
INTERNET MARKETING NEWSLETTER

Issue 125

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Back In The Box

"At the end of the game, the king and the pawn go back in the same box." - Italian Proverb

We've probably all heard this quote and thought that we knew what it meant, we probably thought that even though we were on opposing sides during the game at the end we all go home together as friends. But actually, its much further reaching, what it really means is that we all go to the same place eventually no matter who we are, who we were, or what we owned.

For me I look on that as a lesson in life, I still strive for the successes and advancements in my business, but I make sure that in each case those can be in effect mapped to the milestones I want to reach not on a project dashboard, or on my companies accounts, but to the ones I want to reach in life and living.

Our businesses are much more than just our means to earn a living, they are in essence an extension of ourselves. They are like our child, in that we nurture them, and teach them and help them grow. In a real way they take on a life and purpose of their own, and we feel a certain parental pride as we see that growth and enjoy their successes.

But ultimately at the end we all go to the same place and everything we've built doesn't actually mean anything to us in that new existence, at that point it's how we lived.

The Greeks didn't write obituaries, they didn't list or extol the achievements of the dead, they only asked one question: "Did they have passion?" referring to the passion in his or her life, how they lived.

Our businesses and aspirations aside, does what you are doing right now evoke a sense of passion in you? Will you be able to honestly say after you have gone that what you were doing in this life was passionate and worthy of you?

If not, maybe it is time to change your values on your creation process. You're only here once so make it count, always.



INTRODUCTION

A man with glasses and a goatee, wearing a white shirt, is sitting and reading a newspaper. The image is overlaid with a blue tint.

Resources and news

8 TikTok Power Features & Benefits For Digital Marketers

It's been just about a year since TikTok's ad management platform launched. If there were any skeptics about TikTok's potential as an online advertising platform, this past year's growth has dispelled all doubts.

So, now you know TikTok deserves a piece of your marketing. But why invest resources and budget into a TikTok strategy, other than because everyone else is doing it?

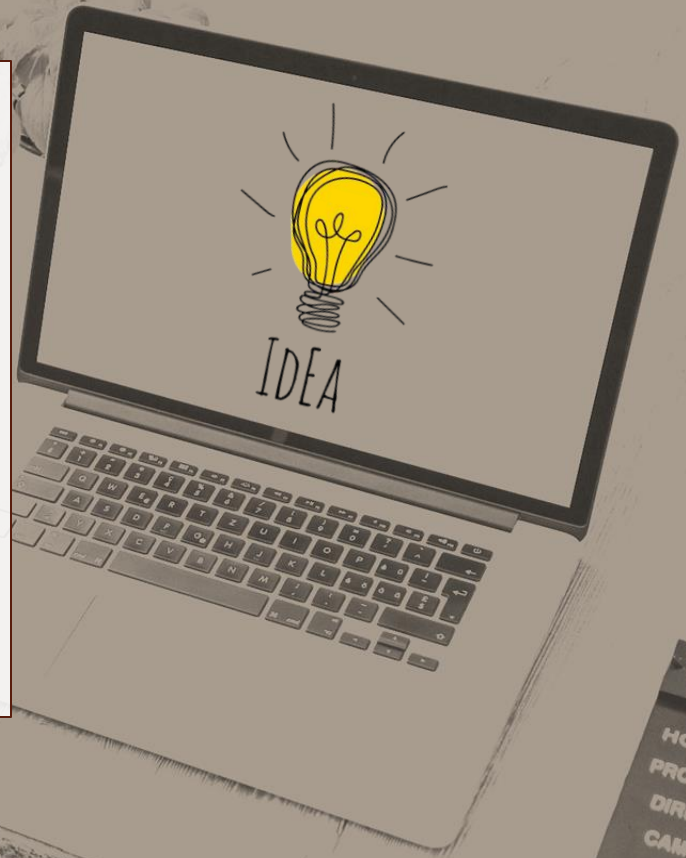
<https://www.searchenginejournal.com/tiktok-power-features/416430/#close>

Download Social Media Marketing Industry Report

By discovering the ongoing social media trends, you can plan your marketing campaigns that generate more and more leads.

Social Media Examiner has published a new report called 'Social Media Marketing Industry Report' to help you improve your social media marketing performance.

<https://www.socialmediaexaminer.com/subscribe/>



Google Discover is an Untapped Organic Traffic Opportunity [Video]

This is a massive opportunity that a lot of sites have been sleeping on. It's been out for about three years now, and the sites that are taking it seriously are now getting more traffic from Google Discover than they are from organic.

<https://moz.com/blog/google-discover-seo>

How To Get More Views On Instagram Stories (The Right Way)

As Stories already get fewer views than feed posts, how do you make sure you get eyeballs on your content?

And how do you get your audience to stick around to the end of each Story?

Discover why Instagram Stories are essential for brands, 3 examples of brands with near-perfect Instagram Stories, plus 10 ways you can get more views on your Instagram Stories.

<https://bloggingwizard.com/get-more-views-on-instagram-stories/>



Which Social Media Site Still Gives You a Ton of Organic Reach?

When a social media site is new, it's looking to build up users and traffic. To do this, it's willing to give marketers a ton of organic reach for free.

Then one day the social media site's owners decide the site has grown sufficiently big with members and traffic and they change how things work. Now marketers are forced to pay to play.

This is the point where you either spend more on ads or your content will be buried where no one will ever see it again.

Remember when Facebook did this? Marketers cried fowl, but the simple fact is social media sites make their own rules, and it's up to us whether or not we want to follow those rules.

But there is one social media site in particular that will still give you a ton of reach with your written content, and two other sites that will give you reach for videos.

The video sites are ones you can probably guess: YouTube and TikTok. If you make great content that people appreciate, those two sites will boost you in their search engines and help you get found by entirely new audiences.

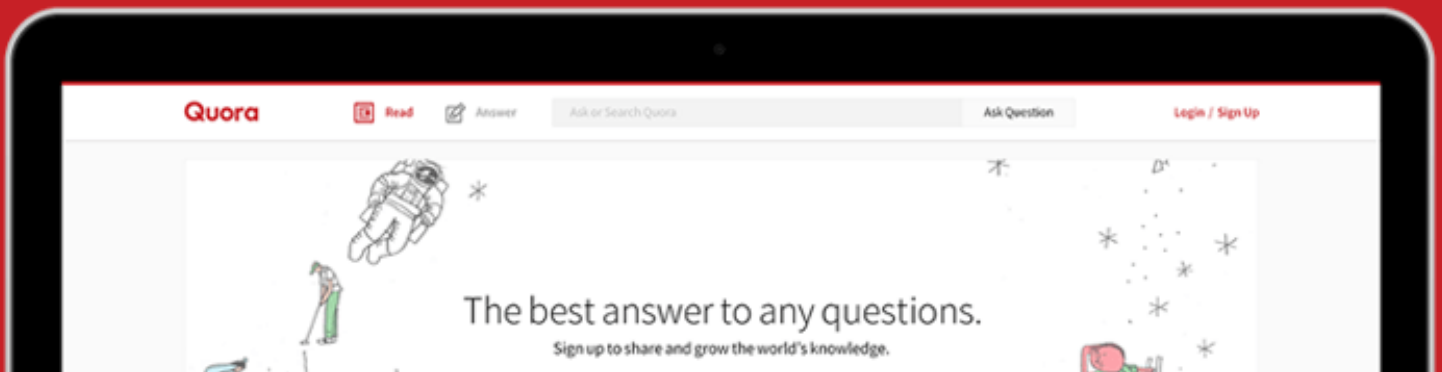
But if we're talking about written content, then there is only one site where it is still truly easy to get reach, and that's LinkedIn.

Roughly only 3% of users on LinkedIn are creating content for the site, which means the site is starving for your great content. And if you give it to them, they will probably do more for your social media reach than all of the other sites combined.

You might be thinking that LinkedIn is only business to business, but remember that every person on there is someone with the same needs and wants as everyone else. Even if your products are meant for customers and not businesses, you can still enjoy massive organic reach by placing excellent content on LinkedIn.

Quora

The best answer to any questions.



How to Generate Traffic From Quora

Quora is a Q and A website where people ask questions about anything and everything.

To generate traffic, look for every question related to your industry, and answer those questions.

To find the questions, just use keywords in the search box. Then answer every question you can to build up your authority and grow in popularity.

This alone will generate some branding and leads, but likely not enough to make it worth your time.

However, you can kick things up a notch with a slightly different approach. Rather than answering every question from scratch, here's what you can do:

Take snippets from your own blogposts where you've already covered the topic. Paste these snippets onto Quora as your answer, along with a link back to the original blogpost.

This will most definitely drive traffic to your site, but you might find you have one problem: Quora might get confused and think you are plagiarizing yourself. I'm not kidding. If this happens, they will ban you until you tell them that you're pasting your own material there, and then they will unban you.

Yes, they do sometimes make this mistake, but at least they are open to correcting it.

There is a way to make this system work even better, and that's to use the above method – answer questions with snippets from your blogposts and link back to your original post – while adding fresh content, too. It doesn't have to be a lot of fresh content; just something new that does not appear on your blog that is for Quora readers only.

To get plenty of upvotes, here's what you do: Find the most popular questions in your niche, the ones that tons of people are reading. Now find the most popular answers within those questions. Read those, and then leave your own answers that are more in-depth than the other answers, adding new information those other answers don't have. Be sure to include the link to your blogpost as well.

Bottom line: Adding value is how you get a ton of traffic from Quora.

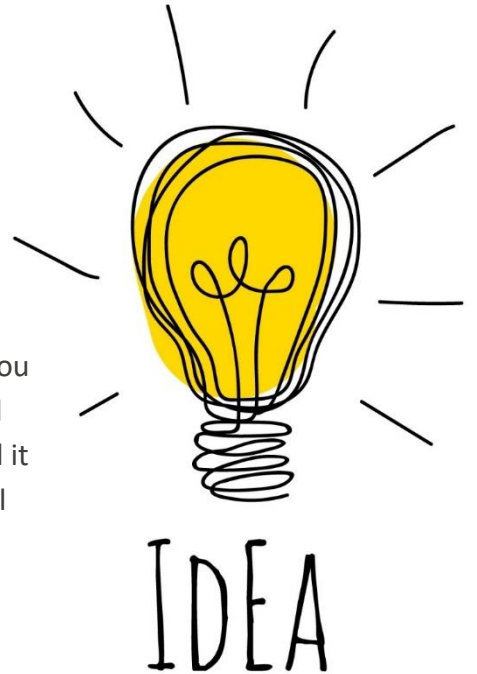
And if you don't want to write answers, you can also run ads on Quora. It might not be quite as effective as leaving answers, but it is faster.

CodeCanyon

Thousands of code, script and plugins you can make into your own products. Choose from ecommerce plugins, mobile app templates, PHP, Bootstrap and more for any budget.

Want to sell software as a service and collect those monthly fees, but you can't afford to create software from scratch? This is a great place to find software you can then have adapted into your own unique product. Brand it as your own, sell it on a subscription basis and start earning that residual income.

<https://codecanyon.net/>



How to Sell on LinkedIn Without Ads

One key difference between LinkedIn and other social media platforms is that when visitors log into LinkedIn, they expect to be sold to more than on the other social media platforms. They expect you to do business on LinkedIn, and therefore, when the pitch comes on LinkedIn, it's not a shock.

<https://www.socialmediaexaminer.com/selling-on-linkedin-without-ads/>

How to Leverage Newsjacking in 2021

When it comes to content marketing, there is a wealth of short-term tactics and techniques that your business can adopt. One of the least discussed of these — yet potentially one of the most effective — is a technique known as newsjacking.

<https://www.semrush.com/blog/how-to-leverage-newsjacking/>



Case Study: \$0 to \$145,000 Giving Away Products



Here's how one marketer used a simple advertising campaign to grow a massive email list of customers in a short amount of time.

This marketer brought in \$145,000 in revenue and grew his list of customers and subscribers to over 20,000 (and counting) using this method.

The key here is the promotion was designed to go viral, creating 37% opt in rates on average and an astonishing 8% sales conversion rate from cold traffic.

That's right... COLD traffic.

The campaign pays for itself, meaning the people who get the free product pay enough in shipping and handling to cover the costs of the campaign itself as well as the product and shipping.

Some days he actually turns a rather nice profit, depending on a few different factors. But he is never out of pocket to build his list.

And taking a close look at this, I have to think it would work in almost any market, too.

Here's how it works:

He's advertising a product for FREE. And who doesn't love free?

Even better, this is a physical product that he sends in the mail. Everyone loves receiving real items vs virtual, and they also love getting packages in the mail.

He creates a full color ad that advertises a relatively inexpensive product for free. In his case, the product he chose is worth maybe \$20 to the end user, but of course in reality he's paying an incredibly low price for it.

And the customer covers the shipping and handling.

The prospect clicks on the ad and is sent to a page that explains the product, the benefits and the scarcity.

He also provides a reason for why he's giving it away, which increases sales. If people don't understand why you're giving something away, they are less likely to buy because they don't believe the offer.

Now then, pay close attention to this next part: On the landing page there is NO mention of the cost for shipping and handling for a reason.



The reason given to the customer is because to figure out the cost of shipping, the customer has to enter their details first.

But the real reason is to capture the email and mailing addresses of people who don't end up paying for the shipping and getting the product.

This way you're not only building a list of buyers, you're also building a list of people who are interested in the niche but don't complete the process to get the free product.

This little technique alone will DOUBLE your list size.

Once the prospect has entered their shipping details, they are redirected to a page with shipping options. Shipping is typically in the \$7 to \$9 range. The prospect enters their credit card info and then continues with their purchase.

After they've paid, you've got two options: Send them to a thank you page or send them to an upsell for another product or service.

He uses drop shipping rather than fulfilling the orders himself. The orders are sent to a wholesaler – AliExpress in this case – and the product is sent directly to the customers. Products are created and warehoused in China and mailed on your behalf directly to customers so that you never have to deal with products.

And because they come from China, the cost of products is about 10% of what it would be in North America.

You can get some products shipped to your customers for just \$1, including the shipping.

As an example, if you're charging \$6.97 for shipping handling, that fee will cover the product, the shipping and the cost of the ad.

This gives you a new buyer for no cost or sometimes even for a profit.

Why is this type of campaign so effective?

Because people like to get free stuff sent to them in the mail, even if they do pay for the shipping and handling.

And because it's free, people are much more likely to share your offer on social media.

You're building a list of BUYERS, and as we all know, one buyer is worth several freebie seekers.

And even the second list you're building – those who filled out the form but didn't input their credit card number – were interested enough to give you more than just an email address.

Finally, it is far easier to upsell someone who has just made a purchase. If you place an upsell on this funnel that is tightly aligned with the initial offer, I can about guarantee you will do well.

Why do I love this type of campaign?

- You can build a buyers list quickly.
- You're shipping a real, tangible product and yet you're stocking no inventory.
- There's nothing for you to ship, since you're using a drop shipping service such as AliExpress.
- This type of offer gets shared online and it has the potential to go viral.
- This method can be adapted to almost any market.
- Buyers have already given you their credit card info when you offer the upsell, making far easier to get that next sale.



What are the pitfalls to watch out for?

There are several things to keep in mind...

1: Plan ahead

You need to know in advance what types of products you're going to be promoting to your new list after this initial sales funnel.

It's crucial that your initial offer aligns with those products, or your list will not continue to buy.

For example, you can't give away free cosmetics and then try to sell household cleaners. But you could sell courses on how to do makeup, as well as selling more makeup products.

2: Give a reason why

You've got to give the prospect a reason why you're offering this free product.

People are naturally suspicious of free products and they'll be reluctant to order unless you give them a reason why you're only charging shipping and handling.

Your reason could be you're testing a new product, having an anniversary sale or celebrating your own birthday.

As long as you give some sort of reason, they'll stop wondering what the catch is and go ahead and order.

3: Include scarcity in your campaign

Maybe you're only giving away a certain number of products, or you're only allowing people to get just one or two for themselves, or there is a deadline for how long your promotion lasts.

Be sure to include some sort of scarcity into your message to help them take action right away.

4: Not sold in stores

If possible, always choose products that are not readily available anywhere else. For example, a pretty blue wallet can likely be found elsewhere, but a pretty blue wallet with a particular adorable kitten on it could be a really fast seller because that kitten isn't found anywhere else.

5: Do not allow AliExpress to enclose receipts

Depending on the drop shipping service you use, you might need to tell them not to include a receipt.

Imagine if you collect \$7.95 for shipping the "free" product worth \$20, and the customer gets a receipt saying you paid \$1 for the product.

Not good.

In the case of AliExpress, simply write, "Please no receipt in box" in the ordering details to prevent this from happening.

6: Choose your products and your sellers wisely

Order and test the products before you give them away. A great product will enhance your reputation while a lousy product will hurt it.

Also see how long it takes to get the product and what the packaging is like.

Use AliExpress' seller rating system to find sellers that are highly reputable that you can count on.

PRO-TIP: Locate a similar or nearly identical product that is available from another seller, just in case your seller runs out of the item you are giving away.



7: Adjust customer expectations on shipping

Make it clear to everyone who gets the free offer that ship times will take longer due to this being a special promotion.

The fact is, the product is coming from China and shipping times can vary wildly. 2 to 4 weeks is common, but 6 weeks isn't unheard of, either.

8: Chinese New Year is real

It's hard for other countries to grasp, but for two to three weeks in February China basically shuts down for Chinese New Year. This can severely impact shipping times, so plan accordingly.

9: Keep selling to the leads that didn't pay for shipping

If they took the time to fill out their shipping information, there is an excellent chance you can get them to complete the process of paying for shipping by continuing to remind them over the next few days.

Emphasize how much others love the free product as well as the scarcity and you'll get more sales of the free product as well as a few more upsells, too.

10: Landing page necessities

While the subject of this case study won't let me show you his exact landing page where he collects the name and address of the person getting the free offer, I can tell you what's on it.

The title at the top of the page is, "Free _item name_" where you state what you're giving away.

There are two columns.

The left column, from top to bottom, includes:

A countdown timer that states, "This special offer expires in hours/minutes/seconds."

A picture of the item being giving away.

A bar that shows the item is 87% sold out.

Guarantee symbols to show the item is guaranteed as well as the safety of the customer's information.

A subheadline that reads, "Free _item name_ give away"

A paragraph detailing the benefits of the product.

A second paragraph detailing the features of the product.

The right column, from top down, includes:

"Shipping" and the fields for the name and address

A blue bar that reads, "Go to Step #2"

The credit card symbols (Visa, Master Card, American Express, Discover)

The subheadline, "Testimonials from Facebook"

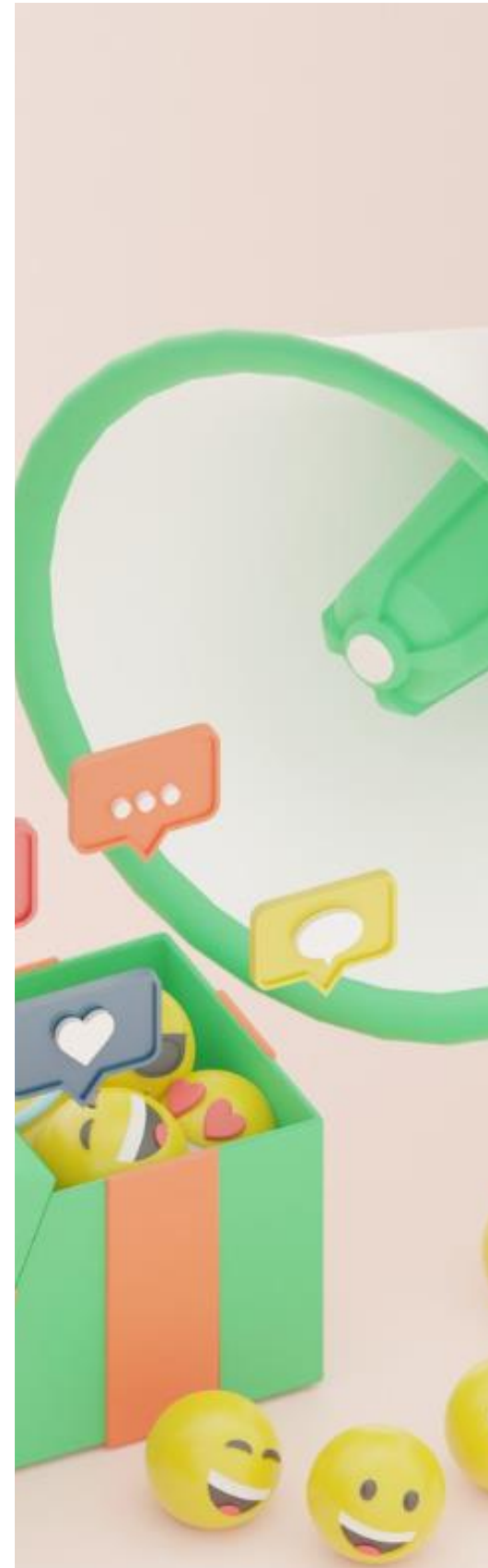
Several short Facebook testimonials

And that's it.

The next page, of course, is where the customer enters their credit card information.

This is a simple system you can use in almost any niche to assemble a funnel that can go viral, build you a list of prospects and a list of buyers, and even make you money as you list build.

And of course the real money comes as you continue to send offers to your new lists that are tightly aligned with the initial offer.



How to Consistently Write Viral Content

You put as much work into a piece that no one reads as you do the piece that goes viral and sends you traffic.

So why not gear every post you make towards going viral?

It's not about luck; it's about knowing how to create content people want to share with others, click on, link to and so forth.

How do you consistently create viral content?

Go to [google.com/trends](https://www.google.com/trends) and type in keywords and phrases within your niche. It will show you what's popular and what's going viral right now.

Write and publish content related to those pieces or even those trends and you'll notice that your content is getting noticed!

The idea is to catch the wave right when something is going viral.

Want more?

Okay, go to [BuzzSumo.com](https://www.buzzsumo.com) and type in your keywords. This site will show you the viral content for those keywords over the last few months.

Your job is to pick out one of those posts and write your version that is more detailed. And then repeat the process as many times as you like.

For example, if someone wrote an article on 5 ways to train your neighbor's dog to stop barking at 2am, you would write an article on the same topic but teach 10 ways or 20 ways with more tips, more info, more anything and everything to make it a better article than the original.

Once you write detailed content that's better than the other content that went viral, you can head to BuzzSumo, click on "View Shares" and see everyone who shared that content on Twitter.

Then get in touch with them by finding their email address on Twitter (search by user name) and send them a short email saying you noticed they shared the original article and asking if they would like to see yours. Let them know how it differs and ask them to share.

Do these things and your post and articles will indeed go viral and you'll be getting fresh traffic for free like clockwork.



Anthony McCarthy

interview



Editor:

This time we're welcoming, Anthony McCarthy, one of Ireland's most respected marketers. Anthony has over three decades of sales and marketing experience, and has a no-nonsense approach to using the Internet. For the last decade, he has been marketing online full-time. And in that time, he has been in demand to speak globally, has become an Amazon Best Seller, and has taught hundreds of people and businesses how to successfully use the Internet to grow and digitize their business. And we're talking about companies such as Logitech, as well as the Irish government, and even the European Union. Anthony, welcome.

Anthony McCarthy:

Lovely to be here. Thank you very much.

Editor:

Great to have you here. Now, perhaps we could start with you telling us a little bit more about your background, and what it was that inspired you to venture into online marketing.

Anthony McCarthy:

I think that would be longer than the whole interview. Very simple, necessity. I was in the retail business all of my life, in ceramic tiles and kitchen cabinets. And I did a very large project where for over 6.8 million was the sale. Property crash happened, the guys couldn't pay me. I lost over 1.7 million of my own money, and I was literally on my backside. So a friend of mine rang me and said he was doing an event in Dublin and there were a couple of people coming in from the States to talk about online marketing, which I went, "Okay. Right. Your point?" And one of them had family from Cork, so he asked me would I come up and bring them for a pint as you do in Ireland, and that type of stuff.

So I went up completely and absolutely skeptical, and met a guy called Matt Bacak, who I believe has been on before. And I signed up for his programme, and that's how it started. It was really just, it wasn't anything that I invented, it wasn't anything... I joke about myself, this isn't the rags to riches story, this is a riches to rags to riches story. It really was I've got five kids, and I knew if I continued while I was doing, it wasn't going to work.



Then I know that COVID would have come in because I was importing all of my product from Italy at that point in time, and I wouldn't have been able to import anything through the current pandemic and the rest of it. And so I would have been completely wiped out again.

But I knew back then I wanted to change when I saw... I'll be honest, it's twice in my life my jaw has dropped with technology. The first time was, I know I'm this old that I saw a Lotus... I used to use Lotus 1-2-3 and DOS if any of you can remember that. And I remember seeing Windows and Excel for the first time. I walked in late and the guy did an auto fill, and I bought 11 computers that day and walked out and told him, "Deliver them." We were done. We were sold. And the other time was when I saw an autoresponder because, for me, I did a lot of direct mail campaigns and flyers, TV, advertising, radio advertising, newspaper advertising.

I'm old enough to know why the newspaper column inches, is the width it is. It's the width that you're able using your head without turning your head. And there's the whole psychology behind that. But, when I saw an autoresponder, it was like, "Ooh. You're telling me now I can send an email, write one email and send it to as many people as I can get on a list." That made sense to me. And so that's what started.

Editor:

Wow. I mean, so in many ways, Matt Bacak, is to blame for you venturing into online marketing.

Anthony McCarthy:

Matt has become a lifelong friend. We talk three, four times a week, and we do some projects together, and we've become... Because literally, I'll tell you the funny story about all of this. Back then, events were way bigger, people were treated like gods. And Matt was a bit standoffish, and couldn't understand. And long story short, I had sent some stuff to his mother, because she was talking about visiting Ireland and the rest of it. Which you would do being Irish, like there was nothing... We didn't say anything about it. So we did all that, it was all grand, and Matt comes back with his good wife, Stephanie. They spent some time in Cork, and we're on a train to Dublin because he's never been on a train. Americans, never been on a train. No disrespect to my American cousins, but they don't do a lot of trains.

So we're on the train, and he just turns over to me, and he says, "Dude , what the F do you want? What is it you want?"



And I just looked him straight in the face, and I said, "I want to know the answer to one question and one question only." And he said, "What is it?" I said, "Is this BS or is this real?" And he said, "Okay. What you do is you jump on a plane next week, and you're going to come stay in our house, you're going to stay in the basement." Which sounds horrific, his basement was bigger than my house. It had its own bar which suited me fine. And I went over and as I say, I went to meet the Wizard of Oz, the all-knowing wizard, and I met the guy who plays the organ. So he absolutely took the business apart and I saw the inside of the business. And that was me, I was hooked from then on.

Editor:

Wow. And since then you've gone on to work on several multimillion-dollar businesses. For anyone who's never done that though, Anthony, how hard did you find it to get started?

Anthony McCarthy:

A nightmare. And I'll tell you why. The Internet is a very, very simple business, and that's the problem with it. Because most people look at it... Anyway, I believed it was true, but I didn't believe it was true. I kept making it complicated. I kept adding stuff from traditional business. I couldn't understand that I can buy a domain name, I can set up an opt-in page, I can drive some traffic and get people into an email and send them emails and sell them stuff. I kept trying to mess that process up, by adding in things. The other challenge is, there's a million ways of making money online, but you can't make money doing a million different things.

Editor:

Of course. Now it's good advice. That's great advice. And I think that's where a lot of people do get lost, isn't it? Because they try a million things at the same time.

Anthony McCarthy:

Yeah. And the thing is, like my analogy is, it's like the person that's drowning. Because when I say I lost everything, I borrowed the money to do the course with Matt off my father. My father was paying my expenses, feeding my family at that point. I mean, I went below zero so fast, it wasn't funny. Over 20 million worth of property got completely annihilated. So I had every reason to sit in the ground, feel sorry for myself and not get back up. However, there's one thing that I've learned through...

I lost my sister when she was 29, she had cancer, and that was kind of a refocus. And when I was feeling sorry for myself, my father walked in and said, "Your sister would love the problems you have." So I'm responsible for the decisions I make...



Listen To This Interview By Scanning The Barcode With The Spotify App



Note from the editor:

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



No matter what you're selling or where you are selling it – ads, webpages, video sales letters, email campaigns and so forth – these 3 techniques will help you sell more products with less effort. And they're easy to learn and implement, too.

Persuasive Copywriting Technique #1: The Elephant

Back in the days when a circus would roll into town, they would walk an elephant down the main street to grab everyone's attention. Notice they weren't walking 10 magician's rabbits or a hundred trained mice down main street, but rather one very large, impossible to miss elephant.

In copywriting one good idea or benefit, clearly and convincingly presented, is better than a hundred little ideas or benefits.

Readers can't grasp a hundred or even just ten ideas or benefits. It's too much, causes confusion and prompts the prospect to "think about it later" when it doesn't hurt so much.

And later never comes.

But one great idea or benefit, told with one captivating story, stirring one emotion, and offering one clear way to achieve a goal or overcome a problem will direct the prospect to one inevitable response – buying the product.

To use this technique, decide on your core idea before you get started. What is the one benefit you're going to extoll?

Once you have the core idea, weave it through the entire promotion, from the ad or email to the sales page and even on the checkout page, too.

Persuasive Copywriting Technique #2: AIDA and The 4U's

I'll bet you already know the first half of this headline writing formula. A great headline is crucial for success, which is why you want your headline to:

- Grab **Attention**
- Arouse **Interest**
- Create **Desire**
- Motivate **Action**

Yup, that's the old AIDA formula and it's as relevant today as it was 50 years ago.

But today if we want our headlines to be super effective in all the noise of the internet, we need to go a step further and employ the 4U's as well. This is a review technique that will tell you if your headline is going to hit sales out of the park or if you need to make some adjustments to it first.

3 Persuasive Copywriting Techniques That Sell Products Fast



The 4U's Formula

1: Useful – does your headline offer something useful to the prospect? For example, if your target market is salespeople, then “7 Magic Words to Close Any Sale” would be useful to them.

2: Ultra-specific – does your headline employ specific details to make the promise real, believable and achievable? Instead of, “Make More Sales” you can say, “Improve Your Conversion Rate by 36% Overnight.”

3: Urgent – does your headline indicate this message is time sensitive and cannot be left until later? “5 Stocks that Will Double by May 29th” is a good example.

4: Unique – does your headline sound like nothing else out there? For example, instead of saying “How to Lower Your Cholesterol,” your headline might be, “3 Kitchen Ingredients that Lower Cholesterol by 33.3%.”

Persuasive Copywriting Technique #3: 4Ps in the Body

Okay, we've handled the overall concept of the copy and the headline, but what about the body of the copy?

This is where the 4P's come into play. They act as the framework to build your sales message and persuade your reader to take action.

1: Picture – here's where you get the reader to visualize the positive benefits your product will have on their life.

Paint a picture with words that illustrates the dramatic difference your product will make for the reader.

2: Promise – this is the specific promise of the best benefit of your product. This single promise needs to recur throughout your copy.

For example, “New breakthrough in heart health could help you feel that you have a brand new heart in 60 days.” The benefit is improved heart health, and the promise is feeling like you have a brand new heart.

3: Proof – to make your copy effective, you've got to prove you can deliver on your promise. This means you need to offer solid proof of your claims to create believability in the prospect.

Use things like quotes, expert testimonials, user testimonials, track records, charts, diagrams and so forth to boost credibility and convince the reader this product really works.

4: Push – this is where you get your reader to take action. Remind your reader of the urgency to solve the problem, tell them exactly what to do and remind them of how easy it is to take action.

Top it all off with reasons for them to act immediately, such as scarcity, a limited time offer or an external deadline (such as Christmas).

Finally, reverse the risk with a guarantee that they have nothing to lose and everything to gain by acting now. Tell them about your trial offer if you have one, let them know about the return policy or money back guarantee, and also give them methods to contact customer service if they have a question or need help.



The 10 Unbreakable Rules Personal Branding

Personal branding is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility.

Branding is what gets you noticed and remembered.

It's what sets you apart from the crowd.

And unlike the vast majority of online marketers, you need to take charge of your own branding rather than thinking it will somehow magically metamorphosize on its own.

Here's how:

Rule #1: Be Memorable.

People need to remember who you are.

There are 8 billion people in the world, and about 99.99% of them are completely forgettable. How are you going to stand out??

Each person can remember only about 200 people in their social circle. In order for YOU stand out in their memory and be in that group of 200, you'd better find a way to stick out and stand apart from the crowd.

You need to be MEMORABLE, because being memorable means getting picked. If you're not memorable then you are forgettable. You're not even under consideration because people don't remember who you are, what you do or even that you exist. Even if there is some slight negativity to how people are remembering you, at least you are being considered.

"To become 'memorable,' do things that are somewhat unexpected. Dress, or talk in ways that draw attention. And mostly, don't follow all the 'rules for behavior' so closely." – Jeffrey Pfeffer

Most people are conformists and follow the rules of behavior that others expect. But if you want to be memorable, you've got to be different. Wear the bright ties or the fun hats. Use your native accent rather than trying to suppress it. Fill your office with pictures of your favorite animals. Cultivate your own enthusiasm and exuberance. Focus on making everyone around you feel great.

Whatever it is that sets you apart and makes you memorable, as long as it's authentic to you, do more of that.

Most companies focus on brand perception – how do consumer view their brand? But if you don't have brand awareness, then people won't think of you at all. That's why brand awareness is significantly more important than brand perception.

It's more important that people are aware of you, your business or your product than what exactly they think of you, your business or product. You've got to find ways to stand out and get noticed. Otherwise, you're just going to blend into all the other people on Facebook, on YouTube and so forth.



Rule #2: Align yourself with powerful people and powerful brands.

You want to align yourself with those people in your niche who have a lot of power, a large following or a lot of reach. Who are the movers and shakers in your area of expertise? Or more importantly, who is your target audience already following?

You can go to SparkToro and for free, instantly discover what your audience reads, watches, listens-to and follows. Find out your target audiences' influencers, podcasters, YouTubers, authors, publications, brands and associations that already have influence among your target audience.

Then take your personal brand and tie it to the brands your target audience is already following.

You're creating an association in your prospects' minds, so that when they remember XYZ brand, they also remember your brand.

Sneaky, right? But it flat out works.

One of the fastest ways to build your own brand is to align yourself with other powerful brands, influencers and publications in your niche.

Rule #3: Have a strong point of view

If you're hoping to please all of the people all of the time, no one will ever remember you.

But if you take a strong stand that polarizes people into or out of your camp, you'll create a loyal following that pays attention to everything you do.

You'll also make some enemies, too. Be ready for conflict because some of the people who do not agree with your point of view will be ready to tear you down to try to build themselves up.

The best route when dealing with this conflict is to never say anything bad about the people who disagree with you. Yes, you can most definitely state why they are wrong, but do not under any circumstances call them names or belittle them or their views in any way.

When you have strong opinions, those people who think or believe as you do will gravitate towards you, consume all of your content, share you with others on social media, and defend you vehemently. You are building a tribe, which in marketing terms means your loyal following will be pleased as punch to hand you their money at every opportunity you give them.

One thing: I wouldn't recommend taking a stance on something you do not feel strongly about. Choose your positions wisely and realize you might be talking about them a great deal for a long time. Be authentic to yourself and your beliefs.

If you choose a topic you don't feel passionate about, you will burn out quickly. But if you believe in what you say, you can go the distance and even become something of a celebrity in your niche.

Rule #4: Grab Guest Spots on Podcasts

If you have something unique to say that interests people, you can get guest spots on podcasts. And some of these podcasts have huge audiences who faithfully listen week in and week out.

Imagine you're on at least one podcast each week and each podcast has an audience of 10,000 or more.



In a year you can build a very large following. Offer everyone listening to the podcast something special they'd love to have. Give it to them for free in exchange for their email address or even their phone number for SMS messages.

You're aligning yourself with these popular podcast hosts to 'borrow' their credibility with their audience. Some audience members are so loyal to podcasters, they'll buy anything the podcaster recommends, which in this case will be you and your products or services.

Rule #5: Energy and enthusiasm rule

People like high energy, enthusiastic and empowered people.

Think about listening to two people. One speaks in a monotone and appears tired. The other one radiates energy and enthusiasm.

Who do you remember the best?

If you're being your authentic self while doing something you love, energy and enthusiasm will naturally come through in everything you do.

Rule #6: Status matters more than where it came from

When it comes to branding yourself, the title is more important than where it came from.

For example, the president of a tiny company is held in higher esteem than the marketing manager of a huge a company.

It's not so much where you worked or where you went to school; it's the title or credential you can give yourself that counts the most.

Which is interesting... you could start a one-person company, name yourself the president and / or CEO, and you'll sound like a more important person than one of the many vice presidents of a large business.

You might even confer upon yourself a title that sounds somewhat real but is in fact completely fictitious. The Godfather of Soul, for example, or The Queen of Marketing.

If you do choose a name to give yourself, be sure you can live with it for a very, very long time.

Rule #7: Self-promotion is key

When you accomplish something, tell people.

This isn't the time to hide your light and hope someone else tells people what you did. Don't brag but do reveal your successes so that others can use this knowledge to help themselves.

Remember that self-promotion helps to build your brand. Celebrate your successes and achievements and use them to help others learn how to do what you've done.

Rule #8: Fashion matters

When you're building your own brand, what you wear matters. Decide ahead of time what look you're going for and maintain this look throughout all of your videos and social media posts.

Distinctive clothing, hair styles or facial hair can help to build your brand. Things like generic t-shirts and generic suits do not.

Elton John wore crazy big sunglasses for his branding. Sally Jesse Rafael wore large red glasses. Michael Jackson wore one glove. You get the idea.



In the 70's or 80's there was a guy who did infomercials for his information products while wearing a suit covered in question marks. While I no longer remember his name, I still remember him and those crazy suits of his.

And if he were to show up on my television today, I guarantee I would watch him again just because of those crazy suits of his.

Rule #9: Being known is more valuable than being the best

This is surprising, but one way to look at branding is that it doesn't matter if what you're selling is better than what your competitor is selling. Or at least it's not as important as whether or not your prospect has heard of you or your competition.

People like to buy what they know and what is familiar. If your name has been in front of your prospect 20 times in the last month (emails, podcasts, SMS messages and so forth) and your competitor has been out of sight and out of mind, then for 80% of consumers it doesn't matter that your competitor sells a better product or service at a lower price because 80% of consumers will go with what they know rather than doing research.

People make choices based on the things they can consider and the things they are familiar with. If they've heard of you and you're a known entity to them, they will go with you.

This means you don't have to be the best at what you do. Your products do not have to be the best, either. But what you do need to master is branding. The better you are at personal branding, the more people will recognize your brand, trust your brand and buy from you.

Then prospects will view you as the trusted authority and adviser, and they rely on you for the solutions they need rather than shopping around.

Rule #10: Video is the fastest way to build your brand awareness

You could wait for people to discover you.

You could appear on podcasts to speed up the process.

But I would be remiss if I didn't share with you the absolute FASTEST way to build your personal brand: Video ads.

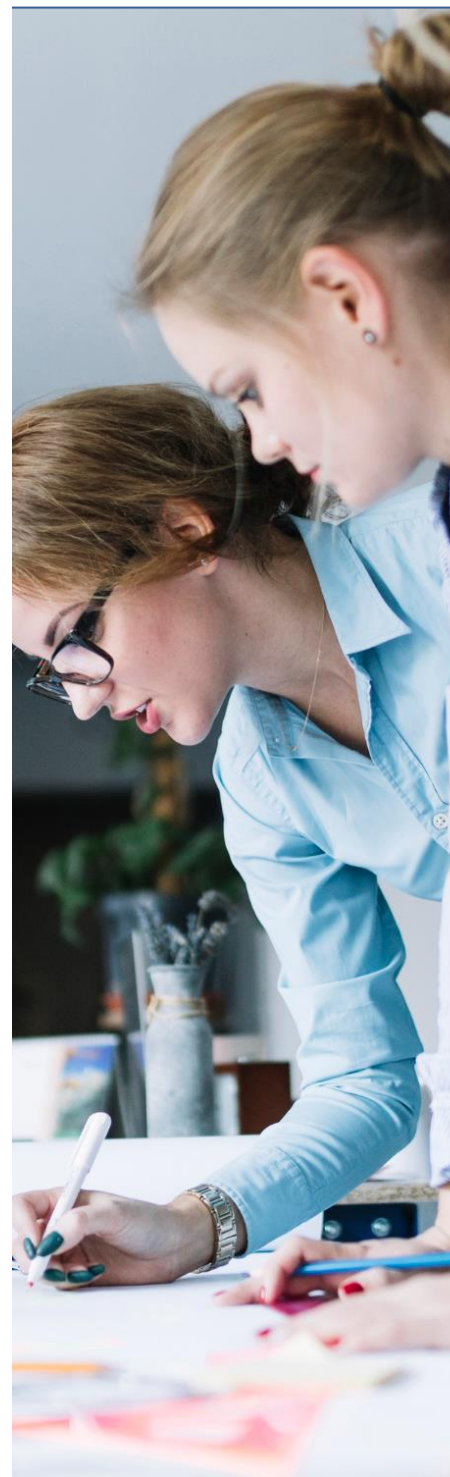
Your brand awareness will go through the roof if you start running video ads on YouTube or appropriate venues for your niche.

You might think video ads are too expensive, but if you target correctly and you're not in a saturated niche, it can be extremely cost effective.

One video ad can return you thousands of impressions in just hours. You can optimize for clicks or whatever your goal might be. And you can also put your new subscribers into a sales funnel that pays for the ads, too.

Still not convinced you need to spend time on your own brand? According to Forbes Magazine, here are nine benefits of personal branding:

- 1: You become famous among the people who need to know you
- 2: You minimize imposter syndrome because you're authentically your best self
- 3: You attract opportunities and people you need to reach your goals
- 4: You increase your energy because you're authentically yourself
- 5: You amp up the joy factor because you're aligned with who you are
- 6: You grow your own wealth because you not only get more opportunities, but you can also charge more for your brand, just like Starbucks charges twice as much as the café down the street
- 7: You take control of your career or business because you have leverage and can choose the opportunities you pursue
- 8: You achieve your goals through the power of your brand
- 9: You increase your confidence and self-assuredness





7 Ways To Overcome Self-Sabotage As An Online Marketer

The number one reason aspiring online marketers fail isn't because they didn't have the right product or reach the right audience, although both of those are crucial, too.

I believe the number one reason new marketers fail is because of self-sabotage. The inner critic loves to play games with us and mess with our minds, and if we're not vigilant, we'll begin to believe these seeds of doubt that tell us we're not good enough or smart enough to build our own businesses.

Here are 5 ways to keep yourself on track and prevent your subconscious mind from self-sabotaging your efforts.

1: Stop comparing yourself to others.

There's that marketer on Facebook who turns everything he touches into gold. He never makes a mistake, never loses a dime and makes money hand over fist.

And it's all B.S.

Everyone has to go through a learning curve. Everyone makes mistakes. Everyone is human. Which is why you shouldn't believe everything you see on social media. People want to project a distorted image of themselves to make themselves feel better about their own lives and make you feel like you don't measure up.

When you stop comparing yourself to others and instead simply focus on your personal growth as well as the growth of your business, it no longer matters that Joe Marketer is supposedly earning a quintillion dollars per second while you're only making a thousand dollars a week.

2: Focus on the things that matter the most.

Most of the distractions you're facing are just trivial bits of flotsam that will derail your progress if you let them.

When you get up in the morning, see if you can set everything else aside that isn't important to your business. Spend the first hours working on your business and leave everything else for later in the day.

Doing the important stuff first is crucial to your success. If you spend most of the day focusing on things that don't matter, by the time you get around to working on your business you'll be too worn out to get anything done.



3: Remember why you're building your business.

Why is it you want a business of your own? More time with family? So you can quit your job? More money? A better house, car and life? More travel time?

Whatever it is, remind yourself over and over again of why you are building your business and what your life will be like when it is successful.

Spend a few minutes every day envisioning what your life will be like when your business is earning you the money you seek. Imagine it's already happening. See it, feel it, experience it as though it's a present time fact and not a future projection.

The more real it is to you, the easier it will be for you to stay focused.

4: Love yourself.

That's right, I said it. Love yourself. Most people find this step extremely difficult. Maybe they've been told all their lives that they're not worthy of love, but if they don't love themselves, then they're not going to believe they are worthy of accomplishing their goals.

How do you love yourself? Look in the mirror and say, "I love you." Go ahead and try it right now.

If you're balking, you're not alone. Appreciating yourself for who you are and loving yourself doesn't come easy for most people but the rewards can be mighty.

As you fall asleep each night, repeat this mantra: "I love myself." Try it. I promise it won't hurt, and you might be surprised at how well you sleep and how much better you feel when you wake up.

5: Exercise every single day

Unless you are injured, make sure you get exercise every single day. No amount of caffeine is a substitute for moving your body.

Exercise helps you to be more creative, to think better, to remember more, to be more productive, to be happier and healthier.

6: Use strategies to overcome avoidance and procrastination

Prioritize the important stuff and do it first, before everything else.

If you're having trouble getting started, break down the task into the smallest steps possible and take the first step right away.

If you're distracted by social media, shut off the phone and take your computer offline.

Get an accountability partner and hold each other accountable.

Make a bet with someone close to you that if you don't get your to-do list done this week, you will do something you hate doing.



Whatever it is that slowing you down, causing you to procrastinate or otherwise getting in the way, it's up to you to find a strategy that will end the avoidance and procrastination.

7: Embrace self-doubt.

This might sound confusing, but if you want to end self-sabotage, then embracing self-doubt is paradoxically a good way to do it.

When I say "self-doubt," I don't mean low self-esteem. Thinking you're not worthy or you're a failure is low self-esteem and you need to find a way to rid yourself of those thoughts.

But self-doubt is different. Every successful person has had to deal with self-doubt and they've been better because of it.

When you're not sure you're doing something the best way, or you're not certain you've chosen the right product for your audience, or you're questioning anything about your business, you look for alternatives. You investigate to see if you're on the right path, and you make course corrections based on what you discover.

Self-doubt can drive you to be better at what you do, to go the extra mile or put in the extra hours to truly create your best work.

Self-doubt will tell you when to seek help, advice or support. Other people can give us experience and alternative solutions we haven't even considered.

Self-doubt allows you to consider alternative plans and find the best way to accomplish your goals.

And self-doubt can even take you away from your business long enough to relax, think, dream, read and plan, so that when you come back to your business the next day you are full of new energy, ideas and solutions.



Mini Case Study: Clueless Marketer Creates Online Courses, Earns \$5,000 a Month

That \$5,000 a month figure only took him about 7 months to achieve, by the way.

We'll call our guy Mark (not his real name) and here's what he did.

Mark was desperate to stop working. Long story short, he hated his job, hated his boss, hated the commute... you get the idea.

One day Mark decides he's going to do online marketing but he doesn't have a clue what to do or how to get started.

To fill in his knowledge gap, Mark takes a course at one of those online course sites like Udemy. Only instead of learning online marketing, Mark realizes the guy giving the course is no smarter than Mark is.

That's when Mark decides to emulate the guy giving the course rather than build himself an online business.

Mark spends a couple of days on every course site he can find, studying what's selling the best and why it's selling.

He makes a list of 22 topics he thinks he can teach that interest him and that he thinks will sell well.

He chooses his first topic, does deep dive research on the topic for 10 days, and creates his first course.

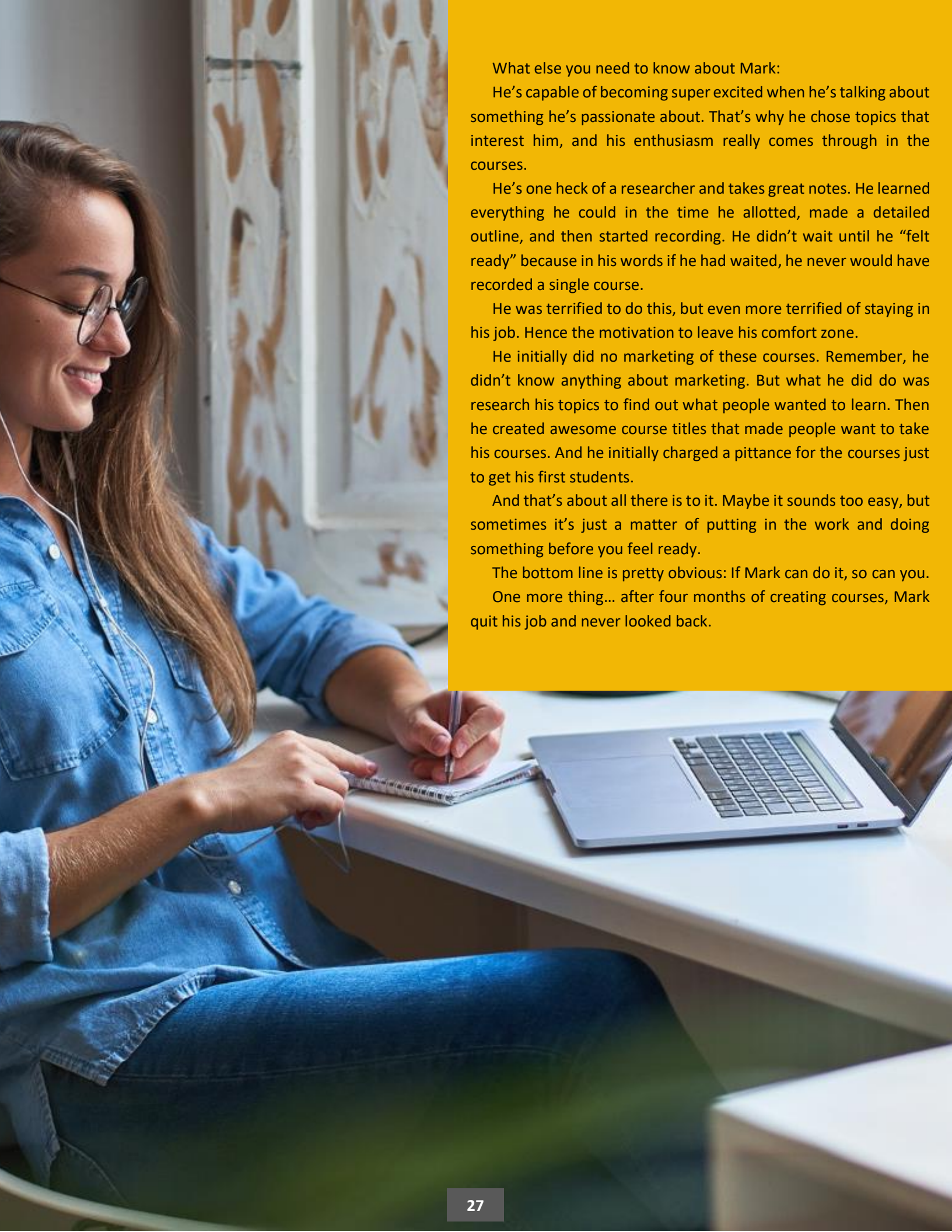
Then he repeats the process.

In six months he's created 18 courses and his income is approaching that \$5,000 a month mark. That was some time ago, and his income is even higher now.

A few things you need to know about Mark:

- He never taught anything or talked in front of a camera prior to doing this.
- He's an introverted, shy type of person.
- He didn't know very much about any of his topics before doing his research.

As you can see, Mark had no prior training for this. In fact, he was camera shy and didn't have a lot of confidence in himself, either. And yet, look at what he achieved.



What else you need to know about Mark:

He's capable of becoming super excited when he's talking about something he's passionate about. That's why he chose topics that interest him, and his enthusiasm really comes through in the courses.

He's one heck of a researcher and takes great notes. He learned everything he could in the time he allotted, made a detailed outline, and then started recording. He didn't wait until he "felt ready" because in his words if he had waited, he never would have recorded a single course.

He was terrified to do this, but even more terrified of staying in his job. Hence the motivation to leave his comfort zone.

He initially did no marketing of these courses. Remember, he didn't know anything about marketing. But what he did do was research his topics to find out what people wanted to learn. Then he created awesome course titles that made people want to take his courses. And he initially charged a pittance for the courses just to get his first students.

And that's about all there is to it. Maybe it sounds too easy, but sometimes it's just a matter of putting in the work and doing something before you feel ready.

The bottom line is pretty obvious: If Mark can do it, so can you.

One more thing... after four months of creating courses, Mark quit his job and never looked back.

The Simple Keyword Hack That Brings Tons of Traffic

You might think the best way to enjoy organic traffic is to rank for new keywords. But if you're already ranking for a keyword – any keyword – then I've got a simple trick for you that can potentially bring in a ton of new traffic. And best of all, it's pretty darn easy to do.

You're going to look at the keywords you already rank for, and then you're going to find the long tail variations of those keywords and rank for those, too.

For example, if you rank for "Best hotel rate" then without a lot of work you can also rank for, "Best hotel rate Miami," "Best hotel rate Chicago," "Best hotel rate London" and so forth.

Or if you're currently ranking for "organic gardening", you can also rank for "Organic tomato gardening" "organic flower gardening" "organic vegetable gardening" and others.

Here's how to do it:

Go to Ubersuggest and type in your domain name.

You're going to see something called Top Pages.

These are all the pages driving your traffic, as well as the keywords that are driving your rankings.

Now, go over to Google Search Console and login.

Again, this is going to show you the terms you're ranking for right now.

Got it? Good.

Go back to your Ubersuggest window and type in the exact phrases you rank for. Ubersuggest will now show you the keyword ideas report that gives you the long tail variations of the keywords you already rank for.

You already rank for your initial keyword you typed in, and now you've got lots of other similar long tail terms that make up a lot of potential traffic for you.

Each one of these long tail keywords will likely have only a fraction of the traffic you get from each of your main keywords. But when you add it all up, it's potentially a ton of new traffic that you can now tap into. It could even be more traffic than you're getting now, effectively doubling your organic search traffic or better.



Now then, take your new long tail keywords and go to the page that's ranking for the initial keyword. Adjust your content to include the new terms. This will probably mean re-writing your content, but it's worth it.

Your article is going to turn into a deep dive of the topic so that it naturally incorporates all of the terms you want to rank for.

Back to that article on organic gardening... now you're going to have a section on organic tomato gardening, organic vegetable gardening, organic flower gardening and so forth.

People won't need to read anything else on organic gardening because you cover everything in one place.

You'll find that after you do this, the page will rank higher in Google for all of these long tail variations. Give it about a month or so to see results.

Remember, once you rank for the main term, it's easy to rank for these long tail variations, too.

Use this simple hack and watch your traffic double.

THE **BIG** SECTION



How SMS Marketing Can DOUBLE Your Sales [Even If You've Been Too Afraid to Try It Until Now]

SMS Marketing is for the big boys, right?

Not for a little business like yours.

Heck, you wouldn't even know how to get started.

And what if you messed it up? Isn't it difficult to do? Won't you make your customers angry if you try it?

Well all I can say is read on, because if you're not already using SMS Marketing in your business, then you are missing out on some of the EASIEST sales you've ever made in your life.

What is SMS Marketing?

It stands for Short Message Service. Essentially, it's a text of 160 or fewer characters.

SMS marketing is exactly what you imagine it to be - sending marketing text messages to people who have opted into your SMS list.

Why is SMS the Best Marketing Tool Ever Devised?

Because 160, 98, 90, 1/3rd and half, that's why.

160 - this is the number of times the average person checks their phone each day. 46% say they check their phone before they even get out of bed.

98 - Almost 98% of SMS messages get opened, compared to just 20-30% of emails.

90 - According to Dynmark, 90% of all text messages are read (READ!) within 3 minutes of being received.

1/3 - Almost a third of those targeted with SMS ads respond to the correspondence...

Half ...and almost half of those go on to make a purchase.

That's right... they go on to make A PURCHASE.

One half of a third is one-sixth.

Send a marketing SMS and you could get a sale for every six or seven messages sent.

Are there more advantages to SMS Marketing?

Absolutely.

1: The fact is texting has the best engagement rate...

...Of. Any. Marketing. Medium.

70 to 80% of emails never get read.

Phone calls are ignored.

Social media is hit and miss - usually miss.

But text messages are read immediately after they're sent.

2: SMS Marketing is trackable.

You can manage your campaign from your desktop by using any of the countless texting platforms available to you.

And you can use the detailed analytics to track each step in the conversion process, including initial delivery and opening.

3: You can drive subscribers to your site.

Include a link and an excellent reason to visit your site and watch your traffic soar.

4: SMS is fast. Really fast.

Press send and your message is arriving on your subscribers' phones almost immediately.

You can get hundreds of clicks and multiple sales from your best customers in just minutes.

5: SMS Marketing is personal.

Your message is arriving on your customer's most treasured device - their phone. Yes, they are going to pay attention.

Use words such as "You" "Your" "I" and so forth to make it even more personal, like one person texting another.

Are SMS Messages Welcomed by the Recipients?

If the numbers above didn't already give you the answer to that one, consider this:

Everyone who is on your SMS list has ASKED to be placed on the list.

They WANT to hear from you, because they want the special deals and offers you can send them.

Let's say you teach people to make money online. You've just hit upon a new system that is smoking hot, making thousands of dollars a month for absolute newbies. You're going to conduct a live webinar to teach this system - do you supposed your SMS subscribers want to know about it?

Yes!

If you send an email, some of them will see it. But if you send an SMS, too, then nearly your entire SMS list will see it, thereby greatly increasing attendance.

Remember, everyone on your SMS list ASKED to be there.

How Do People Join My SMS List?

SMS messaging is 100% opt-in based, meaning customers must give their expressed consent to join your SMS list.

They can do this in one of two basic ways:

- Webpage - Subscribers can double-opt-in via a web widget, checkbox on an order form, a web sign-up form and so forth. After opting in, the new subscriber receives an auto reply confirming their subscription. For example, "Text 'YES' to receive weekly coupons."
- Text - Subscribers can send a text to join. For example, "Text 'ICECREAM' to 12345 for our weekly list of flavors!" When the customer sends that message, they have joined your campaign.

At any time, the subscriber can simply text STOP to cease all messaging.

Why Am I Restricted to 160 Characters?

Strictly speaking, you're not.

The problem with sending longer messages, however, is they often don't arrive in the same manner you sent them, if they arrive at all.

Mobile networks will typically break the text into smaller chunks of 160 characters each. These chunks might not be delivered in the right order. And some networks can refuse to even carry messages longer than 160 characters.

Thus, if you use more than 160 characters, your recipient might not receive your message or it might arrive in the wrong order.

And your recipients are expecting short messages. A long message might not get read, or it might confuse more than enlighten, and it has the potential to dramatically lower your conversion rate.

Is sending SMS messages going to make everyone happy?

Of course not. There is no form of marketing that pleases all of the people all of the time, but that doesn't mean it's not effective or that you shouldn't engage in it.

Take email marketing - some people who have opted onto your list will be annoyed you send them too many messages.

Others will be annoyed you don't send them enough messages.

You can't please everybody, but then again you don't need to try to, either.

Let's say that Nancy Neurotic opts into your SMS list. But every time her phone chimes, she thinks it's either the bank texting her that her account is frozen or her email service saying she's been hacked. There's no way on earth that sending Nancy text messages (even though she opted into your list) is going to make her happy, but that's okay. Nancy won't subscribe in the first place, or if she does she'll leave the list, so it really does not matter.

A tiny percentage of humans are weird that way. They want to be on your list and then complain they're on your list.

The point is, do not forgo a marketing technique that works just because a few people who asked to be on your list then decide to leave your list.

Can I Send SMS Messages to People on the DNC Registry?

Yes, absolutely.

The US has something called the Do Not Call Registry to protect consumers from unwanted calls. The idea is to stop telemarketers from randomly calling people. But the DNC Registry has NOTHING to do with text messaging.

SMS is strictly permission based. If you do get an unwanted SMS that you did not subscribe to, you can file a complaint, but this type of SMS is rare and not what I'm suggesting you do as a marketer.

Just for your own information: American businesses can be fined anywhere from \$500 to \$1500 per UNSOLICITED text message. That's why you only want people on your list who have explicitly opted in themselves. Don't get overly eager and start adding people to your SMS list just because you happen to have their mobile numbers.

But Aren't Texts Too Short to Accomplish Anything?

It's true you're not going to text your latest sales letter or even your newest blogpost.

SMS messages have a 160 character limit, but for a marketer this can be an incredibly powerful, positive restriction.

When you are limited to 160 characters, you get STRAIGHT to the point.

And when someone is checking their texts, they WANT you to get to the point, so this just makes sense.

Essentially, for most of the SMS messages you send you'll want to give an offer and a call to action, like this:

40% off all Kindle Publishing courses for the next 2 hours, click here: [LINK](#)

Is Timing Important?

Absolutely.

Obviously, you don't want to send a marketing message at 2am or even 10pm or 6am.

More specifically, you want to time your message to when your prospect is most likely to act upon it.

For some niches the timing is obvious. For example, if you're texting lunch discounts, you'll be sending your SMS messages just before lunch.

But what if your niche is information marketing? This can be trickier. If you're reminding them that your webinar is today, you might send the SMS an hour before hand.

If you're offering them a discount on your 'how to make money online' course, then you have to consider when they might be the most receptive. Is it in the morning when they are wide awake and able to make a fast decision? After work when they have more time to contemplate your offer? Or perhaps on a Sunday evening when they are dreading going to work the next day?

Testing different times to find out what works best is often a key component to SMS marketing.

Give the Recipient a URL

You've got to let them know how to buy what you're selling, and most often this will be a URL at the end of your message.

You can use Bitly to shorten your URL if needed.

And if possible, send them to a landing page seamlessly tailored to the SMS message you just sent out.

In other cases you might want to give your phone number instead. For example, if you're running an SMS campaign for an insurance agent, that agent might be asking her customers to call her to see if they qualify for a discount when they upgrade their coverage.

What's a Short Code and Do I Need One?

A Short Code is a special telephone number that is shorter - usually 5 or 6 digits, that is used to send and receive SMS messages to and from mobile phones.

If you're sending more than a few hundred messages a day from a regular long code phone number, your messages run the risk of being marked as spam and subject to carrier filtering. But short codes are pre-approved by carriers and enjoy a high throughput, meaning they get delivered.

Getting your own short code can cost \$1000 or more, depending on which country you're in. Initially your SMS is going to be small until you build it up, which is why you probably don't want to invest in a short code until you reach the level of sending hundreds of messages per day.

Then again, if you're asking people to opt into your SMS list by texting rather than using an online method, then short codes make the process much easier for users. For example, "Text CAR to 43574 to get the latest discounts on overstocked vehicles."

How do I get people to opt into my SMS list?

Ideally you want to promote opt-ins across all media channels, such as:

Website - the SMS opt-in should feature prominently on your site.

Social media - for example, add a mobile-number field to your Facebook page sign up and an opt-in button for them to join your SMS campaign.

Point of sale - anyplace you sell anything, give the buyer a chance to opt into your SMS list.

Newsletter - in every newsletter give them an excellent reason to join your SMS campaign, along with making it super easy to do so.

SMS - send a text asking if they want to opt-in. For example, "Get access to 5 texts per month for SMS only discounts. Hit reply or text 1234 to opt-in."

Most of all, do everything you can to get your best clients and customers onto your SMS list. These are the people who are spending real money with you, and if they're on SMS they'll likely continue to buy your products.

Dedicate extra time and resources to your best customers, treat them like VIPs, and they will not only buy from you again, but also tell others about you and your brand.

How Do I Send Out SMS Messages?

If you have visions of texting from your own personal phone to your hundreds of SMS subscribers, you'll be relieved to know it doesn't work like that.

There are tens and perhaps hundreds of services you can choose from to handle your SMS messaging, much like you use an autoresponder service to send out your emails.

Here are a few services to check out, but be sure to do your own research and find the software or service that is right for your needs.

Active Campaign

Entry level price is \$9 per month, paid annually.

Super popular, with 130,000 businesses in 170 countries using this service. Includes access to over 500 pre-built automations and powerful segmentation and personalization.

Textedly

Entry level price is \$0 per month for 1,000 out-going messages

This service is rated super high with users. Easy to use, schedule your messages in advance, track message delivery, do drip campaigns and so forth.

Sendinblue

Entry level price is \$0 per month

180,000 businesses worldwide are using this one. Like some of the other platforms listed here, this is an all-in-one marketing platform, including email marketing, chat, Facebook Ads and of course SMS marketing.

A few others to get you started on your search:

- Attentive
- Birdeye
- BulkSMS.com
- Close
- Dial My Calls
- Emotive
- Hey Market
- Klaviyo
- Mailigen
- Many Chat
- Mobiniti
- Omni Send
- Post Script
- Send Lane
- Send Pulse
- Shout OUT
- Simple Texting
- Slick Text
- Sonar
- Swell
- Text Em All
- Text Magic
- Text Marks
- TXT 180
- Voxie
- Zip Whip

Is SMS marketing expensive?

If you compare it to email marketing, then yes, it does cost more. An autoresponder charges a flat monthly fee, whereas some SMS services will charge a few cents per message.

However, as we stated earlier, SMS marketing is far more effective than email marketing, so any extra money invested should be covered many times over in profit.

And when you compare SMS marketing with any other kind of paid advertising, SMS is both the cheapest and the most highly targeted.

Really, when done right nothing else compares to SMS marketing for cost-effectiveness, ease of deployment and return on investment.

Okay great, I understand how SMS Marketing works, but what should I send to subscribers?

You've got plenty of options. Here are 5 to get you started:

1: Send coupons, discounts and exclusive deals

You can generate unique coupon codes for each subscriber to prevent non-subscribers from getting the deal you're offering. This way, people have to subscribe to your SMS list if they want deals, too.

For example:

"50% discount on the ABC course for the next 3 hours w/code NR7H6SD."

2: Use drip campaigns

Much like an autoresponder, drip campaigns are automated messages that are sent at specific times, such as when a person first subscribes, 5 days later, 2 weeks later and so forth.

For example, you might offer increasing discounts over time, promote different offers, or offer products that are similar or complimentary to the first one purchased.

3: Let your customers vote

Most SMS services will let you run polls and collect responses from your subscribers, who text different keywords to cast their vote.

You can use the results to better target your subscribers, to learn what they want most, and to inject some fun into your campaigns.

Plus, it actively engages your audience with your brand. People who leave an answer will be eager to find out what the results are, and they may even share them with others.

4: Send photos or even videos

Let's say you're offering a new book. In addition to your 160 character SMS message, you can also send an image of your book cover.

Let them know your book is available and encourage them to click the cover to preview the book.

5: Run a sweepstakes or contest

You can grow your SMS list by getting customers to sign themselves up for a sweepstakes. Just ask them to text a particular word and they are now on your list.

Either give away a small prize to everyone who enters, or a few larger prizes to people randomly drawn from the entries.

This is also an excellent method for cross promotion with another marketer. Give away your products to the other person's list to grow your own SMS list, and vice versa.

5.5: Send only specific or time-sensitive messages

SMS marketing can backfire if you annoy your customers with generic messages that aren't specific or time-sensitive.

This is no place to work on your product awareness in the hopes of making sales down the road.

Instead, let them know about sales and especially flash sales, as well as exciting events or news they truly want to know about, such as something that directly impacts them.

SMS Marketing lets you reach your best customers at moment's notice and get traffic to your offer within seconds.

And because 98% of SMS messages are read and a high percentage are acted upon, investing time in SMS can literally double the sales you are already making.

Isn't it time you added SMS Marketing to your business?

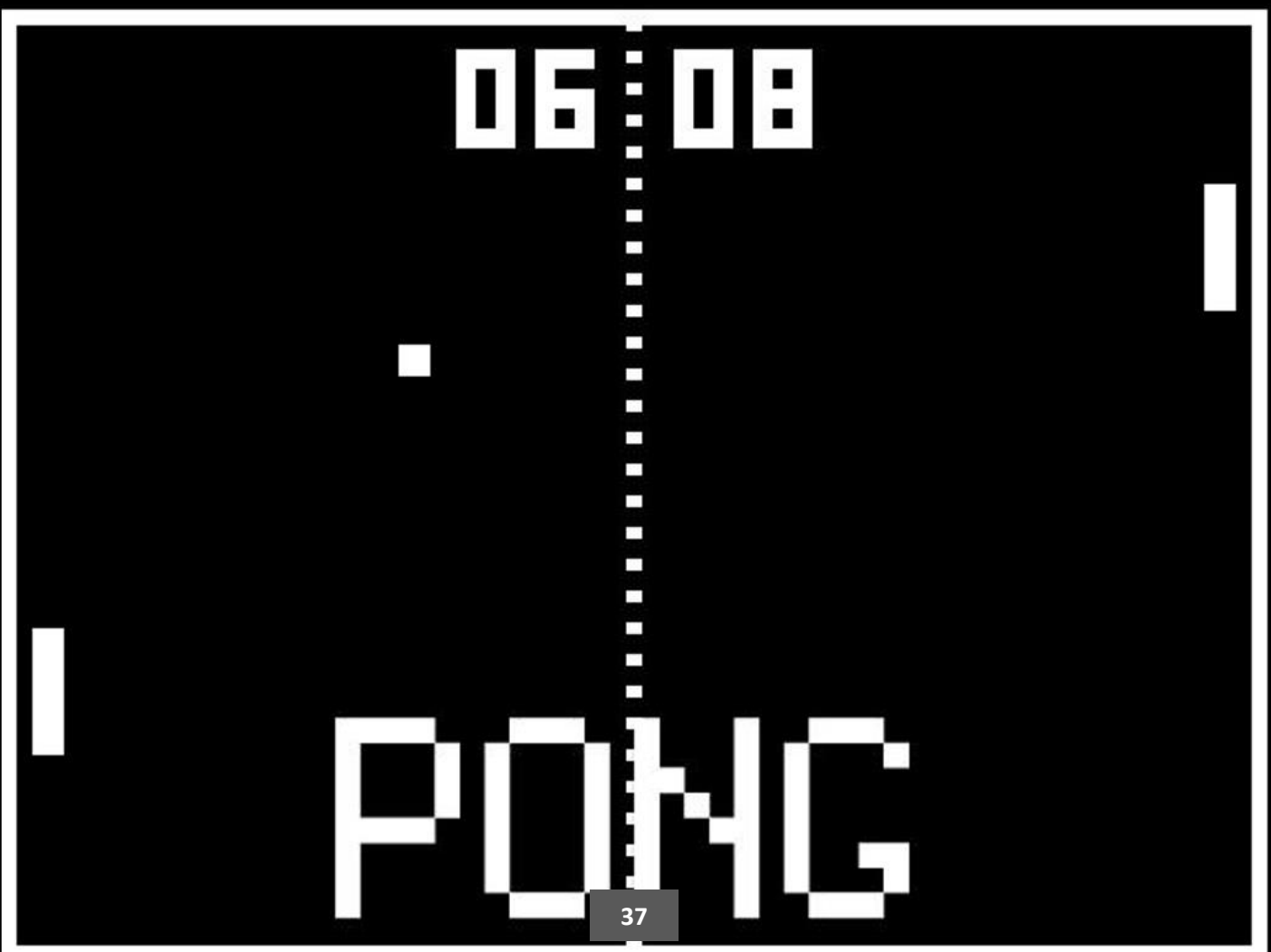
Pong

Pong was one of the first arcade video games, it was released by Atari in 1972 and was the first commercially successful video game, it helped to establish the video game industry.

It was a basic two-dimensional table tennis style game, involving two paddles and a ball, the paddles could both be controlled by players or one could be controlled by the computer for single player gameplay.

From a modern video gaming perspective every publisher is basically looking for the next “Pong”, we’ve had several breakout games, such as Angry Birds and Candy Crush on mobile devices, but we could say that these are merely modern interpretations of that classic Pong methodology.

In the gaming and technology markets, this methodology has been and will be used over and over again, because its time tested and works, more involved games and genres have come and gone, but the simple formula of Pong has endured.



That is the lesson for us here: it's all well and good to invent something new, but the old favourites still have weight and purpose and can be updated to appeal to more modern audiences. One could say once a game – or anything – has perennial quality, everything after it is just an extension. Therefore, when we're looking at our product sets and the markets and trends it isn't always necessary to be at the cutting edge all the time.

Sometimes greater successes can be found in revitalizing an old trend or simply putting a new twist on it. Innovation is not always a guarantee of success, it's important for us to balance both the existing and the new.

After all its 2020 now and Pong is still going 48 years later. Apple and Facebook are perfect examples of two technologies that are based on older ones. Essentially- they are just marketed better and updated. More has been put into their experience for the user. Some could say they are not even the best apps or products out there with regards to functionality, quality or advancement.

That is not the point, however. It will take you longer to succeed if you decide to simply start from scratch with all of your launches. Sometimes modelling the best of what's out there and putting a spin on it that is unique to you is the answer.

See you next month!

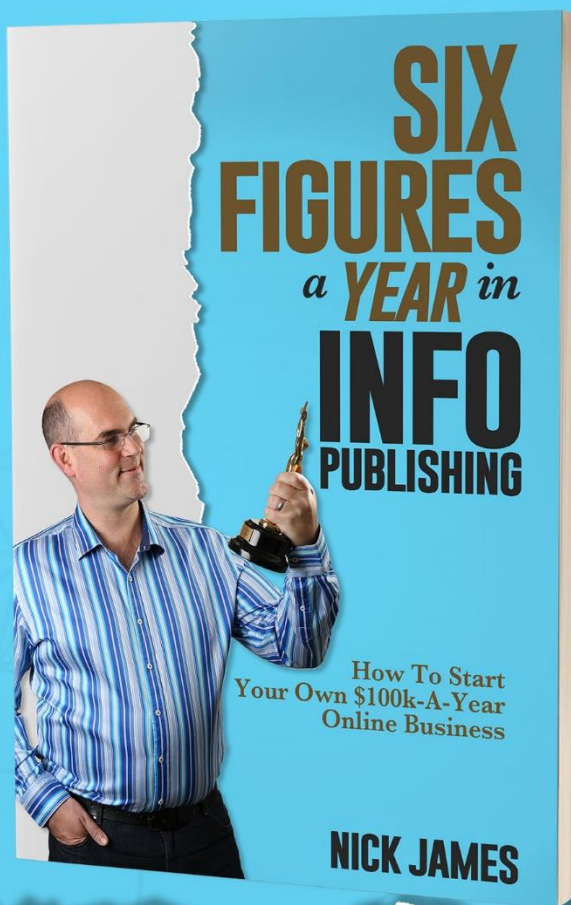


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