



Prologue

# The Best Start Up Money You Will Ever spend

You've seen the comments on WSO's and the like:

"How much will I have to spend to do this?" Or, "I won't have to spend any money to start this \$1,000 a week business, right?"

Yeah. Right.

Where did the notion come from that it should cost zero dollars to start a real business? If you open a barber shop or a donut shop or a flower shop, I guarantee you will need funding for the shop, the supplies, the tools, the counters, cases, inventory, etc.

Yet somehow we're under the impression that doing it online should be free.

3 words for you:

#### Get over it.

If this is your way of thinking, then just get over it. You will spend the next year searching high and low for the magical, mythical business you can start for zero dollars and be making a grand a month within the week.

And you're as likely to find it as you are a bowl full of unicorn farts.

Here's how a real business person would think:

"Okay, I'm a marketer, not a web designer. So instead of mucking about for the next six months to build a website and a sales funnel, I'm going to outsource the whole thing and have it done in a week, two weeks tops. "And while that is happening, I'm going to create a free report to give away to build my email list. And while I'm at it, I'm going to create an OTO, too, so I can immediately start making a few sales from my new subscribers."

Of course, if you're not a writer, either, then you would outsource the report and the OTO as well.

The point is, if your specialty is marketing, then that's where you need to put your focus. Let other experts handle the stuff you're not good at while you do what you do best.

The difference between trying to do it all yourself (the "free" way) and hiring pros to help you is usually about 6 months. That's right – try to do it all yourself and you will lose 6 months of business growth and profits.

Or it could take even longer. I know of one 'marketer' who has been trying to figure out the tech stuff for over two years. That's two years he could have been building his business, but instead he's trying to do everything himself rather than pay someone. That has got to be the most expensive version of 'free' that I've ever seen.

Outsource your challenges and focus on what you do best. This is the fastest way to get into profit, with the least amount of headaches and hassles.

You'll be glad you did.



# WHAT THE UNOFFICIAL DEATH OF GOOGLE+ MEANS FOR MARKETING

As the Google+ we knew splits up, what's the lesson learned? Don't put all your digital marketing eggs in one basket.

In full-on transition mode, Google+ is splitting into two new services: Streams and Photos. Google Hangouts has survived the fallout, but everything else is unclear at this point – except that Google+ as we know it is over and quite possibly near death.





# HOW TO GET EXCELLENT TRAFFIC AND LINKS TO YOUR BLOG VIA LINK ROUNDUPS

Link Roundups are those articles that point the reader in the direction of great content found on a variety of websites, typically on one particular topic. An example might be: "10 Best Articles This Week on How to Get Great Ideas for Content." Or, "30 Posts on Marketing and Productivity."

Here's an article from Traffic Generation Cafe on how to get your posts featured in link roundups, as well as an excellent list of Marketing Link Roundups to get you started.

http://www.trafficgenerationcafe.com/link-roundups/



# 33 EMAIL MARKETING TIPS TO DOUBLE AND EVEN TRIPLE YOUR EMAIL PROFITS OVERNIGHT

Speaking to someone through their email is the next best thing to calling them. Used correctly, it's a way into their heart and can bind them to you for multiple years and transactions to come.

But sadly most marketers are truly terrible at email marketing. That's why we've compiled this list of the 33 best email marketing tips to double and possibly even triple you profits – sometimes overnight.

1. One of the goals of the very first email is to set the tone of things to come. Let them know how often you will be emailing, what you'll be sending and what's in it for them. If you're going to be selling, tell them up front by making it clear you will from time to time be recommending products you think will be tremendous assets to them. Basically, you want them to know:

A. you'll be sending great info they can USE and will enjoy

- B. You'll be sending recommendations, and if that is going to blow their minds, they should unsubscribe NOW. This will save you aggravation later and sets the stage to allow you to sell (in the right way) to your heart's content.
- 2. From the very first email, try to get replies. Ask them what one thing would help them the very most right now to get what they want. You might phrase it something like, "What's your biggest challenge right now in \_\_\_\_." Then use their responses to drive your marketing.
- 3. Send testimonials. Often. Like once a week. A person's guard is down when they're reading their emails, which means it's a perfect time to send a story about someone who used your product and had terrific results the same results the person reading your email wants to get.
- 4. If your business requires more information from prospects than just a name and an email address, gather this info slowly. If you ask for name, email, address and phone up front, you're likely to get nothing. But if you ask first for just an email address, and later ask their name, and then their address and phone number, you are much more likely to get all of this information. [ALTERNATIVE: Let them opt in to your list with just an email address.

On the next page, ask for more info. Even if they don't give it, at least you captured the email.]

- 5. Do tons of research. Know your prospects better than they know themselves.
- 6. Write to them every day. Yes, every day. The key is to send something INTERESTING every day. Simply sending offer after offer is not interesting. Sending stories or tips or news or updates is interesting and you can always close with an offer. Just don't make the offer the only thing in your email.
- 7. No hard sales. Repeat: No hard sales. What's hard selling? "Buy this right now because it's fantastic, on sale and will never be offered again at any price and oh my god this is so wonderful I just wet my pants." Yeah, you know what we mean. Instead, use the soft sell. Third party testimonials and stories are excellent for this.
- 8. Pretend you're writing to a friend who has the same needs and desires as those on your list. Picture your friend in your mind as you write. This will help you to connect with your list.
- 9. If you have your own products, then promote them. After all, if your products or services are what will most help your lists, then why promote anything else? Be proud of your products. Only promote affiliate products when they fill a need your product does not, or when list members have already purchased your product. (See #10)
- 10. Do promote affiliate products that are similar to yours to your buyers. For example, let's say you have a product on how to drive traffic. The buyers of that product will be excellent prospects to purchase other traffic courses as well.
- 11. For your buyer lists: Follow up. Give them tips on how best to use the product they purchased, along with a recommendation for a related beneficial product.
- 12. Don't do your real selling in emails. Email is for relationship building through valuable content. Do your real selling on the sales page. (See #7)
- 13. Carry a device or a simple notepad with you to record ideas for emails. Ideas are everywhere, you just have to start looking.

- 14. Segment your lists to stay relevant. Sending emails on a topic readers aren't interested in is a no-no. Instead, offer a free report on the topic. Those who opt to get the free report have shown they are interested in the topic, and you can now tailor content to their interest.
- 15. Tell them why. If you want them to take some sort of action, tell them why they should take it.
- 16. Meet them where they are now, not where you want them to be. If your prospects are new to your niche then you're going to write to them differently than if they are seasoned veterans. Start with their mind set (Confused? Skeptical? Scared?) And walk with them to the solution you offer.
- 17. To become the authority in their eyes, you need to do two things: First, know more about the topic than they do. This means you read, study and so forth. Second, educate them. Share your knowledge and you are without question the expert.
- 18. Infuse your marketing message inside a compelling story to hook your readers.
- 19. Create open loops to get your emails opened. That is, finish one story and start another in one email. They open the email to get the end of the story they read yesterday, then have to open tomorrow's email to get closure on today's story.
- 20. If subscribers aren't opening your emails, take them off your list. Too many people not opening emails can hurt your deliverability and your emails could fall into spam folders.
- 21. The purpose of social media? To get people on your email list. Remember that and market accordingly. In social media people may (or most likely won't) see your message. But get into their inbox and your odds go up exponentially that your content will be read and acted upon.
- 22. With email, you OWN your audience. With social media, they can shut you down anytime they choose. Again the purpose of social media is to get people on your list.
- 23. Create a set of emails based off of your niche's frequently asked questions. The subject line is the question, the email body is the answer.

- 24. Trouble finding topics? Use movies, songs, TV shows, news, topical issues anything you can relate back to your subject. What would you talk about with coworkers on break? Yeah that's the stuff to use.
- 25. Get creative with your lead magnets. A list of resources, a video tutorial, a webinar you don't have to just do a pdf anymore.
- 26. Buyers are best, but freebie seekers can be useful, too. Buyers tend to buy again. But some freebie seekers do eventually buy. And others might share your stuff on social media with new buyers. So yes, let the freebie seekers on your list.
- 27. Treat your buyers like royalty. Give them special perks and benefits for being your customer to keep them loyal and buying your stuff. Let your non-buyers know they are only getting the standard red carpet treatment, while your buyers are getting the platinum star treatment. Encourage them to become buyers, too.
- 28. Create a 7 day email series for prospects who abandon the shopping cart. Acknowledge them in the first email, give them social proof in the next email, then combine social proof with the reasons they should buy from you in the next 5 emails.
- 29. Have a personality. Don't write like a machine write like yourself. You've got a personality and hopefully it's a good one. Use it to connect and let readers see the real you.
- 30. Build a cult of 'you.' Unite your readers with a common goal. Give yourselves a name and create your own language, too.
- 31. Write F.A.Q. emails. These tend to get opened and read a LOT. If you have a big promotion going, send out an F.A.Q. 2 days into the promotion and 3 days before it ends. Also place the F.A.Q. at the bottom of your sales page, underneath the order button. It will increase conversions.
- 32. Use \$1 trial offers to greatly increase sales. Let them know up front how much they will be charged and when, so they can cancel if they decide to. But if your product is good, most won't cancel.

33. Need to raise some cash fast? Do a 72 hour sale with a great offer. After 36 hours, lower the price again and let them know that people who purchased in the first 36 hours are getting an incredible bonus for having paid a little bit more.

There you have it – 33 tips to make your email marketing more profitable today, tomorrow and next year.

Of course the unspoken king of email marketing tips would be this:

Always, always, ALWAYS be building your list.



# FACEBOOK ANNOUNCES: USERS CHOOSE WHAT THEY WILL SEE IN NEWS FEED

Now you can prioritize the friends and Pages you see first – and so can your customers. Prioritized posts appear on the top of News Feeds with a star displayed in the upper right-hand corner of the post.

Appearing after all prioritized posts will be the regular News Feed mix. Now you've got even more reason to make your Fans interested to see what you have to say on Facebook next.



# IDEAS



## 5 MODERN KEYWORD RESEARCH METHODS TO UNCOVER HIDDEN GEMS

80% of SEOs and marketers do keyword research wrong. They plugin a keyword into Google's Keyword Planner, download the results and start sorting. But literally thousands of other marketers and SEOs have already searched that exact keyword. Your odds of beating the competition for these keywords isn't very good. However, there are hidden keywords that have decent search volume that you can rank for. Here are 5 methods for finding them:

http://www.quicksprout.com/2015/08/12/5-modern-keyword-research-methods-touncover-hidden-gems/#more-31486



# ARTICLE TEN (10) HOW-TO TIPS FOR MORE EFFECTIVE RESULTS TO YOUR ONLINE BUSINESS

### 1. How to Get Other People to Pay for Your New Business

Let's say you want to start a new business, but you need some capital to do it. Maybe you want to start making apps or some other kind of software. Or you need software for your own social networking site, or whatever. Here's a way to get others to fund it for you.

As you are building your business, record everything. Every problem you solve, every step you take, every misstep you make - take notes of everything.

Offer these notes for sale to others who want to do the same thing you're doing. For example, if you're building apps then you'd sell your info to other people who want to make money with apps, too. You might offer them a weekly update as you progress. Or bundle it all together and sell it when you're done. It's up to you, but frankly the idea of letting your customers watch you as you set up your new business and turn a profit can be pretty exciting for them and motivating for you. Plus, you'll get paid up front.

Offer this insider info for a reasonable price, and remember to offer an appropriate upsell as well. The right upsell will more than double your profits. Use this money to fund your business, and you've basically started a business for free – not a bad deal at all.

### 2. How to Make an Immediate Lump Sum from Your Paid Membership

Gotta love continuity, right? Where else can you sell something once and get paid more than once? And if you have your own membership site, it gets even better because you can also cash out a lump sum whenever you chose to. Here's how:

Let's say you've got 300 members paying you \$27 a month, and you decide you would like a lump sum payment. Offer your members a special one time deal. They can pay for 6 months right now, and get an entire year of membership. That's \$162, saving them \$162. Or you could make it \$149, saving them even more.

If you get one out of three members to take your offer at \$149, you just received \$149 times 100, or \$14,900. Not a bad pay day.

### 3. How to Grab a 50% Piece of as Many Business Pies as You Like

That's right – you can make 50% for products you haven't even created or sold, simply by offering this service.

There are plenty of people out there who have created products but are reluctant to bring them to market. Why? Probably because they either don't want to spend the money it takes to launch a product, or they don't know how to do it, or they're simply scared. The reasons don't matter so much. What does matter is they've got a great product that will sell, if it's given the chance.

You can offer to launch the product for them. You put up the sales page, create the membership page if it needs one, write the sales letter and get the graphics done. Or you can outsource the entire thing, depending on if you'd rather do it yourself or pay someone else to do it.

In exchange, you get 50% of the profits. The product owner gets the other 50%, of course. You get 50% of profits from sales, 50% of recurring sales, 50% access to the list and 50% if you sell off the product.

Be sure to get this in writing. Never assume, even if it's someone you've known for years.

This is a win-win for both of you. The product creator gets their product out there and gets 50% of sales. You don't have to create a product. You just handle the marketing. If you have a list and JV contacts, this will be even easier. If not, budget for solo ads, Facebook ads or Adwords to get the ball rolling.

If you've never launched your own product, you might want to do that first to get the experience. Then go to forums like Warrior and find folks who have products and need help launching. Be choosy about which products you want to launch. And then make it a big success for both of you.

### 4. How to Track Solo Ads Using Your Autoresponder

Here's a down and dirty method to track response rates of solo ads or anything else you're testing out, and you don't need any additional software or know-how to do it.

Simply set up a new web form for each new solo ad. Then clone your squeeze page by copying it and creating a new one.

Now shorten your cloned squeeze page URL in bit.ly or whatever service you use. Give the shortened link to the solo ad seller.

That's it! This way you can easily track the opt-in rate of each solo ad. And you can also see where the sales came from as well.

Easy!

### 5. How to Guarantee You Make Money in the Internet Marketing Niche

This won't make you rich but it will make you a full time income.

Everyday there are new people wanting to do Internet marketing, but they don't want to do the work. If you can take the pain of the work away from them, they will pay you for it.

The pain is in the actual "doing" of the thing. So you do the "thing" for them. What's the "thing?" It could be creating their first product, setting up their sales funnel, building their website, writing their blogposts, putting a list building system in place... anything that needs to be done to start an online business qualifies.

Let's say someone wants to run WSO's but doesn't know where to start. "I will create your WSO for you" is going to resonate with them.

You create the first couple of WSO's for your first customers, and then when you're in profit – you outsource the rest of the WSO's while you focus on building your next service.

Yes, it really can be that simple. Watch to see what people want when they're starting their online businesses, then jump in and be the one to give it to them. Guaranteed you'll make money.

### 6. How to Make More Money from Your Products (3 ways)

What if you were to do the exact same work and put in the exact same effort on your next product, only you made 3 tiny changes... and increased your income? Here's how to do it:

1. Change the commission amount that you offer to affiliates. If you normally give 100% to build your list, try offering just 60 or 70% instead. Surprisingly, your affiliates will often send just as much traffic, but you get to profit as well.

Alternative: Bump the commission up to 100%. If you normally pay 50%, trying bumping it up this time instead. Then offer an upsell in which you either split the commission with affiliates, or take it all yourself.

2. Insert links into your product. This is old school but it still works. Choose a product or two of your own that fit well with the product you're selling and talk them up inside your new product. Don't oversell, just mention how they will help out with whatever it is they do.

Alternative: Add the sales pages for the products as index.html files into your download zip. Or better yet, do both.

3. Place links for other products on your download page. This is prime real estate and a great place to make other offers.

Alternative: Offer your best affiliates a link to their product on your download page if they will promote your product like crazy. This works really, really well at motivating some affiliates. Decide if you want to split the profits from their products with them, or let them keep 100% of the profits.

It's surprising how often simple little tweaks can substantially add to your bottom line. You just have to test things out and see what works best for you – it's well worth the extra few minutes it takes.

### 7. How to Turn Expenses into Profit Streams

Are you getting something expensive done for your business? For example, are you having some special software made just for you? That might set you back a couple of thousand dollars, but not if you're smart.

When you tell your coder what you want, ask him to create a stand alone version that you can sell to others. It might be a blank version with no graphics or banners that you can then sell at a premium rate to other marketers, who can then brand the software and sell it under their own name.

This might cost a little more money up front, but the money you earn on selling the software will likely pay for the whole deal, and maybe even put you in profit.

What if you're having your lawyer draw up legal forms for your website? Same thing. Ask your lawyer to make generic versions you can then sell to other marketers who can't afford a lawyer. Make it clear that they need to do their own due diligence, and that you are not offering legal advice.

Anytime you are paying for anything pricey, ask yourself how you can turn the expense into a profit stream. It's a simple shift in your mindset that can greatly reduce your overhead and even put some money in your pocket.

#### 8. How to Double Your Banner Conversion Rates

If you have banners on your website that promote affiliate products, this is for you.

Take the affiliate banner that's supplied to you and put it in Photoshop or Gimp (or get a Fiverr person to do it for you). Reduce the banner image so you have some room at the top of it. Now place your photo there along with the words, "YOUR NAME recommends..."

Or if you use the product yourself, give a short testimonial to that effect.

If you have a loyal following, sales will typically double from this simple change.

#### 9. How to Safeguard Any Document from Loss

This is the fast and easy way to make sure something cannot be lost – even if your computer crashes or you forget your laptop in the airport terminal.

Simply send the document (or file, or whatever) as an attachment to your Gmail or other online email account.

Now you can access it from anyplace or from any device where you can access your email.

#### 10. How to Ask for and Get JV's

You've got a terrific offer that's converting at 10% with earnings per click of \$1.50. Anyone who mails for you is bound to make money. So why is it when you email potential JV partners, you don't hear back from them?

Let's look at it from the perspective of the JV partner. They probably get 2-5 emails a day just like yours. They already have a lot going on. They already have a lot of income coming in. They're not desperate to mail, but they know if they do they will make money. So they need to get around to it, and they will, but it's probably not going to be with your product unless you make it super easy for them.

Yes, you're going to have email swipes in place and everything ready to go, but that's not exactly what we're talking about.

When someone gets your JV request, she has to review your product to see if it's any good. That alone is generally going to take an hour or more. If she likes it, she'll want to form her own opinion of it so she can tell her list. More time. Then she's got the whole autoresponder thing to deal with. It's an investment of time for her, for sure. Frankly, she'd rather be doing something else.

So to help push her in the direction of choosing to do this work for your product, here's what you can do:

Don't ask for the promotion because that's what everyone else does. Instead, let her know you've got a 'ready to go promotion' for her mailing schedule next week if she hasn't already filled it.

Provide a swipe email or two with her affiliate link already inserted into it. Provide a review copy. Provide all the details, like: Earnings per click, conversion rate, commission, who has promoted it, etc.

By saying it's a ready to go promo and giving all the details up front, you are standing apart from every other product owner who is saying, "My product is great and I'm great and you should promote me."

You're focusing on what the JV partner needs and wants, and what's in it for HER, not for you.

Yes, it doesn't seem like a big difference. But like anything else, it's not just what you have but how you present what you have that can make all the difference.



# THE STEP-BY-STEP GUIDE TO FIXING ANY GOOGLE PENALTY

Hopefully you never have a Google penalty. If you rely on Google for traffic and suddenly find your website in the penalty box, your income takes an immediate and very hard hit.

So just in case this ever happens to you, you might want to bookmark this page so you have it ready:

http://www.quicksprout.com/2015/08/05/the-step-by-step-guide-to-fixing-any-google-penalty/



# IDEAS



# 6 LANDING PAGE MUSTS FOR HIGHER CONVERSION RATES

Guaranteed you are missing at least one of these from your landing page.

http://blog.hubspot.com/marketing/landing-page-higher-conversion-rates



# A SURPRISE NICHE WITH ENORMOUS POTENTIAL PROFIT

You already know about the BIG THREE niches: Health, Relationships and Money. It's been estimated that as much as 80% of online revenue has something to do with these 3 niches.

And of course if you're going into one of these niches, you're going to want to niche it down a whole lot more. For example, Health could be: Weight loss, yoga, running, herbal remedies, healthy cooking, etc. The list is endless.

But how often do you find a great niche that isn't in one of these three categories? That is, how often do you find a hot niche that isn't over run with competition? Not too often. That's why when I stumbled on this niche, I had to tell you.

Of course, this niche is nothing novel or new. It's simply overlooked by the vast majority of marketers. Which is a shame because it's highly profitable and the buyers in this niche will fork over big bucks to get solutions to their problems.

So what's the niche? Education. It's a multi-million dollar category with an endless stream of parents ready and willing to pay to help their kids.

If you go into this niche, you'll again want to sub-niche it down to a particular field (math) or grade level (anything from kindergarten all the way to university).

Imagine a young parent with a child who is struggling in school. Is that parent willing to pay for a course or book to help the child? You bet. How about a parent who is worried their child won't get into a good university, or worried they can't afford one, or just wants to help their child write term papers - the list is endless.

If you have a teaching background, or if you can enlist the help of teachers, you could probably make a small fortune in this niche. At the very least you could publish a line of Kindle books on tips and tricks to do well in each grade of school, and another series of books to show parents how to help their kids. The possibilities? Endless.



Believe it or not, saying the word "done" can help you get more accomplished on your to-do list. "Telling ourselves that we're done creates not only an emotional reaction, but a physiological response as well, releasing the feel-good chemical Serotonin."

Here are ways to create more opportunities to say, "done."

http://www.fastcompany.com/3044546/work-smart/why-saying-this-four-letter-word-can-transform-your-productivity

25



# IDEAS



## 6 CARDINAL SINS OF REDDIT MARKETING

Can you drive traffic and makes sales from Reddit? Absolutely, if you don't break any of these rules:

http://www.searchenginejournal.com/six-cardinal-sins-reddit-marketing/137192/



# FUN: THE MISSING INGREDIENT TO YOUR BUSINESS?

Run for Your Lives is a 5K zombie infested obstacle course. Participants assume the role of either survivor or zombie, the chased or the chasers. Everyone pays to participate, even the spectators. It's a crazy, fun idea. Check out the video.

http://www.runforyourlives.com.au/sydney/

Not Another Bill sends its customers monthly surprise packages. It's like getting a present in the post every month, and you never know what it's going to be.

https://notanotherbill.com/

Hangover Heaven runs a luxury bus in Las Vegas in which you are pampered and intravenously fed hangover cures as the bus cruises up and down the strip. We're not joking.

http://www.hangoverheaven.com/

What do these businesses have in common?

One word - FUN.

So what can you do to spice up your business model and make it fun? Try carrying this question around with you for a week, jotting down every seemingly crazy idea you have and see what happens.

Just one idea on how to inject a healthy dose of fun into your business can net you plenty of free publicity as well as loyal fans and customers who brag about you on social media.

Think about it.



# 17 TOOLS THAT'LL TAKE YOUR SOCIAL MEDIA MARKETING RESULTS TO THE NEXT LEVEL

Social media is a wasteland of productivity. (You know this is true – just think about the last 5 things you did on social media.)

Marketers use social media to grow their business. Most, however, are wasting their time. Yes, social media does definitely drive traffic – there's no doubt about that. What is troubling, though, is that very few marketers use social media efficiently. They spend a lot of time and resources to get back only minimal results.

But by using the right tools, you can change all that and get MORE traffic by spending LESS time on social media. Here's how:

 $\underline{\text{http://www.quicksprout.com/2015/08/14/17-tools-thatll-take-your-social-media-marketing-results-to-the-next-level/\#more-31430}$ 



# IDEAS



# FINDING INSPIRATION FOR YOUR EMAIL MARKETING

Would you believe sporting events, movies and even the weather can be the inspiration for your next 4-figure email?

http://www.business2community.com/email-marketing/finding-inspiration-email-marketing-01249575



You create a product to sell.

Then you buy a fancy script to hide the product so no one steals it. You know what I mean. To unlock it, the customer has to type in a passcode or jump through a few hoola hoops and then maybe they get it. Maybe.

Or maybe the passcode is full of zero's and capital O's, and big letter I and small letter I and the number 1 which look a lot alike, and now you get your help desk swamped with angry people who can't access your product.

Was it worth it?

Heck no.

Using a simple membership script or a no follow link for the download page is plenty.

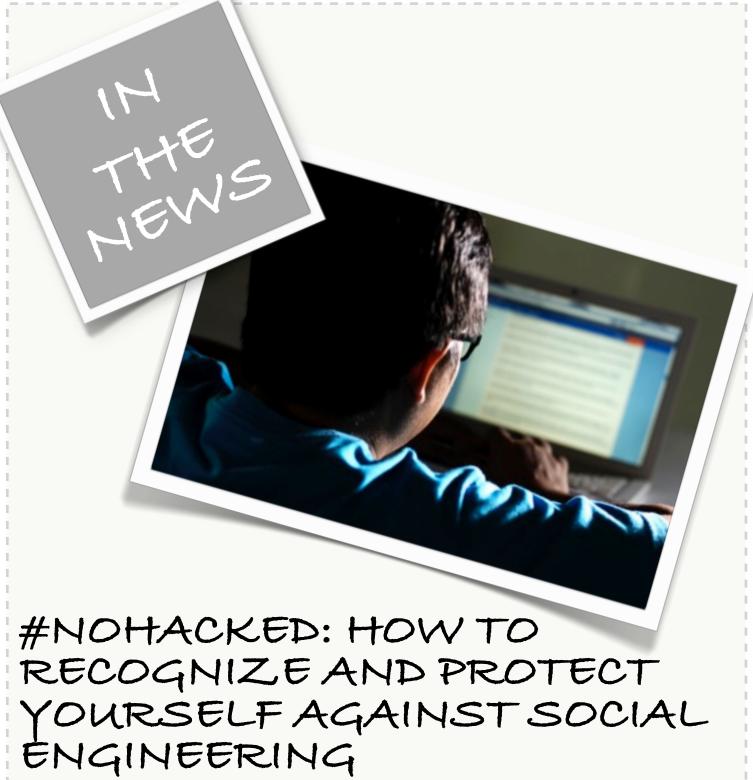
If someone wants to steal your stuff, they're going to steal your stuff. All it takes is one buyer to put it up on a forum, and frankly there is no way you can stop them from doing it. What you can do is inform any site that is hosting your content illegally to take it down, and they almost always will.

But here's the point:

For 99.9% of buyers, you don't need this heavy security. For the other .1%, nothing is going to stop them.

So why waste your time and aggravate your real customers? Focus your efforts on SELLING, not on protecting your pdf's and your videos.

You'll make more money and be a whole lost less frustrated, too.



You might be familiar with phishing, but it's not the only form of social engineering you need to watch out for. For example, the software and tools you use on your website may contain malicious exploits that allow hackers to gain access to your site.

http://googlewebmastercentral.blogspot.com/2015/08/nohacked-how-to-recognise-and-protect.html



# IDEAS



# 7 LETHAL MARKETING MISTAKES YOU CAN'T AFFORD TO MAKE

Despite your efforts, you're not getting a good return for the brutal effort that you put in to your work. You feel like you're just... wasting your time.

So what's going on? Chances are, you're making some mistakes.

http://www.firepolemarketing.com/lethal-marketing-mistakes/?hvid=3rUc5T



# ARTICLE GREAT MOBILE APP FOR YOU AND/OR YOUR CUSTOMERS FIVE (5) KEYS TO CREATING A

Did you know that mobile adoption is growing 8 times faster than traditional web adoption in the 1990s? There are now no less than 1.2 billion individuals from across the globe accessing the web with their Smartphone (1).

So, being able to visit a page through a dedicated mobile application is extremely important in marketing terms too. Unfortunately, there is a myth that all apps are effective and highly engaging. Nothing could be further from the truth. To make sure that yours is headed in the right direction, let's look at five triedand-tested principles that should always be taken into consideration during its design.

### 1. People Are Busy

This should already be a foregone conclusion. Translated into the world of the mobile app, this essentially means that the user will not have a great deal of time (or the willpower) to remember a password or a certain sequence of steps. Some of the best apps in the world can be accessed anywhere at any time with the simple click of a button. Should the app be difficult to get into, it will likely remain in a dusty corner of ones homepage and as a result, the site and its offers will not be accessed as frequently. Simplicity is key.

## 2. Brevity is the Soul of Wit

As of 2013, mobile traffic accounted for 15 per cent of all web traffic (2). This has likely increased to well over 20 per cent in this year alone. You can already guess that this trend shows no signs of slowing down; hence any mobile application has a very real selling power today. What should this mean to you in marketing terms?

This: Your content should be delivered efficiently, aka. in a QUICK way.

It's not a secret that a slow loading website will receive few visitors due to the fact that we live in a "now or never" society. The same principle holds true for the humble mobile application.

The message, product or service that you are trying to send needs to be accessed quickly – as soon as possible when the user opens your application and the user should be quickly taken to the most relevant page.

People can (and will) make mistakes when it comes to complex tasks. Make it easy for them. Keep It Simple: Design your app around simplicity and easy integration/s.

#### 3. All About the Brand

Keep the brand in mind when designing the app. It should mirror the company logo, incorporate the same colors and exhibit the same "feel" as the website in question. Think of this principle much in the same way as any traditional marketing campaign. The most successful brands are the ones whose logos can be recognized in an instant.

Imagine Coca-Cola, Apple and Facebook and how quickly consumers recognize their logos. Your appneeds to mirror this very same notion.

To put it another way, let's imagine that you enter into a supermarket. Which product are you most likely to purchase; the one with a great logo that is easily discerned or the generic box in the corner? The answer here is clear, isn't it?

### 4. Clarity

Your app should quickly and clearly guide the potential customer to the "meat" of your presentation, website interaction and sales. People are indecisive especially when they are on the run or taking a quick lunch break before heading back to the office.

Thus, the app should have a clear navigation, making it easy and clear as crystal for the visitor to be landed in the right direction.

Not all users will arrive at the same result/page simply because this is what you as a marketer wish them to do.

Here is an example: Should the application be directed to the homepage of a flower business, the page should clearly state the benefits of its service and there should be a clear link directly to the purchase page.

All "fluff" should be removed.

Remember that.

An app is just as much about pragmatism as it is about flashy branding.

#### 5. Allow the Visitor to Interact

This has actually been one of the guiding principles of website design since the "ancient days" of the 1990s.

To put it simply, visitors learn best by doing things. Enable the application to allow them to explore, navigate and investigate what the site and the product both have to offer. A sequence of steps set in virtual stone can be a turn-off and ultimately, a potential customer could very well be sacrificed. The longer an application is able to hold the attention of an individual, the more likely he or she will be to take the next step and convert into a customer.

#### Still Not Convinced?

A recent study illustrated that 55 per cent of all time spent on a retail site is performed on a mobile device (3).

It is predicted that by 2018, 30 per cent of all Internet spending will take place via a Smartphone app (4). It is therefore clear that there has been no better time to adopt an efficient and eye-catching application.

All seasoned Internet marketers are aware of the importance of the mobile application. Still, it is amazing that there are countless platforms (both large and small) that still have yet to embrace the suggestions mentioned in this article.

These tips are all based upon solid research and as this market continues to expand, you can only expect that the role of m-commerce will increase exponentially.

Why not stay ahead of the curve as opposed to being left in its wake?

---

#### Resources:

- 1. <a href="http://resources.mobify.com/50-mobile-commerce-stats.html">http://resources.mobify.com/50-mobile-commerce-stats.html</a>
- 2. <a href="http://www.slideshare.net/kleinerperkins/kpcbinternettrends2013">http://www.slideshare.net/kleinerperkins/kpcbinternettrends2013</a>
- 3. <a href="http://mobiforge.com/research-analysis/m-commerce-insights-give-users-what-they-want-and-make-it-fast">http://mobiforge.com/research-analysis/m-commerce-insights-give-users-what-they-want-and-make-it-fast</a>
- 4. <a href="http://www.juniperresearch.com/viewpressrelease.php?pr=419">http://www.juniperresearch.com/viewpressrelease.php?pr=419</a>





### OUT OF 100K QUESTIONS ON GOOGLE WEBMASTER FORUMS, HERE'S WHAT PEOPLE STRUGGLE WITH THE MOST

"Google says my site is not mobile but it is."

"Why do my competitors rank better?"

"Why does Google say my site is hacked – it's not!"

And several other interesting questions are answered here:

https://blog.ahrefs.com/google-webmaster-forum-questions/



## IDEAS



#### 126 MUST READ TRAFFIC GENERATION CASE STUDIES

Forget buying a course on how to get traffic. These case studies can teach you everything you need to know about getting traffic to your website, from marketers who have actually done it.

http://ninjaoutreach.com/traffic-generation-case-studies/



## YOU HAVEN'T SEEN PLR USED LIKE THIS ...

I know a marketer who subscribes to a PLR membership.

He gets good stuff, usually video courses that are guite extensive. When he finds a course he likes, he renames it and gets new graphics for it so it looks like it's his.

So far so normal, right?

But this is where it gets good. Instead of just selling it like you would any other course, he offers it as a personal mentoring course that lasts for 30 or 45 days.

And he sells it for \$297 to \$497, depending on the contents of the course and the duration he chooses for the course length.

Then he simply makes himself available via email and twice a week via Skype to answer any questions. Of course he makes sure he knows the topic well, but anyone who's been marketing for any length of time will know the basics well enough to do this.

He also limits the number of people who can join to somewhere between 10 and 25, depending again on the course.

This creates urgency, and it's not uncommon for him to completely fill a class. But even if he only sold a couple of mentoring courses, he would still be plenty in profit since his monthly membership is only \$49.

The real work is done by the student as she progresses through the course. He just answers questions. It's a great deal for both him and the students, since they are learning by doing and they have someone to go to with guestions. And he doesn't put in much work to make the profit he gets.

If you've got a decent amount of Internet Marketing experience yourself, you might want to try this.



# SUBJECT LINES

Be timely and present solutions, not problems. Unless...

Remember, it all comes down to testing. These are the results of testing four different types of subject lines, but your results can vary.

http://www.business2community.com/email-marketing/4-secrets-we-learned-from-testing-email-



## IDEAS



#### 39 TOP BLOGGERS REVEAL HOW THEY GET MORE BLOG TRAFFIC

Some bloggers get dozens of comments and hundreds of shares within hours of posting their new blog post. Here's how they do it:

http://brentjonesonline.com/blog/traffic-generation/39-top-bloggers-reveal-how-they-get-more-blog-traffic/

42



The improved video upload tools allow you to...

- Restrict the audience of a video by age and gender (in addition to location and language, which are already available).
- Set an expiration date for a video and retain its insights, even after the video has been removed.
- Publish video directly to the Videos tab for your Page, without distributing to News Feed or Timeline.
- Allow or prohibit video embeds on third-party sites.
- Add custom thumbnails for videos, using your own image or a suggested thumbnail.
- Label videos based on interest categories, including Entertainment, News and more. Plus Page owners now get a video library to organize and update their videos. Details here:

http://media.fb.com/2015/07/21/updates-for-video-publishers/



August's Simple #1
Biz You Can Start
Biz You Can Start
Today And With No
Today And With No
Prior Experience!

### \$100,000 Per Year From Webinars You DON'T Do

A lot of marketers do NOT like the idea of sitting on a webinar for an hour, covering a lot of information and trying to sell to several hundred people. In fact, it terrifies some people as much as getting up in front of a crowded room to speak.

But there is a way you can make terrific money from webinars without actually doing the webinars yourself. And there is no limit to how much you can make, since you can do this multiple times and then add a twist that can literally double or possibly even triple your money. (We'll cover this in a moment.)

It's important to realize that by using this exact system, marketers have been making six figure incomes for at least 15 years. In fact most of the big marketers do this, as well as many smaller, part time marketers just looking to make extra money.

The time investment is relatively small. In fact you could spend 10 hours a week on this and do really, really well.

First, let's give the basic outline of how this works: You're going to need a responsive list of decent size. If you don't have one yet, set this technique aside until you do because you won't want to miss out on what is basically "free" money – that is, money you earn for someone else's efforts.

And if you don't yet have a list, do not be discouraged. Learning this technique may be just what you need to finally start building that list of yours, and building it fast, too. Imagine if in the next two months you built a decent sized, responsive list. You could then begin using this system with great success.

And if you already have a list, you're going to kick yourself for not having discovered this sooner, because you have lost a lot of money by not doing this.

Your primary job in this system is to have a responsive list. That's it. Have a responsive list and your work is already 90% done. By responsive, we mean that you should be able to get at least 200 people on a webinar. The more the better, but 200 is an excellent starting point. Even 100 can be good, depending on the niche, but 200 is your initial goal.

[When the day comes that you can get 1,000 people on a live webinar, you will be luckily wondering what to do with all your money;-) ]

Alright, here's the other 10% of what you'll be doing:

Find other marketers who meet both of these criteria:

**A)** Have a product to sell with a nice fat affiliate commission. Not a \$10 product – something that makes real money, like a \$97 product, a \$497 product, or a \$50 a month membership.

NOTE: This has to be a product your list will want to buy – don't try to sell gardening advice to hunters.

#### B) Do live webinars promoting their product.

There are tons of these folks out there, especially in the Internet marketing world. But regardless of what niche or niches you're in, you'll find them.

Contact them. Okay, I better tell you now – this is an EASY contact. You're not asking them for a favor. Rather, you're offering to do THEM a favor. YOU have the list. They have the product they want to sell. It's a match made in heaven and most (9 out of 10) product owners who do webinars will jump on this.

So don't be nervous or scared to contact them - they are eager to hear from you.

Tell them you can get "X" number of people on a webinar with them if they would like to promote their product. All you want? Is a 50% commission (or whatever you negotiate.)

Make a note here: This works best if the product is EVERGREEN. That is, the product is something that will sell today, six months from now, and even a year from now. This comes into play later, when you set out to double or even triple your profits.

Let the product owner know that you're not thrilled about doing webinars yourself, so you're just going to introduce him or her and then let them take over on the call. Frankly, most marketers who do webinars PREFER this anyway, since they don't know you and don't know if you'll be an asset or a liability on the call. They would rather be on the call alone so they can control the entire process, from presentation to selling.

Your webinar partner will probably want to set the whole thing up, going through their GoToWebinar account. They'll have control of the webinar, but they can hand control of it over to you remotely if you need that. And they'll want to run the sign-ups through their system so they get the optins.

That's alright – don't quibble about this because it's part of why they're doing it. Yes, they want to make the sales, but they also want the opt-ins – that's why they so quickly say 'yes.'

Have them set up the product so that you are the affiliate. They will then give out your affiliate link at the end of the webinar. Usually it's a page that says, "Exclusive offer for YOURNAME's subscribers."

Once this is set up, you mail your list and give them the time of the webinar, along with why they should be there. Odds are your partner already has an email series to give you, but if not, remember to focus on what attendees will discover from being on the webinar. One BIG HUMONGOUS benefit works best, but several smaller ones can be as effective.

Be sure to email your list several times, because the more who attend, the better for you. Yes, it's okay to pester your list – remember, they are getting FREE VALUABLE INFO from the webinar.

Which brings up a point – never partner with someone who will spend the entire webinar selling. If you do, you'll just piss off your list and they won't attend any of your webinars in the future. Instead, make sure your partner is giving away VALUABLE information that your list can use. This way even if they don't buy the product, they are happy they were on the webinar and you look like a star. Plus they're much more likely to attend the next webinar as well.

When it's time for the webinar, get on early. Welcome your guests if you like. Then introduce your partner. Odds are your partner will have something already written out for you to say. Yes, you might be nervous, but all you have to do is make the introduction and you're basically done.

Then you can just sit back and listen to the webinar. Do not leave the webinar, just in case your partner asks you a question. Odds are they won't, but it's good to be ready if you're needed.

Your partner does the webinar, gives the sales pitch for the product, directs them to your affiliate page, and you both make money.

Nice, right?

But this is only half the story.

Yes, there's more. Remember when we said you could double or perhaps even triple what you make on the live webinars? Here's how you do it:

Each time you do one of these webinars, you're going to upload the webinars and then promote the replays through your autoresponder series.

If you're clever, you can use the fancy software that makes it look like a live webinar. Or you can simply put the replay up on a page of its own, with a buy button. Make sure you really sell the viewer on WHY they should watch the webinar.

Then advertise the webinars any way you choose, but especially through email to your readers.

Anyone new who comes to your list will be offered the replays, one by one. And anyone already on your list can be offered the replays as well. Just because they weren't interested or didn't have time to watch the webinar in June doesn't mean they won't be interest in October. Many times it is simply a matter of timing – making the webinar available when the time is right for them.

You can even use these webinars to further build your list. Offer them via squeeze pages – a person opts in to watch the webinar. Some new subscribers will buy the product, which means you have a self-liquidating list building system even if you're buying traffic.

There are so many variations on this, that you'll find it's easy to list build AND make money AND build relationships with product owners in your niche all at the same time.

Speaking of relationships – you invite Fred to do a webinar to your list. It goes well and Fred is happy. A month later Fred contacts you and says he's got a new product with a new webinar – are you interested? That's right – it doesn't take long before product owners are contacting YOU and asking if they can do a free webinar to your list.

#### Want to make even MORE money?

List build in multiple niches. There is no reason why you can't - for example - list build in the Internet Marketing niche, the dating niche and the weight loss niche simultaneously.

This way you can have three times the number of webinars going on at once, and three times the number of replays, too. And again, all you're really doing is list building. You're not creating products, you're not creating the sales funnels and you're not holding webinars. What you are doing is making some serious money and some terrific contacts in the business.

Here's a little side benefit of doing this – remember, all you do on these webinars is make the introduction. But after awhile, when you've done enough of these introductions and listened to enough of these webinars, a funny thing happens: You get over your fear.

You start realizing that YOU can do a webinar yourself. When the time comes that you create your own product, you can now sell your product via webinar to your own list and to anyone else's list for that matter.

And when you're selling to other people's lists via webinar, you are also simultaneously list building. Remember when your partner set up the webinar so they would capture the opt-ins? Now YOU can set up the webinars you hold with list owners and capture THEIR opt-ins.

When you do this, you'll not only get the email addresses of everyone who shows up to the webinar – you'll also get the email addresses of those who sign up but don't show up, which tends to be double the number of attendees.

So if you got 300 people to show, you probably had 600 sign up.

That's 600 people added to your email list practically overnight. Do this once a week and that's 30,000 new people on your list EVERY YEAR with very little effort on your part.

Do you see how powerful this will be?

But don't worry, you're not going to be holding your own webinars for awhile. For now, just focus on getting a good, responsive list, and setting up these partnerships. That's all you have to do for now. The rest will come as you gain more and more confidence and experience.

Talk about the perfect business for a new marketer.

I don't know if you realize the power of this system, or the potential, but it's huge. Like we alluded to in the beginning, marketers have been making terrific money from this for at least the last 15 years.

And we don't just mean big time marketers.

Even little ones have astonished themselves with how easy this is to do and how profitable it can be.

So don't wait. If you have a list already, congrats, you are 90% of the way there. Now start contacting product owners who do webinars.

If you don't have a list – seriously, what are you waiting for? Get list building NOW and in a couple of months you can be sending out emails to your list promoting your latest webinar.

Don't wait.

Don't put this off.

Figure out what your first step is and get started today.

You'll be thrilled you did.



People are not happy about Twitter removing backgrounds...

http://mashable.com/2015/07/20/twitter-removes-backgrounds/

But if you're interested there is a way to fix it...

http://www.theguardian.com/technology/2015/jul/21/twitter-removes-background-images-timeline-fixchrom-plugin



## IDEAS



#### ROCK YOUR BLOG WITH 5 EXPERT PROMOTION TIPS

You've crafted a great blog post. Now what??

http://seocopywriting.com/5-expert-promotion-tips-to-rock-your-blog/?hvid=1pglZ8



August's Simple #2
Biz You Can Start
Biz You Can Start
Today And With No
Today And With No
Prior Experience!

## Teaching Internet Marketing to Local Newbies? Heck Yeah!

Here's a business I've seen done and it's surprisingly profitable in the long run. I'm talking about making \$60,000 in a weekend, with maybe \$40,000 to \$50,000 after all expenses (give or take, your results will no doubt vary.)

In a nutshell, it's putting on weekend seminars for local people who want to make extra money by starting an online business of their own.

In other words, newbies who don't know much of anything about Internet marketing but are looking for more income and a good deal of guidance and help to get them started.

If you get 30 people to attend at \$2,000 apiece, that's \$60,000. Not bad for two or three days of work, and you can repeat the process as often as you like.

The first step is of course to target people locally. What "local" will mean depends on where you live. If you live in a smallish country, then your entire country could be considered local for this purpose. If you live somewhere larger like the United States, then local might be your state or your area, such as New England.

The point of being 'local' is two-fold. First, people don't have to travel far to attend your seminar. In fast most of them can drive to your seminar's location in a day or less.

Secondly, there's an added trust when the person you're dealing with is from your own area or country, rather than someone from halfway across the globe.

To target people locally, you can of course use things like Craigslist and newspapers. But frankly advertising through sites like Facebook that can target exactly who you want in the locations you specify is probably the way to go, especially if you want to get this off the ground quickly.

Target anyone looking to make extra money online who lives in the geographic location of your choice. Choose a URL that reflects the location, such as NewEnglandInternetMarketing or SpainOnlineBusiness.

Warm up your list by giving them information to get them started, while simultaneously prepping them for your seminar. Remember, you are targeting new marketers, not seasoned pros. This is important.

For your seminar, you'll be taking them from ground zero to having a business. This means you cover everything – getting a URL, hosting, niche and keyword research, autoresponders, payment systems, affiliate programs and affiliate marketing, etc.

You'll also advertise that by the time they leave the seminar, they will have a URL, hosting, a beginning website, etc. And if want you can choose to pay for all of it yourself, so that none of it will cost them a penny more.

You can do this pretty cheaply, too. You're simply paying for their hosting for a year which will include a URL, access to plugins they need, etc. You can get great deals on these things in bulk.

You will want to have an assistant or two on hand to help them or even set things up for them. This is to be truly turn-key for your attendees, which is the biggest selling point: In one incredible weekend they have their own online business.

If you're wondering if it's worth it for the attendees, the answer is a resounding YES.

You are giving them a crash course on everything you have learned over the years the hard way. Frankly, they are getting their money's worth and then some.

Add a healthy dash of motivation to the course to get them fired up in your seminar as well. You'll want to video record testimonials from the attendees to post online when you offer your next seminar. And you want everyone to walk away super happy and pumped up that they attended.

Now you might be wondering – where are you going to get all the materials to use in teaching your seminar? And the answer will surprise you – use PLR. That's right. There are tons of good quality PLR products out there on everything a person needs to know to get started online.

You might be skeptical, but do a search online and you'll see that you can get a quality PLR course that teaches all the basics for less than a hundred dollars. If nothing else, this gives you a great outline to follow. Or if you buy a video course, you can show a video, talk about it and take questions, show the next video, etc.

And all while you are teaching, your attendees are also following the steps and building their business.

Frankly, anyone with a basic knowledge of online marketing can do this and make a lot of money.

Sure, it's always tempting to follow the next innovative thing. But teaching newcomers the basics of online marketing is a tried and true method that will likely always work, because new people are wanting to start a business all the time.

And by offering your seminars locally, you build trust while removing the dreaded cost and time and aggravation of flying.

Plus many of your attendees won't even need a hotel room if they live less than a couple of hours away, which is another incentive for them to say yes.

Choose venues that look nice but aren't ridiculously priced. Include a light lunch if you like. Consider holding your seminars in more than one city to give them a choice of locations. And rinse and repeat as often as you like.

You might be thinking this is beyond you. It's not. Go do a search right now for PLR. Then if you haven't already learned how to advertise on Facebook, do some research on that. You'll see that you can in fact do this.

And if you start right now, you can be holding your first seminar in just a few weeks from now. Even if you only do one seminar every 2-3 months, that can mean a very nice part time income for you.



## IDEAS



## THE 8 UNDERUSED COMPONENTS OF COMPELLING CONTENT THAT READERS LOVE

There might be just one thing between you and getting a rush of traffic from your content, and it's this: Your content might not be quite good enough.

No one wants to hear that, but in more cases than not it's true. The good news is, it's not difficult to fix. In fact, it could be something as simple as your headline. Think about it – you write a dynamite article but you don't spend time getting the headline just right. Then when people read the headline, they stop reading and never realize what a terrific article they missed.

Or perhaps you simply need to add more dimensions, or add substance (back up what you say), or maybe you're not delivering on what you promised (Buzzfeed and Upworthy are notorious for this.)

Bottom line, the fix can be simple once you figure out what you're missing...

http://www.quicksprout.com/2015/08/17/the-8-underused-components-of-compelling-content-that-readers-love

## FREE RESOURCES

#### CURATIONSOFT - FREE VERSION

This desktop software will help you locate good quality content for curation on your site. NOTE: The free version is not as good as the \$47 a year paid version, but will still give you lots of great leads to get you started. You also get access to some very helpful training videos on curation.

http://curationsoft.com/

#### BOOMERANG FOR GMAIL FREE TRIAL, FREE BASIC PLAN

Schedule an email to be sent later. Just write it now and schedule when you want it to actually be delivered. (HINT: Schedule the day and time for when the recipient is most likely to be online.) Also, Boomerang can take messages out of your inbox until you actually need them so you don't lose track of them. This is a great way to remind yourself to follow up, answer the email, etc.

http://www.boomeranggmail.com/

#### CUTE RANK - FREE EDITION

Check and track your keyword rankings on multiple search engines, for free. Plus you can keep your SEO notes and see how your keyword position improves with your SEO efforts.

Great tool to use when you're just starting out with SEO and keywords and you're not ready to spring for the big bucks yet.

http://cuterank.net/

#### JUST RETWEET - FREE

Get your tweets re-tweeted, get more followers on Twitter, and get Facebook Likes and Google +1's.

This is also a good method to find content to retweet that your followers will be interested in.

http://www.justretweet.com/

#### SOCIALADR - FREE TO START

Crowd source your social media promotions. Real people with real accounts promoting your content.

http://socialadr.com/

61

#### NOZBE - FREE VERSION

This is the "get stuff done" tool you've been looking for. It's a web based organizer that lets you or your team make to-do lists for up to 5 different projects on the free version, then check things off as you get them done. And you can use it across all of your devices.

https://nozbe.com/

#### SCREAMING FROG SEO SPIDER TOOL - FREE

This one wins the award for longest and most memorable name. So what's it do? A LOT. From the site: It fetches key onsite elements for SEO, presents them in tabs by type and allows you to filter for common SEO issues, or slice and dice the data how you see fit by exporting into Excel. You can view, analyze and filter the crawl data as it's gathered and updated continuously in the program's user interface.

The Screaming Frog SEO Spider allows you to quickly crawl, analyze and audit a site from an onsite SEO perspective. It's particularly good for analyzing medium to large sites, where manually checking every page would be extremely labor intensive (or impossible!) and where you can easily miss a redirect, meta refresh or duplicate page issue. The SEO Spider allows you to export key onsite SEO elements (url, page title, meta description, headings etc) to Excel so it can easily be used as a base to make SEO recommendations from.

http://www.screamingfrog.co.uk/seo-spider/

#### SOCIAL MONKEE

#### NEARLY FREE - \$7 LIFETIME MEMBERSHIP

Build 25 unique, do follow backlinks to your pages each day to boost your search engine rankings. Be sure to do your due diligence on this one – it has good rep but we still don't want you getting penalized by Google.

http://www.socialmonkee.com/

#### UPTIME ROBOT - FREE

Uptime Robot checks your website every 5 minutes to make sure it's still up. If it's not, it emails you. If you get a LOT of these notifications, you might want to change hosts.

https://uptimerobot.com/

#### PIXLER - FREE (UNLIKE PHOTOSHOP)

Yes, PhotoShop has a ton more features. But for most photo editing, Pixler is all you need.

https://pixlr.com/

#### PAY WITH A TWEET - FREE VERSION

Here's how to put a button on your site that makes users either Facebook Like or Tweet a message to their followers before they can view certain content or receive a download.

http://www.paywithatweet.com/

#### MANAGE WORDPRESS - FREE VERSION

Do you have several different WordPress sites? Then you KNOW what a pain it is to update each one with plugins and themes, keep up with comments and so forth.

The free version lets you do it all from one dashboard for up to 5 sites, plus you can run performance and security scans for your sites. And there's an auto backup to DropBox feature that could save you a major headache one day, too.

https://managewp.com/

#### NOVEL RANK - FREE

Lets you keep track of your Kindle books sales, or the sales of any Kindle book for that matter. Find out who is outselling you, then investigate to see what they're doing that you're not.

You can also do a Google blog search to find out where people are linking to your books, or the books of your competitors. This way you can try and get similar links yourself.

http://www.novelrank.com/

#### PREMIUM LIST MAGNET LITE FREE IF YOU KNOW THE SECRET

This is a WordPress plugin that creates pop-ups to capture email addresses. You determine when and where the form will appear. Yes, pop-ups are annoying. But they flat out work at collecting email addresses.

To get the free version, go to the link below and then try to leave. A pop-up will appear that offers you the Lite version for free.

http://premiumlistmagnet.com/

#### RANK CRACKER - FREE

Desktop app that reverse engineers your competition's backlinks. Find out what's working for them, then attempt to replicate (or beat) their success.

http://www.rankcracker.co.uk/

#### RAPPORTIVE - FREE FOR FIREFOX AND CHROME

Shows you everything about your contacts right inside your inbox. You can see what they're doing on Twitter, YouTube, Facebook, LinkedIn and Google+. And it reminds you of recent conversations just in case you forgot what you talked about (or who they are.)

Remember, anyone who has Rapportive can also see what YOU'VE been up to online – regardless of whether you have Rapportive or not. So be smart when interacting and posting on your social media accounts or it could bite you in the end.

https://rapportive.com/

#### WRITE MONKEY - FREE

Do you have trouble concentrating when you write? Are you continually distracted and wondering why you never get much writing done?

The easiest way to describe Write Monkey is to say it turns your Windows computer into a Word Processor. No more distractions – just you and your words. Check out the homepage and you'll see what we mean.

http://writemonkey.com/

#### YASIV - FREE

This a visualization tool for Amazon products. Just by looking at links or sorting by popularity, you can find out what's most popular. (You have to try this for yourself to see how it works – pretty cool the way things link up and float around.)

Find out who is ranking #1 and why they're in that position and how you might do even better, or at least just as well.

Also find out what is hot – can you write a book on that topic? This is an excellent tool for niche research.

http://www.yasiv.com/

#### YASIV FOR YOUTUBE - FREE

Type in your topic and find the hottest videos without having to load new pages all the time. Great tool if you use videos on your blogposts, or if you just want to see what's popular. Also an excellent tool for niche research.

http://www.yasiv.com/youtube

#### LAST WORDS

### Do. Not. Give. Up.

The only way you can fail is to give up.

If you don't give up, you can never fail, and it is only a matter of time before your perseverance pays off. Trust me, it's true.

#### For example:

Have you heard of Theodor Seuss Geisel? Or perhaps you've heard of Dr. Seuss?

Theodor studied at Dartmouth College and Oxford University because he planned to become a series writer. But the Great Depression saw him working as a cartoonist and advertising illustrator just to get by.

Deciding to launch his writing career with a children's book, Theodor wrote, And to Think That I Saw It on Mulberry Street.

Unfortunately the manuscript was rejected 27 times. 27!

Imagine going to 27 different publishers and having every single one of them say, "NO!" No doubt you'd want to throw the manuscript out, which is exactly what Theodore planned to do.

As chance would have it, he ran into an old college friend who happened to be working for a children's publisher.

Yes, the book was published, and Dr. Seuss went on to write over 40 books that have sold over 200 million copies.

He won Emmy and Peabody Awards and even a Pulitzer Prize.

#### LAST WORDS

So what would have happened if Theodore had thrown out his manuscript after his 27th rejection?

He wouldn't have had it to give to his friend. And likely he would have given up and stayed in cartooning and advertising.

Never give up.

One more story...

You've probably never heard of Paul Rokich.

He was born in Utah, near a sulfur dioxide belching refinery that destroyed everything around it.

The place looked awful, so Paul vowed he would bring back the trees that had been destroyed by the sulfur.

But the refinery refused to give him permission to replant the trees. So Paul went off to college to study Botany, where his professor told him nothing would ever grow in such a wasteland.

But Paul didn't give up.

Years later he began sneaking back onto the refinery grounds and planting seedlings week after week.

Most of his seedlings died, but he kept planting.

Drought killed many, some were destroyed by fire, others were dug up by workers, and most just wouldn't grow in the poor soil. But then, some of them started to grow.

And animals began returning to the area.

#### LAST WORDS

Eventually Paul got permission to be on the land. He got machines and a crew to help him, and today the area is 14,000 acres of trees, bushes, plants and wildlife.

Even when things seem impossible and beyond your control, and even when your efforts prove futile time and time again, just keep planting.

Because sooner or later, persistence always pays off.

# See you next month!



