

Home Business Newsletter

Issue 89



Cliffhanger Emails That
Hook New Subscribers

How To Set Up Your Continuity
Program In One Day

The 4 Day
Rainmaker Campaign

...and more!



Copying the content of this newsletter is a sin paid back in full
automatically by nature in due time with an interest.

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INTRODUCTION

How Do You Put A Dinosaur Into A Jam Jar?

There's a children's riddle that goes like this:
How do you put a dinosaur into a jam jar?

The answer is: You need a pair of tweezers, a pair of binoculars, a jam jar and of course a dinosaur. The method to capture is so elegant in its simplicity, all you have to do is look at the dinosaur through the wrong end of the binoculars, then simply pick him up with the tweezers and drop him in the jam jar... apparently.

Of course, as adults we know that that approach would never work, but as children it's magical and awe-inspiring, well at least it was to me when my old grandma told me that one. She was full of silly little riddles and tricks like that, things that would capture the imagination of a little eight-year old.

When we get older, we put aside all those little tricks and riddles as being childish and not worth our time, some of us, when we are lucky enough to have children of our own, remember these tales and recount them back. But for others they lie dormant and nearly forgotten.

But did you catch the lesson in that simple little riddle?

As adults we know that you cannot catch a dinosaur with a jar and a pair of tweezers, but as children we didn't know that, and just by looking at something a little differently, or by using the wrong end of the binoculars, the impossible becomes possible. That's a lesson we as entrepreneurs and Internet Marketers should really be recalling and relearning.

That just by looking at things a little differently, a whole new realm of possibilities opens up to us. Just because we have learned one way, doesn't mean that that is the only way possible. As you approach your business, always keep in the forefront of your mind, to look at each decision a little differently, that is how you get your edge, one small change can give spectacular results.

A photograph of a man with glasses and a goatee, wearing a white shirt, sitting and reading a newspaper. The image has a blue tint. The text 'IN THE NEWS' is overlaid in the top right corner in a bold, italicized, yellow font.

IN THE NEWS

Top 10 Best Website Trends Of 2018

Every year, website design and user interface change slightly; 2018 is no different, with trends emerging in design, typography, and colors.

To design a website that can compete with the millions of other similar websites out there, it is important to be aware of the newest styles and most popular methods.

Here are some of the emerging website trends of 2018.

<https://readwrite.com/2018/07/20/top-10-best-website-trends-of-2018/>

The Four Pillars Of A Successful Amazon Strategy

While its dominance is undeniable, selling on Amazon does not always guarantee big success. From fees to loss of control – there are certainly negatives that come with getting involved.

<https://econsultancy.com/blog/70206-the-four-pillars-of-a-successful-amazon-strategy/>



Five Ways to Grow Your Business Following With Instagram

Instagram has become the choice of most brands and marketers to stay connected with consumers and enhance sales. Here are five ways to enhance your following with the help of Instagram.

<https://www.entrepreneur.com/video/318455>



Ranking the 6 Most Accurate Keyword Difficulty Tools

MOZ writer Jeff Baker has shared a comparative analysis of the six most accurate keyword difficulty tools.

<https://moz.com/blog/ranking-keyword-research-tools>

Cashing In On Annual Cash Cows

When autumn hits we get to look forward to Halloween, Christmas and other fun holidays when we get to spend money and just plain have fun.

But there is another kind of fun you could be having with holidays, and that's MAKING money with them.

Quick example: I know a bloke who earns \$10,000 in about two week's time every Halloween. He's got a fairly simple site that doesn't need much updating, but every October he gets a sudden influx of traffic and lots of AdSense cash and Amazon commissions.

Then his site pretty much just sits idle for the next 11 months or so, until he gets another rush.

Are you getting the idea? No, I'm not saying you should build a Halloween site or Christmas site. Those terms are competitive and you'll have to be good at SEO to rank.

But there are tons of other, smaller holidays, festivals and events that you can take advantage of. These are events that don't have a lot of websites, making it far easier to rank.

Regional events are even easier than national events, and it's where you might get started. Pick a holiday or event you're really enthusiastic about, and build a site with advice, tips, local info, fan articles, restaurants and so forth.

Then monetize your site with AdSense, affiliate links, Amazon products or whatever is appropriate.

Your little sites might not bring in \$10,000 each year, but even a few thousand would be fun. And suppose you have several of these sites for several different events? It's possibly the easiest SEO you'll ever do, since the competition is so low. And getting a prime URL for each one should be easy, too.

This is a somewhat untapped niche that you could totally rock out if you have a mind to. And what a great hobby, too.

Start with something local that draws a lot of people and expand from there. In a few months you might have a handful of websites, each bringing you a sudden and substantial cash influx for a few days per year. Not a bad side business.

Traffic Is NOT The Holy Grail – This Is

If I get one more offer in my inbox telling me how to free traffic I'll... well, I guess I'll do what I've been doing – delete it.

First of all, there is no free traffic. Sorry. If it takes you TIME, then it's not free.

Second, a lack of traffic isn't the problem for 99% of marketers. Nope. Traffic can be bought in a heartbeat. Get out the credit card and buy solo ads and AdWords and Facebook ads and so forth until your card melts and you'll be rich, right?

Then why aren't you doing it?

Because having a ton of traffic means nothing if the traffic isn't converting.

If focusing on traffic is focusing on the wrong thing, then what's the right thing?

Getting your sales funnel to convert well AND knowing your metrics.

That is the holy grail of online marketing.

If you know that every lead will make you \$1 on average, then you also know you can spend up to 99 cents per lead and you'll make money.

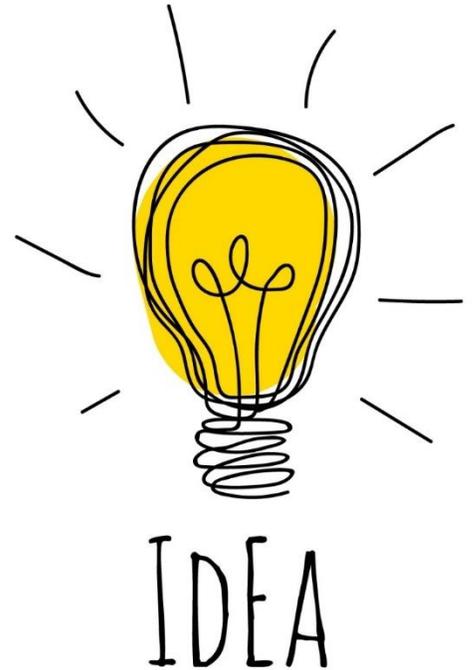
If your leads are making you \$1 and you can buy those leads for fifty cents, then go ahead and melt every credit card you've got, because you're about to make some serious money.

Know your numbers, improve your numbers, closely track everything and you'll never worry about traffic ever again.



Seen On A T-shirt

Set Goals
 Stay Quiet About Them
 Smash the Shit out of Them
 Clap for Your Damn Self
 Repeat
 Complete Every Day



Don't Underestimate The Power Of A Good Newsletter

A newsletter can be a great tool to keep your prospects and customers updated about your offers and stay connected.

<https://www.entrepreneur.com/article/318409>

Five Tips to Manage Multiple Social Media Accounts

Social media works as a connecting platform for you to stay connected with your current customers and reach new ones. But how do you juggle multiple accounts for different products and services?

<https://digitalmarketinginstitute.com/blog/how-to-effectively-manage-multiple-social-media-accounts>

Cliffhanger Emails That Hook New Subscribers



Have you ever gotten hooked on a series like *Breaking Bad* or *Stranger Things*? There is a reason for their cult-like following, and we can use that device to get our new subscribers to open our emails and LOVE us.

What happens at the end of a show like *Breaking Bad*? Something BIG happens, that's what. Something that makes us go, "Holy smokes, I wonder what happens next??"

And we are hooked. We can't wait to see the next episode. If we're watching TV, we wait an entire week to see what happens. If we're binge watching on Netflix, we immediately start watching the next episode, even if it's 1:00 in the morning and we need to go to work in a few hours.

How do they hook us like that?

With something called an open loop. We humans like our stories to be neat and tidy. There's a beginning, a middle and an end. But when we only get the beginning and middle but no end, it drives us crazy. We have to know what happens next. And that's why we tune in again.

In the very next episode, they resolve what happened in the previous episode. Then they go on telling the story, and we're fine again until all of a sudden, WHAM! Something else BIG happens and now the show is over and we are again salivating for the next episode.

Now imagine you get a new subscriber on your list who doesn't know you from Adam. How are you going to hook him forever? By using open loops, of course.

Your first step is not to start at the beginning of your story. Nope. Beginnings are boring. They set up all the stuff we need to know and.... snore.

Instead, we're going to start in the MIDDLE of the story and fill in the back story as we go. This immediately hooks your new subscriber into reading your first email to the end.





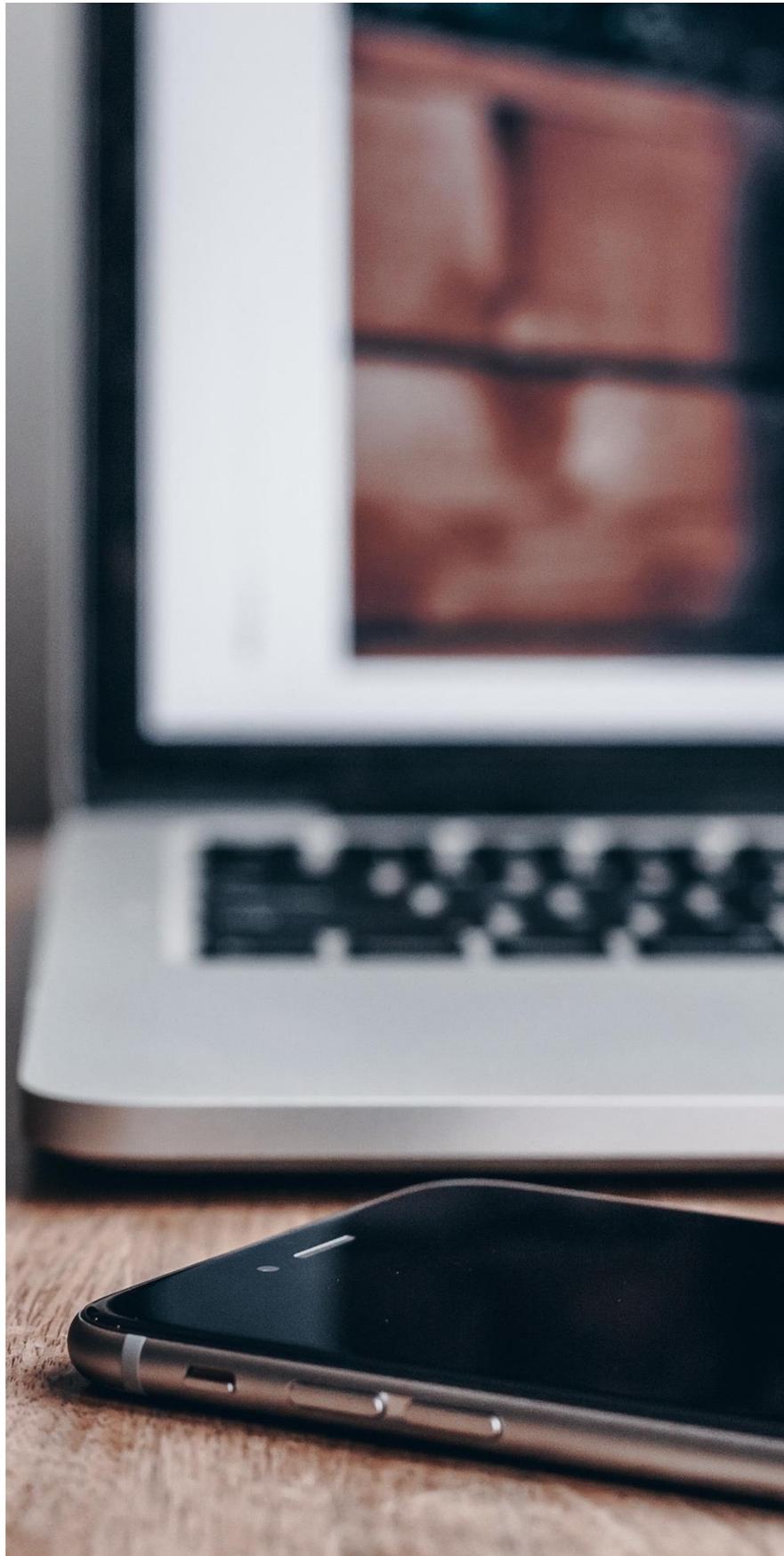
Write a 4 to 5 day long email sequence that introduces you to your new subscribers, along with your product and service. Tell the story of how you were struggling to do “X” and how you eventually found the solution or answer.

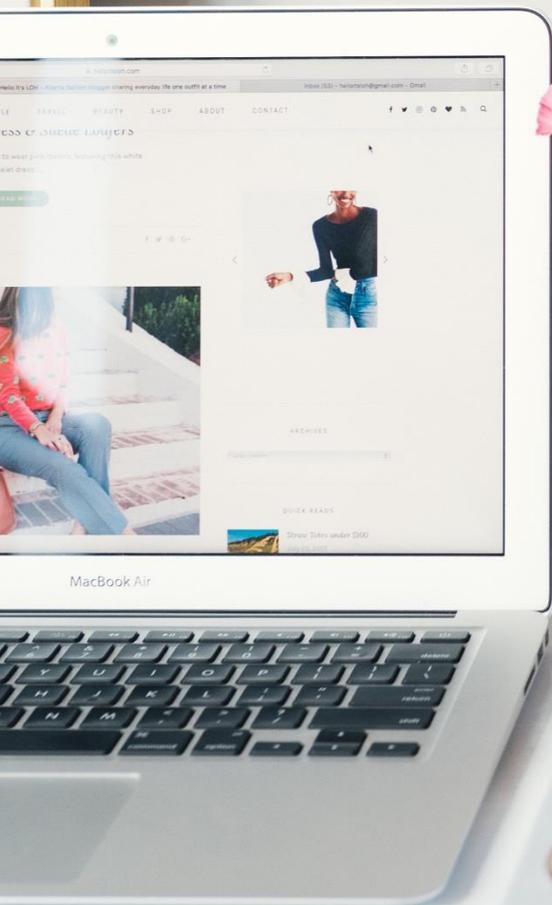
And start that story at a high point, or perhaps the low point – wherever the action is just before you have your significant breakthrough. It’s the part after all the introductions where there is high drama and a situation that looks just bad. This will hook your subscribers into reading your email. Fill in your back story as you go.

Your new subscribers need to be able to relate to you and understand what you went through is the same thing they’re going through now. You’ll show them via your story that you came out the other side because you found the solution and you’re willing to share it with them.

In telling your story, you should notice several places that are perfect for cliffhangers. Maybe you were so broke you realized you were about to become homeless. Or you were so sick you thought you were dying, or failing school, or losing the love of your life... you get the idea.

You’re telling them how terrible things were for you and what you went through, yet here you are. Maybe you had a breakthrough idea... you’ll tell them what it is tomorrow. Or you met a mysterious stranger... you’ll tell them who it was tomorrow.





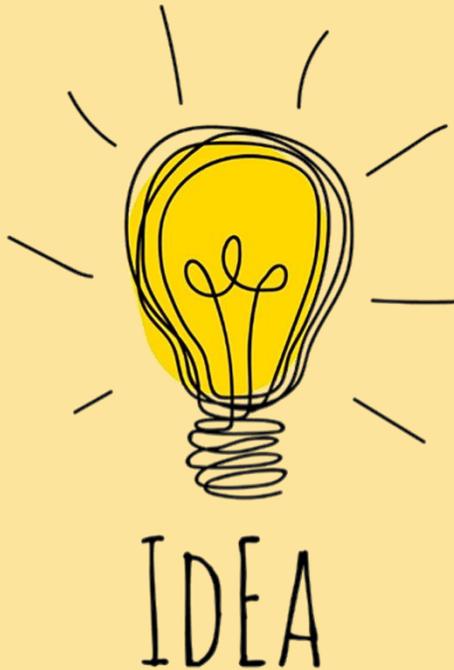
Continue to do this every day, overlapping your emails so they unfold into one complete story.

You're walking your subscribers through your own story so they can relate to you and want to listen to you. Because most marketers completely fail to do this, they lose a wonderful opportunity to connect with their new subscribers.

At the end of your email sequence, offer the solution to their problem, which is your product or service. Build it up and get them excited about it, and then make them an offer they can't refuse.

Storytelling with cliffhangers conditions your audience to look forward to your emails, open and read them and click your links. They feel they know you and can trust you.

Beginning your relationship with your new subscribers in this manner can make a tremendous difference in the lifetime value of your customers.



Condition Your Subscribers To Click Your Links

Can you train subscribers to click the links in your emails? Surprisingly, yes.

Instead of writing and sending long emails, write the first few sentences in your email, end on a cliffhanger and direct the reader with these words...

"...Click here to keep reading."

Then send them to your blog to read the rest of the story.

It will take a few weeks to condition your readers, but after awhile they will generally click any link you send them without hesitation.



The 10-Step Content Marketing Checklist

Copyblogger columnist Sonia Simone has published a 10-step content marketing checklist to help marketers improve their content marketing. "This is my essential list for you to build a solid content marketing program on. Check these off, and — based on my experience in my own businesses and those of my students — you'll have the right framework to create a successful program."

<https://www.copyblogger.com/content-marketing-checklist/>

How To Set Up Your Continuity Program In One Day

This might freak new marketers out. "It's too easy!" "This can't be ethical." "I don't feel right doing this."

What they're really saying is they're scared.

It's nice to have that, "One day I'll start a membership and get loads of subscribers and make a fortune" mentality.

It's safe. Comfortable. Easy. Because someday never comes, does it?

But if you're going to start your continuity program by MIDNIGHT TONIGHT, then that is truly scary.

"What??! I'm not ready!"

But you can get ready, and you can do it in a day.

First, you need a good idea for your continuity program. Something like...

- How to make a fortune on Amazon
- How to build a six-figure business from your email list
- SEO for people who are terrified of SEO
- How to get offline clients
- And so forth

These are all online marketing ideas, but this works in whatever niche you're in as long as people are spending money.

- How to take 10 strokes off your golf game
- How to make money in commodities
- Survivalist training for the coming catastrophe
- Travel the world for a few bucks a day

You get the picture. Find your big idea, the one that people will PAY for.

Then cut off all distractions and create your content for the first month. You can write it, record it or whatever.



Write your sales letter, too. In fact, you might want to write the sales letter first, since it will get you excited to create the content.

That's it. You've got the sales letter and the content and now you're going to launch.

No, you don't need six months of content. In fact, that would be a bad thing, and here's why:

You're going to ask your new subscribers what they want to know next. You will never be stuck for ideas because your subscribers will tell you what they want. And because they get to participate in the process, they will stick with you longer, too.

How cool is that?

Create a Facebook Group for your membership so people can easily communicate with you. And use the group to get new subscribers, too. That's right, your group pulls double duty, getting new people exposed to your membership and getting current members to talk it up and give you ideas.

Your refunds will be low and your retention rate will be high because your readers will never be disappointed in the content. After all, they get to choose it.

I know a gal who does this for a DOZEN topics and she is KILLING it. She makes an obscene amount of money doing this, charging just a small amount to subscribe to any one of her memberships but getting tons of subscribers who stick with her month after month, year after year.

The key is picking a great topic and then being responsive to reader's requests. It's that simple. And I know people will say it can't be that easy, and they won't do it. But for those that do, it's a fun way to make some serious ongoing cash each month.

Drip feed the content so there's something new each week or maybe twice a week. Keep your subscribers engaged and feeling very much like they are part of a community, and they will never leave.

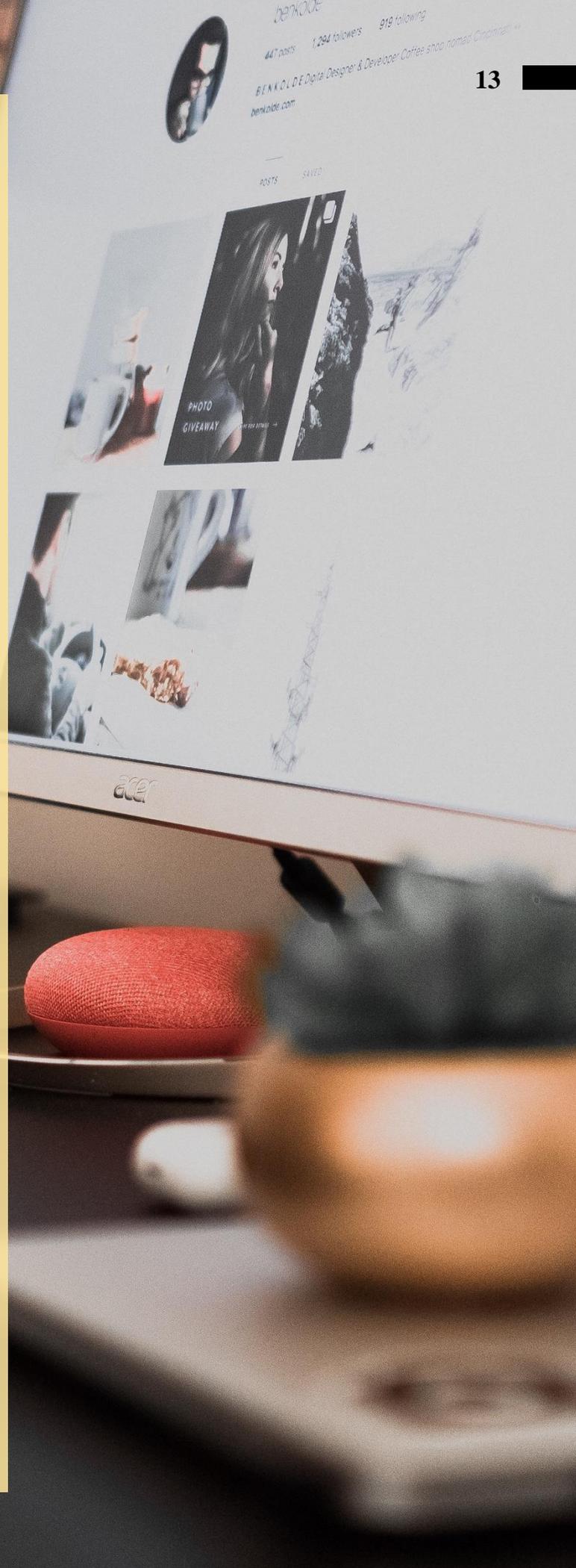
And one more thing: Once you've got a decent amount of content, consider repurposing it. Turn it into books and courses and lead magnets and articles and so forth. Otherwise it will just get old and out of date sitting in the member's area. There is no reason not to profit from it.

Of course, you've got to wait a bit to repurpose it. My rule is once it's 3 months old, it's fair game to reuse. This way your paying subscribers get access to it for three months before anyone else.

Also, only allow access to content they've paid for. For example, if someone joins your continuity program in month 12, they get access to month 12 and every month thereafter that they remain active. They don't get months 1 through 11. But you can offer them a paid upgrade to get that content, too, if you like.

This is a great way to make extra money and build your list of buyers. Because don't forget, you can market other products inside your membership area, and even on your Facebook Group.

I don't care if you're brand new to internet marketing. You can start one of these a month for six months, and then you can quit your job and work from anywhere you have an internet connection.





The 9 Word Email

CAUTION: Do not send this out to your entire list at once. You'll get too many leads and potential sales and you'll spend the entire next week trying to catch up.

Believe me, I know. I made that mistake.

Here's what happened...

I was on Joe Polish's blog ILoveMarketing.com when I read about this 'magic' email.

Yeah, sure, I thought. Magic.

But I sent it out, and all heck broke loose. My inbox exploded. I barely slept or ate for three days, trying to answer all the emails. And when the dust settled, I'd made a TON of sales.

Crazy but true.

Here's the email:

Subject: %FIRSTNAME%

Body: Do you still need help with ___?

Cheers,

You

Fill in the blank with whatever is appropriate to the product or service you provide.

People aren't used to getting emails like this. It's personal, and it's short, and they reply with a real answer.

You can then start a dialogue, find out what they need, and offer it to them in the form of one of your products, an affiliate product, coaching, services, etc.

Before you send the email, you might want to create some templates of responses you'll send to save yourself time replying to hundreds of emails.

Start with a SMALL segment of your list, just for practice.

This email can be adapted to any niche, any offering and any product or service.

Just be prepared to give real answers to people who are really

The number in the title is deceptive because if you put any real effort into this, you can easily double it.

But let's assume you're just doing this part time on a limited basis.

First, find an expensive coaching program that you want to take yourself. You're looking for group coaching that costs about \$3,000 to \$10,000.

Next, sign up for the coaching. These high-end coaching programs are generally sold over the phone, so just be polite and continue to plead poverty until they greatly reduce the price. You might be surprised how fast a \$5,000 program can be reduced to \$1,000 or less.

Alternative: If you have a marketing track record, ask to take the program for FREE so that you can promote it for them.

Take the program, and I mean really TAKE the program. Learn from it, find out what you love about it, take lots of notes, apply the information in your own business, and keep tabs of how it improves your life and your income.

Contact whoever runs the coaching program and ask if you can promote it for them and split the profits. Remember, this is group coaching, so whether they have 10 people in a class or 200, it doesn't increase their work all that much. They'd much rather have a portion of \$5,000 than none of it.

Write several reports and products based on what you learned in the coaching program and sell them for a low price. Offer a half hour of LIVE coaching as a bonus.

Your goal here is to build a list of buyers who you then talk to on the phone.

When you're doing your live one-on-one coaching calls, share some of the information you gained in the coaching course and see if they might be interested in taking the course themselves. Tell them everything the course did for you, and either take their card information or let them know that someone from the coaching 'team' will be in touch to tell them more (and get their card information.)

Instead of blasting your list with \$7 offers, you're now promoting a high-ticket item that can truly change their life and their business. And just a handful of sales each month can result in a six-figure income for you.

I know of one marketer who stumbled into this niche, and he's been doing it for two years now, making six figures per year.

How To Make \$5,000/mo From Other People's Coaching Programs

A person's hands are shown holding a black smartphone. The background is a blurred office or meeting environment with a laptop and a tablet on a wooden table. The text is overlaid on a semi-transparent blue rectangle.

Selling Flexible Coaching

It can be difficult to schedule a time each week with a coaching client. They work full time, they're in a different part time zone and so forth.

Plus, many clients don't need an hour every week. They might need an hour now, and then not need your time again until 3 weeks later once they've implemented everything they learned on that first call.

If you're trying to sell coaching by having them book their time first and then pay, you're essentially putting up a roadblock to the coaching ever taking place.

But if you sell the coaching first and then let them book whenever they want, as they want, the flexibility will lead to more sales of your coaching.

For example, let's say you charge \$300 an hour to work with clients. Maybe you also offer a discount for booking in advance, such as \$1000 for 4 hours.

Let them know you are flexible as to when the coaching takes place and how often you talk.

Open up your coaching for a short time, sell hours, receive a big cash influx, and then close it down until next month.

This gets people off their duff and buying your coaching.

Next, have an online scheduling tool that tells clients when you are available and lets them grab time slots when they want them.

For example, your latest client might want to book an hour as soon as possible, and then book the rest of their time in half hour increments ever two weeks.

You decide when you are available and how much time you want to sell. Your clients can redeem their time anytime they like – now or weeks or months in the future.

And one last thing – if you put an expiration on the time, make it well into the future. A year is good. This relaxes your coaching clients into buying more time, since they don't have to stress about USING IT RIGHT NOW OR LOSING IT.

Added bonus – a few clients won't actually use all the time they book. Strange but true. So yes, you can go ahead and over sell if you want to. Plus, if you sell too much, you can always just add a few hours each month to your calendar.

This really is a great way to have a very nice cash influx each month, just for talking on Skype.

The 4 Day Rainmaker Campaign

This might well be one of the easiest, most profitable campaigns you'll ever run. It's worked for years for other people, and can work for you, too.

Rumor has it this campaign (or some incarnation of it) originated from Frank Kern over a decade ago. We've used it recently, and we'll keep using it every month or two because it's simple and it flat out works at making sales.

The basic concept is this: Your leads get one email per day for four days. The emails tell them about a huge 50% discount they will receive if they purchase before the deadline in four days.

And if they act right away, they also get 5 amazing bonuses. The bonuses have a perceived value that is just as high or even higher than the product itself.

Because you've got a huge discount, a deadline and great bonuses, you'll get tons of sales and an incredibly high conversion rate.

And by sending the emails 4 days in a row, many more of your subscribers will see the promotion and be able to act on it.

You can use this campaign to sell just about anything. And if you don't have fantastic bonuses, you can focus on the benefits, instead.

I'll give you templates for each email below. Change them to suit your product and your audience.



Email #1**Subject: Hi {firstname},**

Until midnight on (THREE DAYS FROM NOW) you can get my entire dog training system for HALF OFF.

Here's where you can grab your copy for half off: http://www.agooddog.com/thanks/Dog_.php

I'm holding this special sale as a way to say THANK YOU to all the people who read this dog training newsletter :-)

Here's where you can grab your copy and save 50%:

http://www.agooddog.com/thanks/Dog_.php

Try My System For 50% Off and Get FIVE Free Bonuses!

If the 50% discount isn't enough to have you and your dog heading to my special 'half-off' web site, these FIVE free gifts will surely do the trick:

- Bonus 1: The Bark-Cure Method! This 23 Minute Audio Training Session Will End Problem Barking Forever!
- Bonus 2: The Amateur's Dog Book (196 Pages) This rare manual has been used by veterinarians and trainers for over 60 years!
- Bonus 3: Dog Health Handbook (108 Pages) I personally wrote this book after helping over 3,000 new dog owners raise happy and healthy dogs.
- Bonus 4: Complete written transcripts of the entire 1 hour and 44 minute training course!
- Bonus 5: Amazing Dog Tricks! A brand new collection of easy tricks that'll amaze your friends!

WHEW!

That's a lot of goodies ...and you get it all FREE when you try my entire system for 50% off.

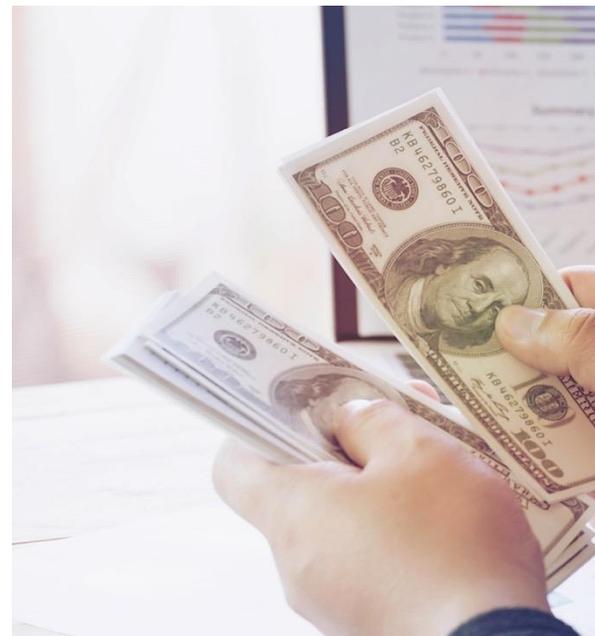
Go here right now and claim your copy before they're all gone!

http://www.agooddog.com/thanks/Dog_.php

Talk soon, Bob

P.S. This special half off sale ends at midnight on [THREE DAYS FROM NOW]. If you'd like to get the revolutionary dog training system so many dog owners are raving about ...and save 50%, then go here now:

http://www.agooddog.com/thanks/Dog_.php



Email #2. Sent the next day.

Hi {firstname},

I wrote yesterday to tell you about the incredible deal you can get on my training course, as my way of saying "THANK YOU" for reading my newsletter. ...And I wanted to make sure that you were able to read the email.

Until midnight [TWO DAYS FROM NOW] you can get my entire dog training system for HALF OFF.

Here's where you can grab your copy for half off: http://www.agooddog.com/thanks/Dog_.php

I'm holding this special sale as a way to say THANK YOU to all the people who read this dog training newsletter :-). Here's where you can grab your copy and save 50%:

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Go here right now and claim your copy before they're all gone!

http://www.agooddog.com/thanks/Dog_.php

Talk soon, Bob

P.S. This special half off sale ends at midnight on [TWO DAYS FROM NOW].

Email #3: Sent the next day.

Subject: NAME, last day for your dog. Hi {firstname},

The special half-off sale for your dog's training system ends at midnight tomorrow.

Here's the full scoop:

http://www.agooddog.com/thanks/Dog_.php

This rare half-off special is my way of saying 'THANK YOU' for taking action and doing what it takes to have a happy, healthy, and well behaved dog.

Here's the special website where you save 50%:

http://www.agooddog.com/thanks/Dog_.php

Try My System For 50% Off And Get FIVE Free Bonuses!

If the 50% discount isn't enough to have you and {custom_fix dog name} heading to my special 'half-off' web site, these FIVE free gifts will surely do the trick:

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Talk soon, Bob

P.S. This special half off sale ends at midnight. I'll most likely never offer a discount again.

If you'd like to get the revolutionary dog training system so many dog owners are raving about ...and save 50%, then go here now:

http://www.agooddog.com/thanks/Dog_.php



Email #4 - Sent at 12:01 AM on the final day. (Use your autoresponder's scheduling feature.)

Subj: NAME - FINAL NOTICE Hi {firstname},

The special half-off sale for your dog's training system ends at midnight *tonight*.

Here's the full scoop:

http://www.agooddog.com/thanks/Dog_.php

This rare half-off special is my way of saying 'THANK YOU'

for taking action and doing what it takes to have a happy, healthy, and well behaved {!custom fix breed}.

Here's the special website where you save 50%:

http://www.agooddog.com/thanks/Dog_.php

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Go here right now and claim your copy before they're all gone! http://www.agooddog.com/thanks/Dog_.php

Talk soon, Bob

P.S. This special half off sale ends at midnight TONIGHT. I'll most likely never offer a discount again.

If you'd like to get the revolutionary dog training system so many dog owners are raving about ...and save 50%, then go here now:

http://www.agooddog.com/thanks/Dog_.php

Are You Focusing On The WRONG Thing?

I've got this coaching client who is always in a panic. "Have you seen the new software/plugin/report/program etc?" He practically shouts to me over the phone. "It's amazing! It does this and this and this... And I think I should get it. What do you think?"

My answer is usually something along the lines of, "What the heck are you talking about?"

This is a guy who stays on top of everything new in the online marketing world. If a squirrel sneezes out a new program on getting traffic to a pile of acorns, he knows about it.

His sites look amazing. Everything is top notch, latest, greatest and what-the-heck-ever, I don't know.

And he's barely making any money. Can you guess why?

His focus is on staying current. And when it comes to the internet and online marketing, 'staying current' is a full-time job.

I suppose that would be great if he was blogging about all the stuff he knows about and discovers, but that's not his niche.

Instead, he's in other niches that frankly don't need the latest greatest technology.

Let's compare him to another coaching client of mine.

She's something of a techno-phobic person. She hates anything that smacks of new technology and would probably be happy if the internet and online marketing hadn't changed a bit after 2003.

If she has to add a new plugin to her site, change some wording, add a page or whatever, she throws up her hands and calls "her tech guy." I think he's a 16 year old high school student, but whatever. Her tech guy handles EVERYTHING technical for her.

She doesn't know about the latest software or programs or any of it. She pretty much doesn't want to know any of it. And she's never focused on what's new, what's hot and so forth.

She only focuses on ONE thing – selling stuff. That's it. If she needs a new tool once in awhile to sell more stuff, she does a quick Google search, finds and buys the new tool, and has her tech guy install it.

She spends her days creating products, content and connections with other marketers. She builds her list, emails her list daily, launches a new product every three weeks, and works closely with her top affiliates to make sure they are super successful promoting her stuff.

She is friends with just about every high earner in her niche. She does joint ventures with them regularly, puts posts on their blogs, and lets them post on her blog.

Her peers love her and promote all her stuff. Her subscribers adore her and buy all her stuff.

Her websites are homely. They look like they were built maybe 10 years ago. Her emails aren't formatted 'right.' They aren't pretty. Sometimes they have technical glitches. But her open rates are through the moon anyway, and she makes sales on every single email she sends out.



What's the lesson?

Just this – you've got to be careful what you focus on. If you focus on the latest technology and having the prettiest sites, then that's what you'll get. Ever try to pay your mortgage with a pretty website? Sorry, they only take money.

But if you focus on making sales, then you'll make sales. In the case of these two marketers, it's the difference between earning about \$1000 a month, and earning about \$1,000 per DAY.

He's got gorgeous sites that don't convert worth a hoot.

She has ugly websites that convert like gangbusters.

It's not about pretty, or latest greatest technology. It's about making sales.

Watch what you focus on – it can make all the difference

What NOT To Do When Selling

I was on a conference call the other day for what you might call a hot new niche in selling.

And frankly, I was pretty excited. True, the person doing the call was having a bit of trouble getting to the offer. And when he finally got to the offer, he spent an awful lot of time telling the listeners how great it was.

Maybe TOO much time.

Have you ever been “over-sold?” It’s when the person doing the selling winds up selling too much, and you decide not to buy a product you had fully intended to buy.

Like maybe you want to buy a car. You’re ready to buy. You’ve given the salesperson all the buy signals you can give. But they keep going on and on and on and on about how freakin’ gosh darn amazingly GREAT the car is, and finally you give up and walk away instead of buying.

This is what happened to me. I liked the information on the call. I wanted to buy the offer, whatever it was. *Just tell me what it is and give me the order page.*

But the seller kept hyping it up and hyping it up and by the time he finally got to the part where he said what it cost and where the sales page was, I had changed my mind.

I figured if he thought he needed THAT MUCH HYPE to sell it, then it couldn’t be very good.

Two weeks prior, something similar

happened. The guy on the call must have said 20 times, “It’s as easy as taking candy from a baby.”

Well, if it’s so gosh darn easy, why isn’t everyone doing it? There was a bit of reality on the call when he briefly let one of his assistants talk for a bit, saying how excited she got when someone was struggling with this business but then started making sales.

Ah-hah! Finally, a bit of truth. I wanted to hear more from her. I wanted to BUY from her, because I knew that she was being honest and would tell it like it is. But he immediately took her off the call and went back to his “candy from a baby” nonsense.

I didn’t buy that product, either.

So here’s my take-aways from these two calls:

First, don’t over sell and don’t over hype. People hate that. And you will lose sales.

Second, be honest. Tell me it’s going to take some work. Tell me there’s a learning curve. Tell me that you’ll be there to answer my questions when I get stumped, because I will get stumped.

It’s great to get excited and be enthusiastic. But give your listeners some credit for intelligence, and they’ll be much more likely to believe you and buy from you.

What's Your Theme Song?

I was reading about the importance of using music when you work out. The right music motivates you to work out harder and longer, while feeling less pain and enjoying the process more.

I got to thinking... shouldn't we, as online entrepreneurs, have our own music that can motivate us to keep going?

For example, you sit down at the computer to do some work, but you just don't feel like it. In fact, you'd rather be doing ANYTHING else but working.

But when you play your music, you feel motivation knocking on your door and you're energized and ready to get to work!

This is especially effective if you always use the same song to get motivated and listen to that song ONLY when you're ready to get to work.

For example, I've used the exact same workout music for years. The only time I listen to it is when I'm ready to exercise, and hearing it instantly puts me in the frame of mind to work out hard and give it everything I've got.

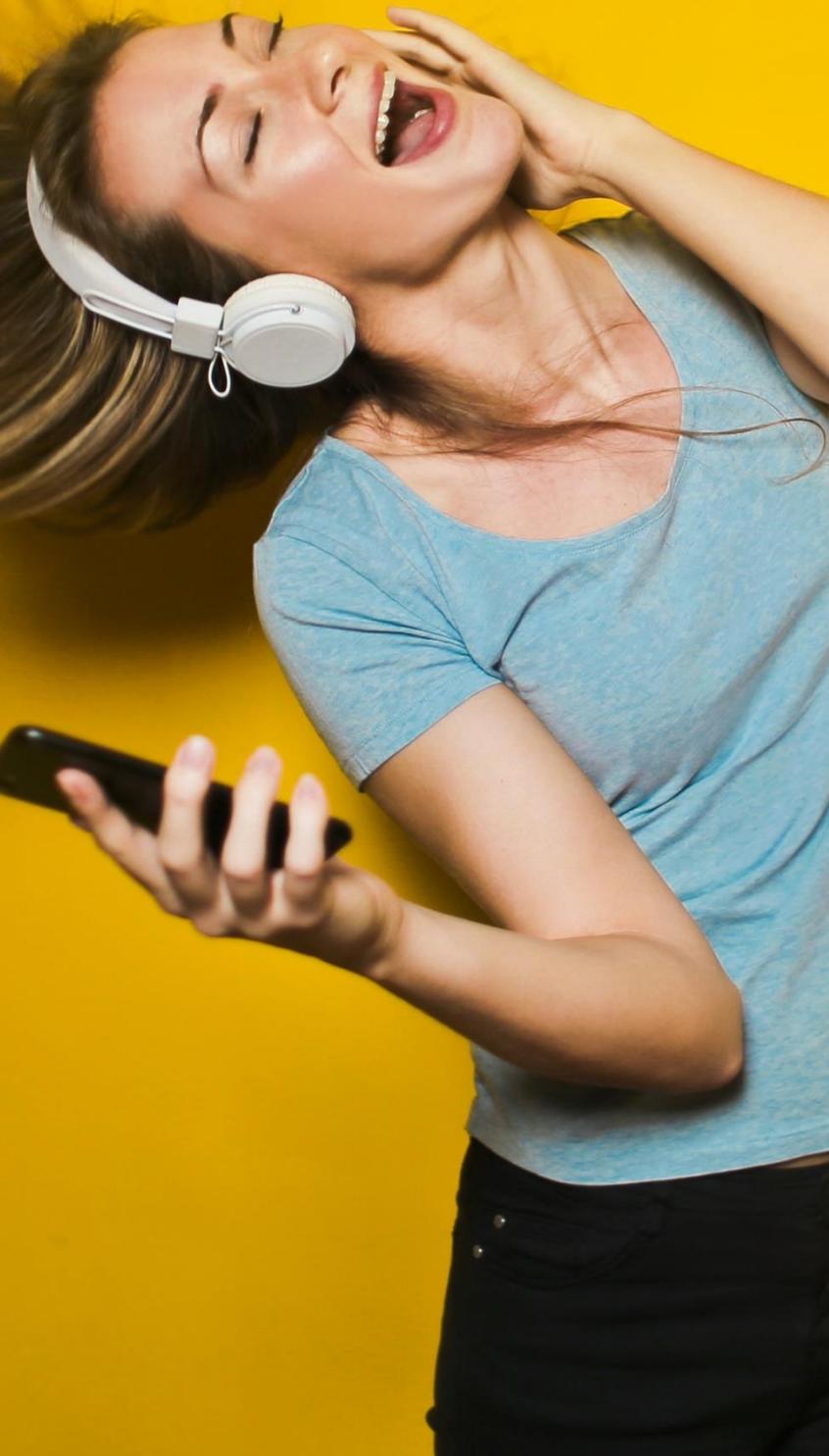
I'll give you a somewhat silly but absolutely relevant example of music a person could use to get motivated to work on their business. It comes from a 1970's TV sitcom called Laverne and Shirley.

Perhaps the most memorable part of the show wasn't the two loveable gals, or the two weird neighbors, Lenny and Squiggy. It wasn't even the occasional appearance by the "Fonz."

Nope. It was the theme song.

If you've never heard it, I encourage you to jump on Youtube and search for 'Laverne and Shirley theme song.'





The lyrics go like this:

*One, two, three, four, five, six, seven,
eight
shlemiel, schlemazel, hasenpfeffer
incorporated
We're gonna do it
Give us any chance, we'll take it
Read us any rule, we'll break it
We're gonna make our dreams come true
Doin' it our way
Nothin's gonna turn us back now
Straight ahead and on the track now
We're gonna make our dreams come true
Doin' it our way
There is nothing we won't try
Never heard the word impossible
This time there's no stopping us
We're gonna do it
On your mark, get set, and go now
Got a dream and we just know now
We're gonna make that dream come true
And we'll do it our way, yes our way
Make all our dreams come true
And we'll do it our way, yes our way
Make all our dreams come true
For me and you*

See what I mean? You can't listen to that with feeling a bit happier, more optimistic and motivated.

Here's what I suggest: Pick out 3 to 5 songs that absolutely get you rockin' and ready to set the world on fire. Load them onto whatever device you use most often for your online marketing business. Then whenever you need a shot of 'juice,' just click the button and play your songs.

It might be just what you need to get motivated.



What Successful Marketers Know That You Don't

Andrew Carnegie, the big steel industrialist who likely made more money in steel than anyone else (adjusting for inflation), didn't know that much about steel.

That's right – someone at the very pinnacle of his 'niche' didn't know his niche very well.

And here's the thing – he was the first to admit it, too.

He purposely hired the very best of the best, men who knew far more about steel than he did. And then he let them do their jobs while he made his fortune.

The most successful online marketers do pretty much the same thing. They don't strive to be the best at everything. They know their strengths and weaknesses, and they're not ashamed to be who they are.

Carnegie's strength was assembling and using a great team. Your strength is hopefully selling your products and services.

You're never going to be the best copywriter in the world, the best SEO expert and so forth.

You might not know the difference between AdWords and AdSense. Maybe you can't even put up a WordPress blog.

And that's all good. You can hire someone to handle these things for you. That's what successful marketers do, anyway.

Unsuccessful marketers strive to be THE BEST at all these things and many more. They think they must master all of these many skills, which keep changing, by the way. And they think they have to look like an expert, too. Which means they don't ask questions and just pretend they already know everything.

Successful marketers ask a lot of questions, some of which might sound stupid. But they don't worry about that. Their focus is on making sales and making profits. They know marketing. They know how to get sales, because that is their focus. Everything else, they outsource.

You might want to question how much time you should invest in improving your SEO / copywriting / website building skills, and instead concentrate on making sales.

It's your ideas and creativity that will make money, not your ability to look great on video. Have someone make your videos for you while you focus on the important stuff – making money.

In case it isn't already clear, I'm suggesting that you accept yourself the way you are, instead of trying to get great at a bunch of skills you can outsource.

You already know your strengths, so play to those. Improve in getting the sale and let everyone else handle all the petty details for you. That way you can be happier and richer.

How To Make Your Launches Far More Profitable

Back in the day we saw tons of launches that were just one product. The product launcher kept 50% of the revenue and paid 50% to affiliates.

Next, we saw launches with upsells. The product owner might pay affiliates 100% on the front-end product and split the backend profits 50/50 with affiliates.

These days, we're seeing more and more launches where the affiliates earn 100% of the initial sale AND the upsells, too.

Why in the world are the product launchers doing this?

First, they're building lists of BUYERS, which are always worth a shedload more than freebie seekers because they can sell more stuff to them later.

Second, when affiliates are earning 100% of everything, they are promoting the heck out of the offer. This means the product owner is building a much larger list of buyers than they might have if they were only paying 50%.

Third, and here's the best part – product owners are then immediately putting their new list of buyers into an autoresponder sequence that educates their new buyers on whatever HIGH TICKET promotion they're going to offer.

The product owners might have their own coaching program, continuity program, online course or whatever. And that product might not even be in the same niche as the original offer. No matter. They now have a list of buyers and they're able to build rapport and educate those buyers into purchasing very expensive programs.

Thus, the product launcher is forfeiting immediate income in order to gain a much larger income a few weeks down the road.

And perhaps the best part is that the product launcher who now has this list of buyers can promote ANY high-end program, not just her own. She can promote a high-end affiliate program just as easily.

This is an excellent way to build a bigger list of buyers, make affiliates super happy to work with you, and sell a shedload of high ticket products for maximum profit.





What Are You Waiting For?

It can be scary to start an offline business. You invest in a location, inventory, people, insurance, advertising... the costs mount up and you haven't made a dime yet.

What if it fails? Then you're out all that money and time.

But online, you can invest only time and see what happens.

Let's say you see a hot new topic. Will the topic stick for awhile? Will it still be hot next year? You don't know. You certainly wouldn't want to risk a brick and mortar business on it, but what about an online business?

You start a blog on the topic, and you post daily. You do a little SEO, and maybe a little outreach.

Basically, you spend an hour a day making a post. Google loves content. They love to see you are posting daily. And they love to offer searchers great content on hot new topics – something that can be hard to find at first.

Your blog is one of the first on the topic. The topic catches fire. Soon you have traffic, and lots of it. You can post ads, affiliate products, list build and so forth to monetize your blog.

60 days go by. You're posting and making money, and best of all, you have a new asset.

Now you have a choice... keep running the blog or sell it. That's right, now you could sell it for a nice profit and walk away. Your choice.

And it's all because you devoted an hour a day to a new topic.

But what if the topic is here today, gone tomorrow? Try a different topic, something that is trending now and likely to keep trending.

I'll give you an example from American politics. November 2016, Trump wins the electoral college and becomes president. You could start a blog about how wonderful Trump is, and another blog about his shady business deals, lies, corruption and so forth. That's right, you could actually play both sides. Just don't let anyone know you're playing both sides.

This is a topic that will be hot as long as he is in office – perhaps as long as 4 years. Maybe even 8 years. You monetize the blogs, build the content which builds the traffic, and maybe after a few months or a year, you're tired of this. You sell the blogs, walk away, and start again on a new topic.

Watch the news – ALL the news, not just politics, and look for new trends that you believe will stick for at least a few years. Choose one, and then start your blog.

You've got very little to lose and plenty to gain.

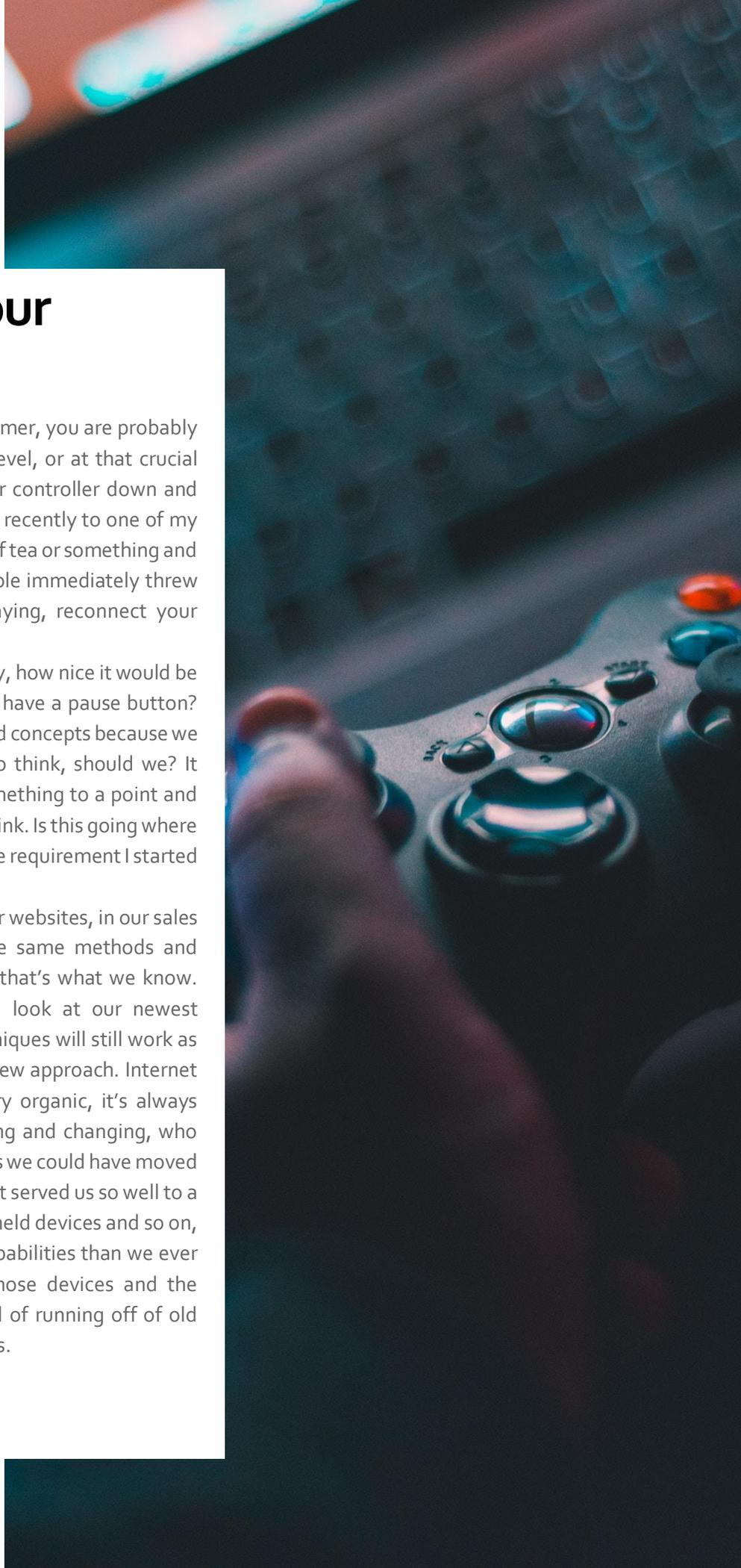
EPILOGUE

Reconnect Your Controller

If you are or ever have been a video gamer, you are probably familiar with getting a flat battery mid-level, or at that crucial point. It also happens when you put your controller down and leave it for a few minutes. This happened recently to one of my friends. They had gone off to make a cup of tea or something and their controller switched off, so the console immediately threw up the message onto the TV screen saying, reconnect your controller.

It struck me in that moment of his story, how nice it would be sometimes in our lives and businesses to have a pause button? We push through on so many decisions and concepts because we have started them, but we never stop to think, should we? It sounds so much more sensible to run something to a point and then hit pause and have a look back and think. Is this going where I want or need it to? Is this going to fulfil the requirement I started out with?

In our marketing campaigns and on our websites, in our sales copy and email shots, we often use the same methods and principals that we started with, because that's what we know. Often, we forget to take a pause and look at our newest requirements and see if those same techniques will still work as well, or if we should perhaps be trying a new approach. Internet Marketing (like all forms of sales) is very organic, it's always evolving as the internet is always evolving and changing, who would have thought that in just a few years we could have moved from the old email subscription model that served us so well to a full mobile internet, including apps, handheld devices and so on, that have more computing power and capabilities than we ever dreamed possible. We have to reach those devices and the people that utilise them now too instead of running off of old programming, techniques and approaches.



Here we are on the cusp of 2018, and today's internet business, today's entrepreneurs are more reliant on instant messaging apps and mobile applications that keep them in touch than they are with email. Email is still a vitally important resource, but it doesn't hold the power that it once did, in the world of mobile devices and cloud computing, email is now the snail mail of the internet superhighway.

As we build our new campaigns, take a moment, research and reevaluate, turn off that old wired controller and turn on that new wireless one. When you have reconnected, what does that campaign look like now? Will it fly on mobile devices as well as it would via email?

See you next month!



IF YOU HAVE A TRAFFIC PROBLEM, YOU HAVE A BUSINESS PROBLEM.

"Here's The Amazing No-Cost Strategy For Getting Other People In
Your Niche To Send You Their Very Best Customers!"

You Never Have To Worry About Traffic Again When You Find Other
People Who Are Willing To Get Visitors To Your Website For You! You
Can Put The Exact Strategies And Emails That I Use For My Only Source
Of Traffic To Work For You

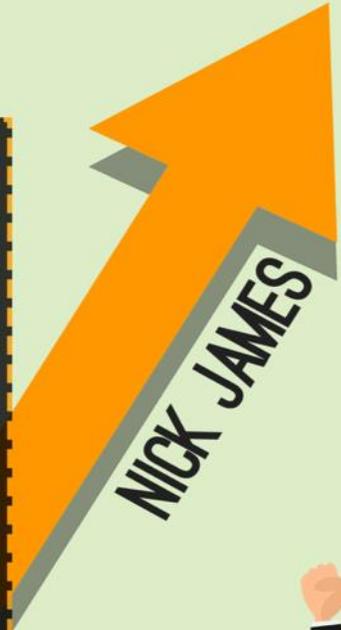


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