors, audio/video synchronization, and overall coherence before publishing.

As with anything new you might do, creating mesmerizing screen capture videos takes practice. My first few attempts were never seen by the public for a reason – they looked amateurish, sounded terrible and were frankly embarrassing.

But that was okay. By my fifth try, the video wasn't half bad, and once I'd completed a dozen videos I started to feel like a pro.

The more you create screen capture videos, the better you'll become at fine-tuning your recording and editing process. Soon you'll be delivering content that resonates with your viewers and helps you create engagement and conversions.





# Twitter's Engagement Thresholds for Its Creator Ad Revenue Share Program Will Be Hard for Most to Reach

The entry requirements for the new tweet reply monetization program will be:

- An active subscription to Twitter Blue/Verification for Organizations
- Five million or more Tweet impressions in each month for the last three months

Which is a massive amount of engagement – very few highly active Twitter accounts would be reaching this level of activity.

<https://www.socialmediatoday.com/news/twitters-engagement-thresholds-creator-ad-revenue-share-program/686873/>



## Pearpop Goes 'Boost Mode' To Turn Creator Content Into Ads

Pearpop introduces an innovative approach to connecting creators and brands through their latest service called Boost Mode. This social media marketing feature allows brands to transform authentic, creator-made content into paid advertisements.

By utilizing Boost Mode, brands can identify top-performing creator content and incorporate it into their paid campaigns. As a result, the creators whose videos are selected for ad placement receive bonuses as an acknowledgment of their contribution.

Boost Mode is closely integrated with Pearpop Challenge, a popular service offered by the Los Angeles-based company. In the Pearpop Challenge, participants are encouraged to produce videos following specific guidelines, such as incorporating a particular song, and are rewarded based on the viewership their content garners.

This service was among the products Pearpop highlighted when it secured an additional \$18 million in funding for its Series A round in November of the previous year.

<https://www.tubefilter.com/2023/07/14/pearpop-challenge-boost-mode-creator-economy-brands-ads/>



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# This Month's Marketing CLINIC

## 15 Brain Rattling Content Ideas For The Completely Clueless

Twelve months ago, I had a content crisis.

I've been doing online marketing for more years than I can count, and I finally ran smack dab out of ideas.

It was that moment that everyone eventually reaches when you think that there isn't one more thing you can write about, talk about or teach that you haven't already done, or that someone else has done better than you ever could.

For a week I stared at my computer, trying to think of something to write about.

And that's when I realized I needed a list that I could turn to at any time that would jar me into action – a list of content ideas that would rattle my brain and shake loose some good ideas I could immediately use to create great content.

I immediately started building my content idea list, and I keep it posted next to my computer. Now whenever I'm stuck for an idea, I choose one of these and then start brainstorming ideas.

For example, under #1 below you see, "Provide tips." If I choose this one, then I make a list of 20 or 30 ideas on what kinds of tips I'm going to do, and then I choose one of those to start creating blogposts, videos, podcasts and more.

Ever since I compiled this list, I have NEVER been stuck for content ideas. Hopefully it can help you as much as it's helped me.

**1: Educational Blog Posts/Articles** - Create informative blog posts or articles related to your product. Address common questions, provide tips, tutorials, and industry insights. This positions your brand as an authority in the field and attracts organic traffic from search engines.

**2: Video Tutorials and How-To's** - Make videos demonstrating how to use your product, solve problems, or achieve certain goals. This engages your audience visually and helps them understand the benefits of your product.

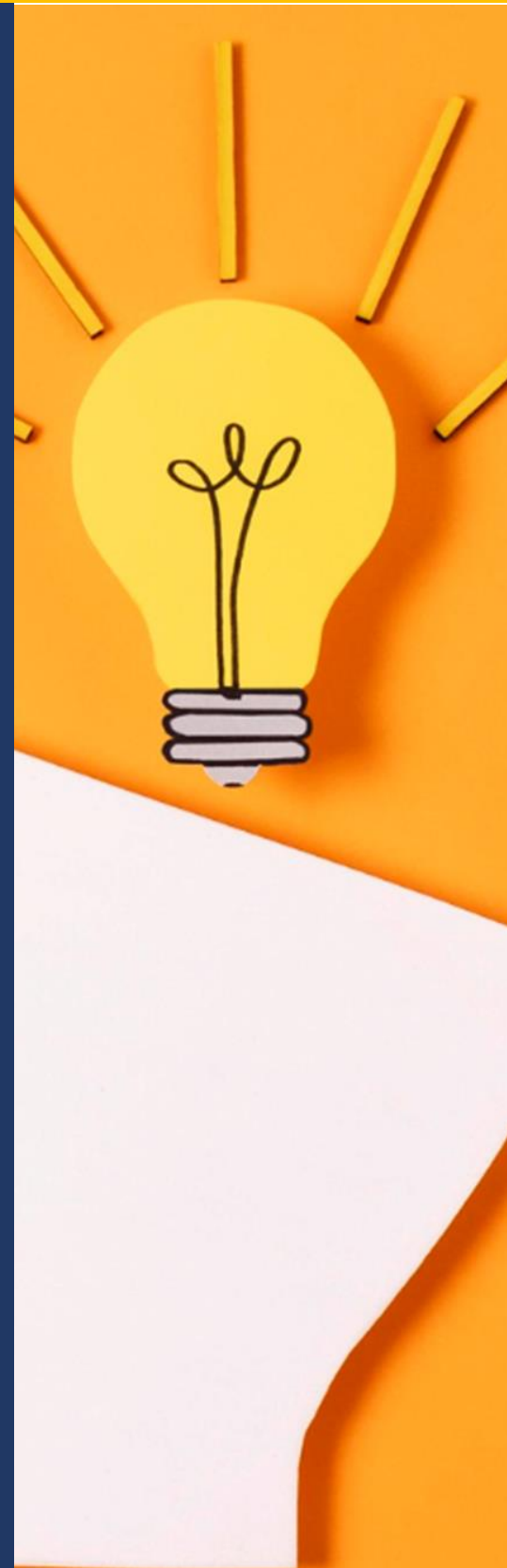
**3: User-generated Content Campaigns** – Find ways to encourage customers to share their experiences with your product through photos, videos, or written testimonials. Repost this content on your website and social media to showcase real-life use cases.

**4: Social Media Contests and Giveaways** - Create contests that require participants to engage with your brand by sharing, liking, commenting, or creating content related to your product. Offer a prize, such as your product or a discount, to incentivize participation.

**5: Influencer Collaborations** - Partner with relevant influencers who align with your product's target audience. They can create authentic content, reviews, or tutorials to reach a wider audience.

**6: Behind-the-Scenes Content** - Share glimpses of your product's creation process, day-to-day operations, and the people behind your brand. This humanizes your business and fosters a deeper connection with your audience.

**7: Multi-Purpose Emails** – Write an email to your list, then use excerpts on social media and post the email as a blogpost. Your newsletters should be seen by more people than just your email list. Write about product updates, make special offers, cover the news, add some humor and always give valuable content. Just going through old emails gives me a ton of new content ideas, and creating new emails knowing I'm going to repurpose them gives me added incentive to make them truly great.





**8: Interactive Quizzes and Polls** - Create interactive quizzes or polls related to your product's benefits or the problems it solves. This engages your audience and provides valuable insights into their preferences. You can get really creative and even a bit silly with your quizzes and your audience will love it.

**9: Live Webinars or Q&A Sessions** - Host live sessions where you discuss industry trends, answer audience questions, or showcase the features of your product. This creates a sense of community and fosters engagement. If you don't have a webinar, start working on one. If you've never held a Q&A, try a live Q&A on your favorite social media channel and don't just answer questions, ask them. Ask your audience what content they want to see right now. What problem can you solve for them? What mystery can you shed light on? What are they having trouble finding?

**10: Product Comparison Guides** - Create comparison content that positions your product against competitors, highlighting its unique advantages. This helps customers make informed decisions. Don't forget to compare your product to something silly and irrelevant, such as a pickle. Seriously, try it.

**11: Customer Case Studies** - Showcase success stories of customers who have benefited from your product. Detail their challenges, how your product helped them, and the outcomes they achieved. Above all else, make the customer the hero of the story, not your product. Your product is simply the vehicle, whereas the customer is the star.

**12: Podcasts or Audio Content** - Start a podcast discussing topics related to your industry and product. This can help you reach an audience that prefers consuming content through audio platforms. Carry a notebook with you for a week and jot down every single crazy hair-brained idea you get for a podcast topic. Yes, a notebook. There's something about actually writing with pen and paper that gets the subconscious juices flowing.

**13: E-books and Whitepapers** - Offer in-depth guides or educational resources related to your product's niche. Collect email addresses in exchange for these resources to build your subscriber list. If you don't like writing ebooks and whitepapers, outsource. You come up with a great topic, and someone else gets to do all the work.

**14: Interactive Product Demos** - Create interactive product demos that allow users to explore the features and benefits firsthand. This can be especially effective for complex products. Is interactive too complicated? Make videos showing yourself or maybe your teenager using the product.

**15: Seasonal and Holiday Promotions** - Tailor your content and campaigns to match different seasons, holidays, or events. Offer special deals and themed content to capture the spirit of the occasion. Did you know that every single day of the year has at least two holidays if not several? There's cupcake day, Twinkie day, rattlesnake day, blue moon day, utopia day, kiss your honey day and so forth. I made one of those up but I'm not telling you which one it is, because frankly you can also make up any holiday you like.

As always, the key to successful online marketing is understanding your target audience, their preferences, and where they spend their time online. This will help you tailor your content to effectively reach and engage with them.

The other key is, in my opinion, to not take yourself too seriously and to just have fun with it, because if you're enjoying creating the content, odds are your audience will fall in love with it.



# How to Use Meme Marketing to Grow Faster

According to Google, a meme is an image, a video, or piece of text typically humorous in nature that is copied and spread rapidly by internet users often with slight variations.

On an average day, a regular person spends around an hour and a half on social media. Memes are the language used by people on social media to share new ideas and feelings.

Because of this, it's not surprising that memes have become tremendously popular in our culture. You might know about Grumpy Cat, Good Guy Greg (GGG), and LOLcats — these are all characters from memes that are now a big part of the internet and meme culture and have been used in different ways to spread all sorts of ideas.

Using memes to market things can bring a fresh approach to how you use social media. Memes are all about pictures, which makes them a great way to create posts for social media and add to your content online.

The coolest thing about meme marketing is that you can just take an idea that's already popular and use its fame to help you share what you want.

My favorite recent marketing meme is a picture of Liam Neeson on the phone with the caption...

**I DON'T KNOW WHO YOU ARE  
But you visited my site once, so now I will find you,  
and then find you again, and again, and again...**

Memes are popular because they're funny and relatable. Laughter is scientifically proven to be contagious, so it only makes sense why memes are shared so often.

Here's the key to growing your business using memes, and where most people get it wrong. You might think that if you use memes on social media, that it won't generate customers or make sales. And initially that's true. Few if any customers are going to see your meme and then race over to your sales page to buy your product.

But if you post memes that are directly related to your industry, then you will start building up your follower counts. Notice I said, "directly related to your industry." Sharing any old silly meme isn't going to work because it will just confuse people.

But if your business is website optimization for example, and you post a meme that shows a grumpy old man with the caption, "Knows his prospects are looking for his business online, refuses to make it easy for them to find him," then you're targeting your audience.

Posting memes that speak to your prospects gets those prospects to start following you and sharing those memes with other potential prospects. And because your follower count is going up, your regular content will get more engagement as it's posted, and a small percentage of them will convert into subscribers and even customers.

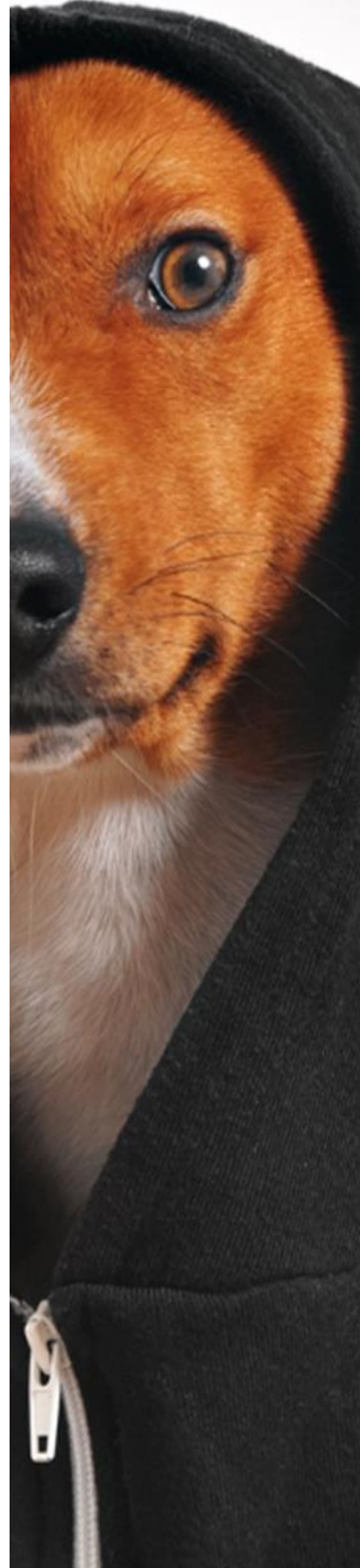
As you keep posting relevant memes over time, that small percentage starts adding up. The key is to continue posting your normal content as well to help you build relationships with those new followers and then start converting some of them into customers.

Don't fall into the trap of posting memes that aren't relevant to your business. If you do, you'll get followers who don't engage with your regular content and that can cause problems over time. If a social media platform sees that people aren't engaging with your regular posts, then they're not going to be showing those posts to your followers.

Creating memes is fairly simple. Use a free program such as Canva or Adobe <https://www.adobe.com/express/create/meme>, or hire someone on Fiverr to create memes for you.

Use easy-to-read fonts, choose an image that helps convey your meaning and try it out on a few friends or colleagues before posting it to social media.

Really, using memes for marketing feels almost like play time. It's fun, enjoyable, a bit silly and in the long run makes good marketing sense.



# How To Get Traffic from Google News

Here's something you might not have considered... you can get free targeted traffic not just from Google, but also from Google News.

Getting featured on Google News isn't as difficult as it might sound. You don't need to be a major news network or big city newspaper to do it. In fact, Google pulls content from thousands of indexed publishers, including smaller blogs and regular content sites.

Google has an estimated 280 million users worldwide, and every month people click through Google Search and Google News results to news sites more than 24 billion times. And your news can show up in several places on Google: Google Search, Google News and Google Discover, appearing in top stories, news tab results and plain blue links.

Even if you have a small website that currently isn't getting a lot of traffic, it's still possible to get a piece of that highly targeted traffic. However, you do need to publish newsworthy content and optimize your site so that Google can find you.

According to Google itself, Google News... can help you reach new audiences and attract avid news readers to your site.

With Google News, users can:

- *Discover current events, world-wide news, and diverse content from different publishers – including discovering you.*
- *Subscribe to specific news providers and topics – such as subscribing to your newsletter.*
- *Bookmark and share articles – possibly bringing you even more traffic.*

## You Get Major Trust from News Searchers

Think about it... the last time you searched for something in Google News, did you trust the content more than if you were doing a random search?

You likely did. People naturally trust search results that appear under "news" more than generic search results. This means it can be easier to convert that new traffic into subscribers and sales than traffic gained from other methods. This is why some websites have chosen to only write content that is newsworthy enough to be featured in Google News (Hint Hint).

## How Does Google News Work?

Google News operates through a diverse range of features, enabling users to both learn about and interact with your content. The Google News platform offers a comprehensive experience that includes prominent branding and opportunities for monetization, such as advertising and streamlined subscription sales via the "Subscribe with Google" feature.





## How Do You Get Your Content on Google News?

To share your content on Google News, you can utilize the Publisher Center tool, which allows you to submit RSS feeds, website URLs, or videos.

Even if you haven't established a publication in the Publisher Center, Google may still discover your website through its regular web crawling process.

Note: If you wish to prevent your content from appearing on Google News, you have the option to block access while maintaining your content's presence in Google Search results.

While signing up via the Publisher Center isn't mandatory for inclusion in Google News rankings, it does offer several advantages:

- **Control over Content and Branding:** You can customize and brand your publication within Google News.
- **Monetization Opportunities:** As a publisher you can implement paywalls in Google News through the "Subscribe with Google" feature.
- **Eligibility for Placement:** When you create and submit Google News Publications through the Publisher Center, your content can potentially appear in the app's Newsstand section in relevant countries and regions.

Hint: New applications to be included in Google News are reviewed by real life people at Google, so be sure you precisely follow their steps.

### Here Are the Steps:

- While logged in to Google, go here: <https://publishercenter.google.com/>
- Add your URL and click "Add".
- Verify your site with Google Search Console: <https://search.google.com/search-console/about>
- Click on "Publication Settings," scroll down to "Primary URL" and click "Verify in Search Console."
- You'll also need to customize your brand for Google News and set up sections to act as tabs in the Google News app by following the steps and filling out each section under "Google News brand and customization."

As with any Google search, placement isn't guaranteed. The publications showcased in the Newsstand are personalized by algorithms based on user preferences.

### Considerations to Keep in Mind

- Submitting a feed or URL in the Publisher Center doesn't guarantee its visibility or ranking on Google News.
- Your content must adhere to Search and News policies to be displayed on Google News. Google might block content that violates these policies during automated checks after submission.
- If your site operates in multiple languages, avoid automatically redirecting visitors to different language versions. Learn more about managing multi-regional and multilingual sites.
- Ensure that automatic redirects from one domain to another remain consistent across both mobile and desktop versions. Mismatched redirects could hinder users and search engines from accessing your content.
- 

<https://support.google.com/news/publisher-enter/answer/9607025?hl=en>



# The OTHER Easy Way to Get Free Search Engine Traffic (And Build Your List, too)

Maybe you're not the software type. Creating a tool for people to download isn't your thing. But you are good at using tools and you're a pro at the one tool that is driving everyone else bananas.

Here's what you can do: Write your own report deciphering the in's and out's of using that tool. Now when people search for help, your report is the one that they will see because people will be linking to you; the expert who helped them harness the power of that tool.

Any resource you can create that people turn to is something you can give away.

Ask for an email address so you can send the download link and make your resource so good and comprehensive that others link to it and encourage their readers to go get it.

Your resource could be a definitive guide, a comprehensive study, a massive and continually updated survey, a collection of something, a massive swipe file or anything that is so terrific, people tell other people about it and link to it.

I'm not saying it's necessarily going to be easy to create this resource, but you can always outsource some or all of the creation.

The key is to make it so terrific; it dominates its field and people would gladly pay serious money for the information it contains.

Place something like this on your website for free and you will automatically get good backlinks and your email list will grow without effort.

Be sure to keep it updated, too, so that it continues to draw traffic for a long time to come.







**Unlock My Secret Traffic  
Methods That Can Get You Cash  
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