THE INTERNET MARKETING NEWSLETTER

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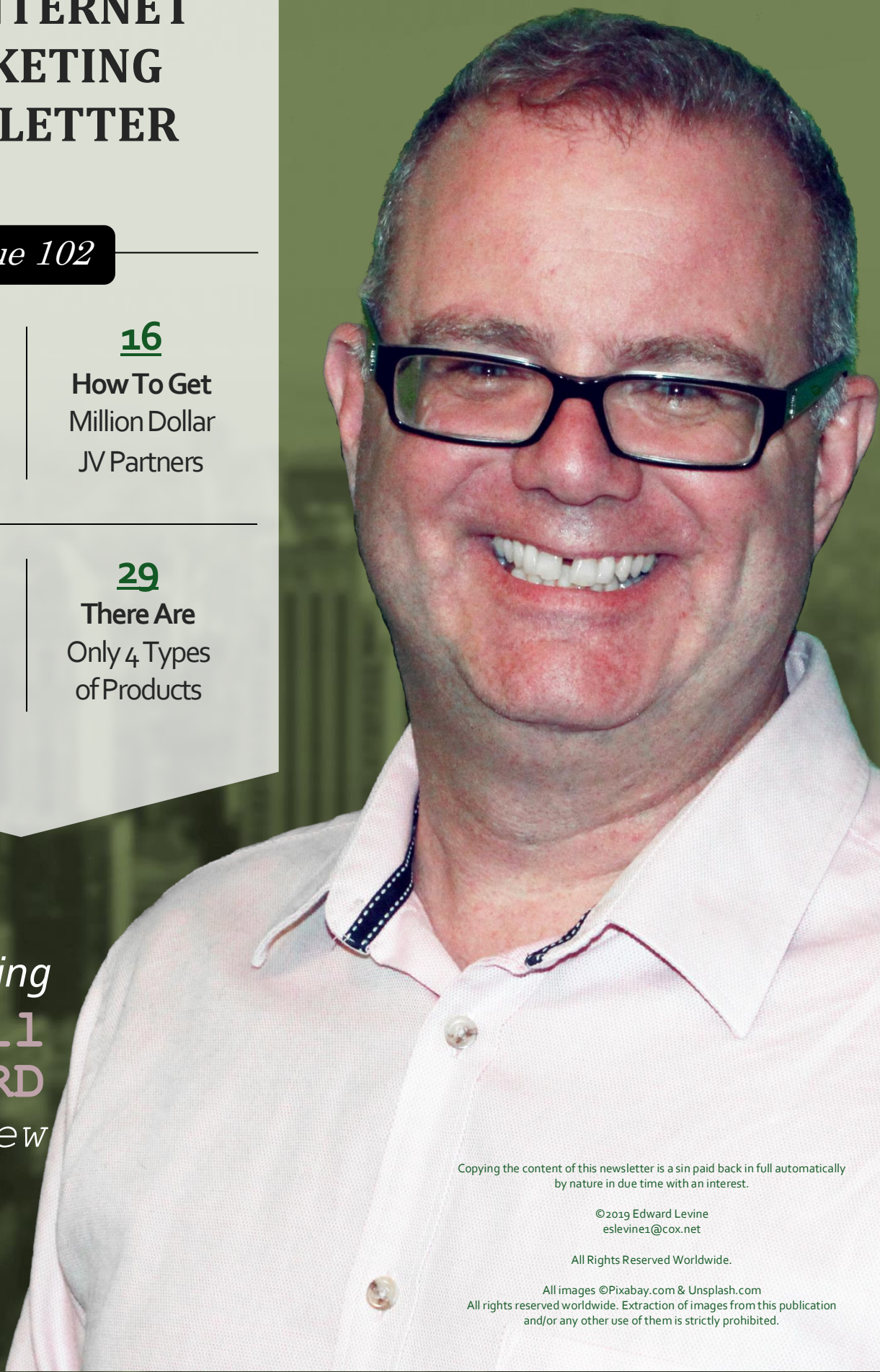

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eslevine1@cox.net

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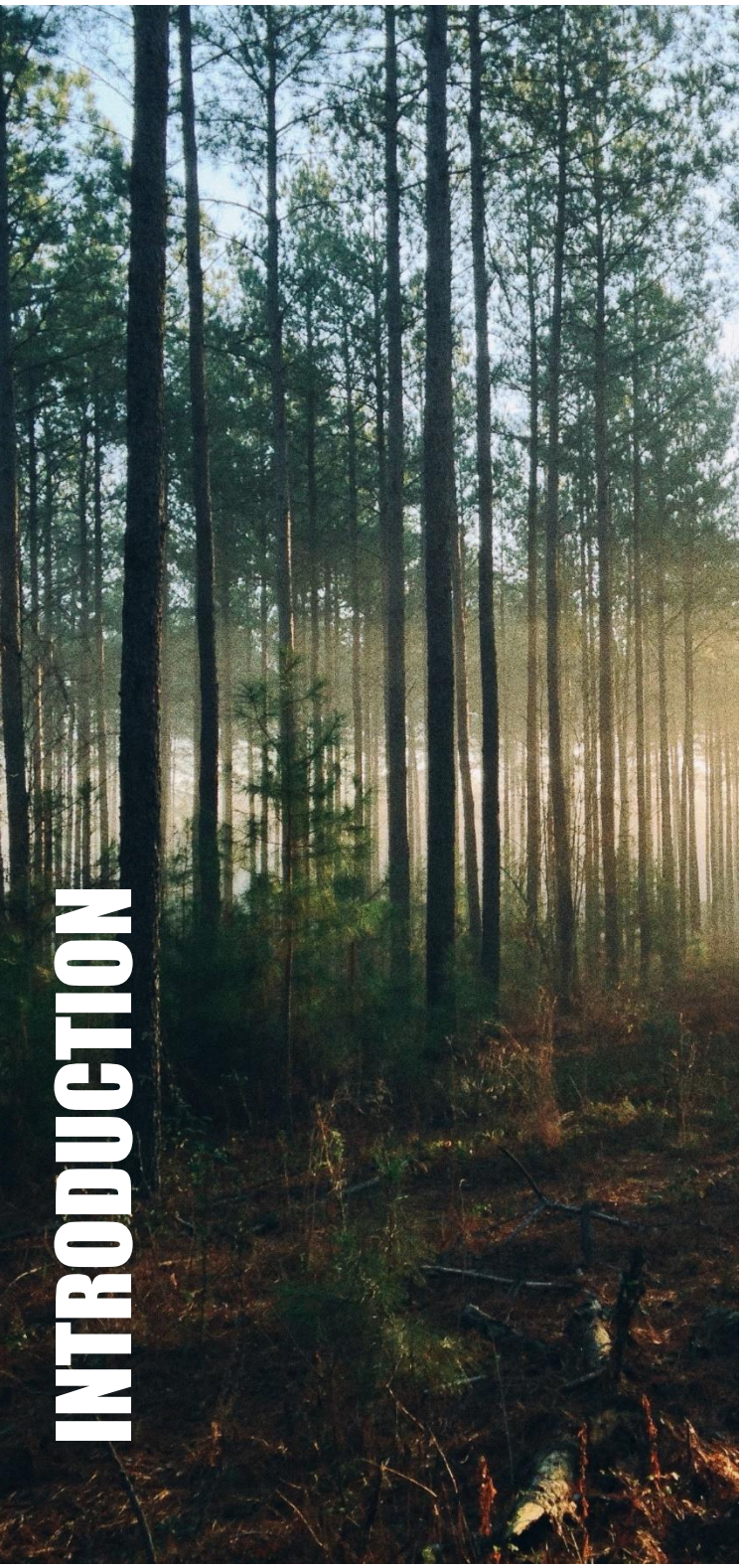
Life In The Forest



In many ways our lives are very similar to a forest. When we walk into a forest, most of what exists there is completely unknown to us. In fact – without a trail being made for us to follow, it can be difficult and scary making it through to the other side. There are many possible paths you could take, and it's easy to end up in circles and get lost along the way, but there is also an excitement and beauty to it as well.

Here's the truth hidden in that scenario: most of what exists in our lives, and what could potentially exist is actually unknown, and yet we each have to live; we each have to make our way through that forest without guarantees.

It would be easy to let fear overtake you and just sit down on a tree stump and give up, but as human beings that's really not us, as entrepreneurs that's certainly not us, whenever we get lost, or feel the fear of the unknown growing in us, whenever something doesn't work out quite like we planned or hoped, do we sit down on that stump and give up or do we take a new path? Maybe we step back along the path we've already taken, learn our lesson and then take a different route altogether. Maybe we take a look around us see where we are, and then create a new one into an altogether new and unexplored section of forest.

In many ways we follow the rays of sunshine that we see through the trees, knowing instinctively that they will lead us out into the sun.

As we work our way through the forest, we'll come across landscapes we haven't seen before, we'll also encounter other hikers, we may make some new friends and acquaintances, some may join us on the same path, some for a long while, maybe some for just a moment. In all these encounters we can learn and expand our understanding of the forest, each person we meet will have trodden a different path to meet us, and will have some lessons to impart. Some of these people may become our wives or husbands, our partners or colleagues, some may just be a brief business encounter.

In each moment we'll learn something new about our forest, and how we interact with it. We might have to move some bushes and trees out of the way, sometimes we might have to dig one up, or cut one down, maybe we'll even plant a few and expand the forest, who actually knows, after all unless you take that first step, then another and another into it, the forest will remain mostly unknown.

All of our wisdom comes from not being afraid to venture out and adjust to the path as it unfolds. So today, take that first step and don't allow yourself to sit and wait for rescue on a tree stump. You will learn so much about the landscape of your life by getting into your boots and trekking it.

Twitter Announces US and Japan Can Hide Replies

Early testing of this feature in Canada showed positive results:
People mostly hide replies that they think are irrelevant, abusive or unintelligible. Those who used the tool thought it was a helpful way to control what they saw, similar to when keywords are muted.
We saw that people were more likely to reconsider their interactions when their tweet was hidden: 27% of people who had their tweets hidden said they would reconsider how they interact with others in the future.

https://blog.twitter.com/en_us/topics/product/2019/controlexpansion.html

Paypal to Pocket (2.9% +.30) Refund Fees

Paypal is reinstating the controversial policy of pocketing fees from refunds.

It tried out this policy in April, but seller backlash led to a temporary reversal. Paypal says it is now updating it's policy for good, and sellers are not happy.

https://www.theverge.com/2019/9/20/20876570/paypal-refund-fee-policy-change-sellers-controversy

A Recurring Affiliate Program You May Have Missed

If you're in the online marketing niche and you're looking for a recurring affiliate program beyond hosting and autoresponders. Consider LambdaTest.com.

Lambda Test is a Cross Browser Testing Cloud, Performing automated and live interactive cross browser testing on 2000+ real browsers and operating systems online.

Join LambdaTest Affiliate Program and earn 50% commission on first transaction followed by recurring 25% commission.

https://www.lambdatest.com/affiliate-program-partnership

Schwarzenegger's Brain

At least two 'secrets' that Arnold Schwarzenegger used to become successful in life involved the muscle above his neck – his brain.

First, he became a learning machine, developing a strong curiosity for everything.

When he was in the army, he learned everything he could; driving trucks, motorcycles and even tanks.

He learned real estate and become a millionaire. He learned art, mail order marketing, acting, politics, comedy and a whole lot more.

As Warren Buffet says, "The more you learn, the more you earn."

Second, Arnold learned bodybuilding and competing personally from Mr. Austria. He then met more and more champions, including a former Mr. Universe. He befriended every top expert he could and learned everything they had to teach.

This is what allowed him to accelerate his progress and become the youngest body building champion in history.

If you want to learn internet marketing fast, find the very top earners and watch every move they make. Better yet, make friends and ask them to mentor you.

Help! ClickBank Is Telling Me To Cut My Price

You've created an offer and you've submitted it to ClickBank.

The problem is, ClickBank is telling you to lower the price and you don't want to.

Worse yet, you plan on selling the same product on another platform at your original price.

What should you do?

If you offer the product in one place at $50, and another place at $100 and people find out, they could get angry. Affiliates might not be too happy, either.

ClickBank says that if, after 8 weeks of good sales and low charge backs, they'll let you raise the price.

Here's what you might do to make everyone happy:

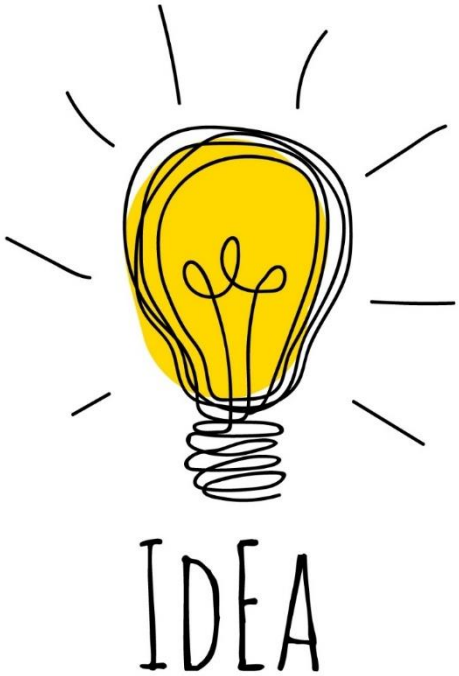
Offer two versions of your product. The higher priced product gets something extra, like coaching calls or videos, that are not included on the lower priced version.

Ta-da!

You can now sell at both places with two different prices, keep ClickBank happy, keep customers and affiliates happy, and all is good.

One more thing: This will be a form of A/B price testing. And it is entirely possible you will make MORE at the lower price point than the higher price point. Time will tell.

Facebook Rolls Out Video Poll Ads, Expands Playable and AR Ads



After seeing the success of poll stickers for Instagram Stories ads, Facebook is bringing the capabilities to its video ads at the end of this month.

A Facebook video poll can be set at a specific time during a video to quickly and easily get consumer opinions.

https://www.facebook.com/business/news/facebook-invites-people-and-businesses-to-play

Google Updates Guidelines for Review Rich Results

Review rich results is a type of schema that can be coded onto website pages to display a star rating on your SERP listing.

Because social proof is an important aspect in the discovery and consideration stage of the buyer's journey, having this review schema can be helpful in validating your product or service for prospects right from the start. It can also help differentiate your listing from others on the search results page.

https://webmasters.googleblog.com/2019/09/making-review-rich-results-more-helpful.html

ARTICLE

Weird Method Forces Amazon to Build Your Email List

> How would you like to leverage the massive traffic of Amazon to build your email list?

Amazon is the world's largest product search engine with...

- 304 Million Active Users
- 192 million unique monthly visitors
- $107 Billion net sales in 2015

The key to building your list as fast as possible through Amazon is to publish FREE content. Just imagine thousands of people downloading your content for free, and then opting into your list to get MORE great content.

What's that?

You think you can't publish free content on Amazon?

If you listen to Amazon, you're right. They're going to tell you no, you can't publish for free and you have to charge a minimum of 99 cents for your content in Kindle form.

However, that's not the whole story. If you know the secret, you can in fact reach Amazon's massive audience quickly and easily for free.

And you don't need to be a professional author, either, to do this.

You're going to publish a book that is permanently free. Yes, permanently free.

It can be non-fiction, it can be checklists, templates, lists of resources or tools, or a regular non-fiction book filled with great content. You decide.

One you have your content ready to go, you're going to place an advertisement inside your book. This advertisement will be hyperlinked to a lead capture page with a lead magnet.

When the viewer clicks on the ad, they are taken to the lead capture page.

Duplicate this ad and place it in your book twice – once at the beginning and once at the end.

Your next step is to head over to Amazon and publish your book for 99 cents.

So far this all sounds pretty standard, right?

Hold on to your hat, because here's where it gets weird.

Go to Draft2Digital.com and publish your book there, too. Just upload your book as a word doc and they do all the formatting.

List your book as free and pick your platforms: Apple, B&N, etc.

But, do NOT do the Kindle publishing option.

Here's the key – are you ready?

Once you've published to Draft2Digital, you're going to go back to your Amazon KDP dashboard and ask Amazon to price match your book.

Once Amazon does this, your book will be FREE on Amazon.

Ha! And it wasn't even hard to do, was it? In fact, the entire process was pretty darn easy.

Now that your book is FREE on Amazon, you should begin making 'sales.'

After all, who doesn't want your great book (it is great, right?) for free?

You're now going to tap into the massive traffic and buyers of these publishing platforms, like Amazon, Apple, Scribd, etc.

You're going to let them do all of the work of getting eyes on your content.

Which then brings those folks to your squeeze page, where you sign them up to get MORE great content like the free book they just got.

And don't forget to put a low end offer after the free opt-in. Charge $7 for an awesome content upgrade, and you'll be building your list AND making money with NO advertising cost.

Plus, you're beginning to build your list of paying customers, which is even BETTER than your ever-growing list of folks who read your book.

Using this method, you'll get massive traffic, downloads and oodles of subscribers from the world's largest publishing platforms.

These are targeted subscribers and buyers, hungry for what you have to offer.

A few tips:

- Spare no expense on your cover. On Amazon the cover is crucial, even when your book is free.
- Get the title RIGHT. The right title can quadruple downloads compared to the wrong title. If you're not sure, test.
- Provide AWESOME content in your free book.
- Don't make your free book too long. The point is to impress them into wanting more. If your book is a hundred pages, they won't want more because they probably won't finish what you gave them.
- Make sure your free offer makes sense in relation to the free book. If they download a free book from Amazon on marketing via social media, then you might entice them with social media marketing checklists, or top 10 social media mistakes, or the 7 most surprising secrets of million-dollar earners on social media. Do NOT offer them a book on basket weaving.
- It's okay to promote your free book if you want to, to get even more subscribers.
- Track your results on Amazon. Since your book is free and contains great information, it's entirely possible it will reach #1 in one or more categories. If it does, you can then promote it as a best seller, and call yourself a best-selling author. (Okay, you're really a best giving away author, but why split hairs?)
- Don't stop at just one book. Different people are interested in different topics within your niche, so feel free to put several of these on Amazon, using the same method outlined above.
- Treat your list well. This goes without saying, but your list is your gold. Make them love you and turn them into loyal followers who purchase your stuff and say nice things about you in social media.
- Have fun. Giving stuff away for free takes away a lot of the stress you might have if you were trying to sell it. So relax, have fun and build your list.

Make it a goal to have your first free book on Amazon within 14 days and start building your list the free way.

Niching Your Market Isn't What You Think

You might already know this, but just in case, we're going to cover what a niche market is and what it's not.

Some people are under the misconception that a niche market is a tiny market that almost no one is participating in.

Underwater basket weaving is a good example. There are no products in this niche (that we know of) and no competition. There's also no market as far as we know.

Remember that competition means you've found a healthy market. If marketers are consistently spending money to reach a certain market, then there is money to be made.

Wikipedia says, "A niche market is the subset of the market on which a specific product is focusing; therefore the market niche defines the specific product features aimed at satisfying specific market needs."

Notice that it says the market defines the product features.

It's not so much about finding the right products, as it is finding the hungry market that wants those products.

Let's take diet as an example. Weight loss is always a popular topic, but a product geared towards every human on the planet who wants to lose weight isn't focused. When you try to capture the entire market, you generally don't capture any of it.

Instead, when you niche weight loss down to a specific demographic, such as new mothers or men over 40, your audience begins to pay attention.

Your product might not even be all that different from a generic weight loss product. But when you're speaking to a specific audience, that audience pays attention.

Imagine you just had a baby, and you want to lose the extra 20 pounds you gained during pregnancy. Are you going to buy the weight loss program aimed at everyone and anyone? Or the one that is speaking directly to new moms?

Or what if you're a chiropractor and you want to buy a course on marketing your practice on the internet? Do you buy the generic marketing course for all business owners? Or the one geared specifically to chiropractors?

Today's marketing is about establishing solid relationships by delivering awesome value to your niche. You can build massive trust and credibility with the right niche audience, and along the way you can recommend products that fit their needs perfectly.

Do you see what we're doing here? We're choosing he audience FIRST, and then creating or choosing the products to fit that audience.

It's never about you and the products YOU want to create. It's about your audience and satisfying what they want.

QUOTES

"The best marketing doesn't feel like marketing." – Tom Fishburne, Founder of Marketoonist

"The consumer is not a moron; she is your wife." –David Ogilvy, the Father of Advertising, Founder of Ogilvy & Mather

Marketing is no longer about the stuff that you make, but about the stories you tell." –Seth Godin, Bestselling Author and Blogger

"Content is fire; social media is gasoline." –Jay Baer, Bestselling Author, Marketing Expert and Founder of Convince & Convert

"We need to stop interrupting what people are interested in and be what people are interested in." –Craig Davis, former Chief Creative Officer at J. Walter Thompson

"Google only loves you when everyone else loves you first." –Wendy Piersall, Author, Blogger and Artist

"Marketers need to build digital relationships and reputation before closing a sale." –Chris Brogan, Chief Executive Officer of Owner Media Group

"Does your content lead readers on a journey, or does it merely stuff them as leads into a pipeline?" –Ann Handley, Chief Content Officer of MarketingProfs

"Content builds relationships. Relationships are built on trust. Trust drives revenue."–Andrew Davis, Bestselling Author and Keynote Speaker

"Authenticity, honesty, and personal voice underlie much of what's successful on the Web." –Rick Levine, Author of The Cluetrain Manifesto

"Content marketing is a commitment, not a campaign." –Jon Buscall, Chief Executive Officer of Moondog Marketing

"Content is not king, but a president elected by the votes of those whom it aims to rule." –Raheel Farooq, Teacher, Writer and Voiceover Artist

"90% trust peers on social networks (even strangers); only 15–18% trust brands." –Danny Brown, Award-Winning Marketer and Author

NEIL STAFFORD interview

GavinMcCoy: Hello, this is Gavin McCoy and on the Internet Marketing podcast today, my guest is Neil Stafford, who swapped his corporate career for an online business. Today you'll discover what exactly was the unusual product he sold to get started, and how he felt when he got his very first sale, and the secret of generating an endless recurring income from simple membership sites plus much, much more as we say hello to Neil Stafford.

Neil: Hi Gavin. Good to speak to you again.

GavinMcCoy: When did you kick off in internet marketing

Neil: Oh, my word. I will say back when the internet was gas powered so ... very short story. When the internet started taking off, if you remember the mid 1990s, web designers were getting paid a fortune to build simple three, four, five page websites. So I said, "Oh, I can do that. I'm sure I can." So I walked into a local computer shop in Wigan where I live in the Northwest of England, and it's still there to this day. One of these in like an old converted terrorists house with computer parts everywhere. And I said, "I want to build websites." He said, "You need Dreamweaver." I said, "I love it." He goes, "It's 300 pound." Which is about $500.

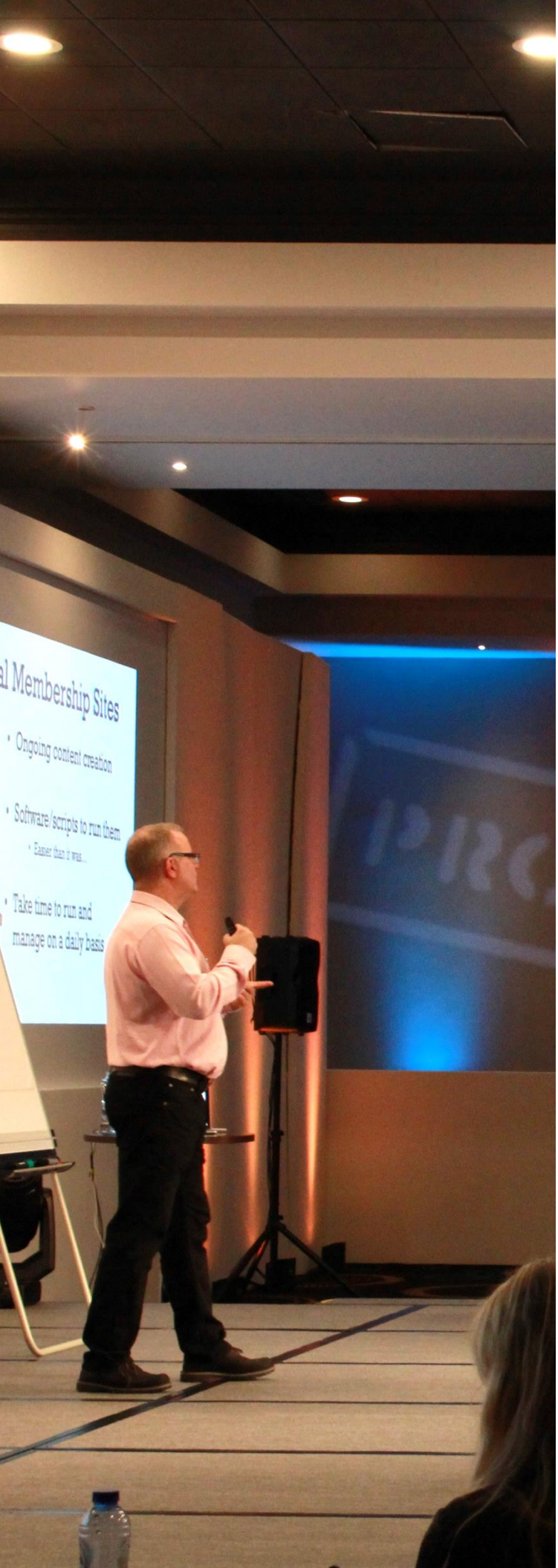
I went, "Oh! That's a lot." But I managed to take a deep breath and bought it and then I wandered over to the local bookstore and I bought the Idiot's Guide to HTML, which is like the forerunners to the dummies book and proceeded to try and teach myself how to build websites. Well, long story short, I did and my word, they were ugly. They were really, really ugly. But I saw some sort of potential in it. Fast forward a couple of years and my first sale online was back in May, 1998 and that was for, believe it or not, an oil painting. Now, I wasn't the artist.

My design skills and artistic skills are like a three year old with a crayon. But a friend of mine was an artist, and it developed out of an idea that we had where I used to go with him to craft firs and exhibitions to keep him company. And one time a lady came up to me and said, "Does he do paintings from photographs?" And I went, "Yes." I had no idea whether he did or not. I went, "Yes." Took a deposit and said to my friend Paul, I said, "Paul, can you do this?" He said, "Yes." So he did a painting from photographs. She was happy. So we started commissioning more paintings from photographs.

Then we placed adverts in magazines where people will ring up for an information pack. Now this is pre-digital photography. So we had to take photographs, all these painting, scan them and put them on to printed material and send them out and they'd send it back with an order form and a check. And that's how that went on. And I went, "Oh, I've got an idea. Why don't we, instead of getting them to ring up for an information pack, this newfangled internet thing, we can send them online because I know how to build websites, ugly websites. They can read it, and then they consult it out online."

Now, I always call myself and Paul back then dumb and dumber because, we have no way of taking payments. There was no PayPal, there was certainly no Stripe or any way of taking payments online except with a bank merchant accounts and they wanted [inaudible 00:03:13] firstborn and profits for life. So, what we did was we simply put the brochure up online, ugly website, and let's put it into context. We placed the adverts in a magazine and we use GeoCities for our hosting because they gave free webspace, but that meant our website address was geocities.com/squigglyline3754 and they were really horrible domain name.

But we did it. We placed the adverts, waited for the magazine to come out and to put it into context and all that came through ... What the person had to do was buy the magazine, take it home and read it, read the classifieds in the back, see our adverts, go to the computer, turn it on. Now this is 1998 [inaudible 00:03:55].



GavinMcCoy: Mm-hmm (affirmative).

Neil: They weren't fast to turn on. Connect to the internet with dial-up, yeah [inaudible 00:04:01] this all ugly looking website. Read through it, print off an order form, ready? Write the order form, write the check, write the envelope, put the stamp on an envelope, walk down to a post box and post it to us. But low and behold, that's what happened to me. I would love Gavin to be able to say it was on this date in May. I just can't remember the date, but I know it was May, 1998 that this envelope popped through the letterbox with a check inside for back then 95 pounds, about $140 at the time, $150 and it was our first order generated online, although it was an offline payment, if that makes sense.

GavinMcCoy: Now, despite those disjointed steps that led to your first sale, Neil, how did you feel looking at that check?

Neil: Wow. I always talk about tipping points with people. So that was our tipping point. First sale generated online and the tipping point is, "This could work." There is something in this and they [inaudible 00:04:58] belief and whether you're going for your first sale online, your first thousand dollar month, your first $10,000 a pound month, each one of those is a tipping point that takes you past that point of flipping [inaudible 00:05:11] this works. Where could it go?

GavinMcCoy: Now for many of us, our foray into internet marketing is in fact a plan to escape from a day job, which takes too much time and probably doesn't pay too much. If I'm able to ask you Neil, what did you do prior to breaking into this business of internet marketing or information marketing?

Neil: Yeah, so past careers have been working for an insurance company in customer service, working in shops, being a DJ mobile and club DJ for a good few years. And when I started looking at the internet side, I'd actually settled down into a bit of a career in the financial services industry. And I always say, "I can't give a rags to riches story." Because I had a a pretty good career. I was climbing career ladder. But one thing I did was look ahead and I didn't like what I saw where I was going to be in five or 10 years.

And again, these little things that happened to you, many years ago when I was 15, 16 years old, a family member he was very successful said, "Have a plan B Neil. Always have a plan B." Now my deejaying was plan B for a while. So I worked on DJ before I went deejaying Jane full time. And then when I started in financial services, I still doing deejaying. But because of the way the career took off, I stopped the deejaying. But this internet thing came along. So that started to be my plan B. So, my career was well paid, it had great bonuses, company car all et cetera, et cetera.

So on the outside looking in, you say, "Oh they're successful." But what they didn't see was the company owns you basically. And the higher you climbed up the ladder, the more and more success we had, the more and more income you had, but less and less time you had. I've had phone calls at one o'clock in the morning to put a paper together to be released to the stock market because something has been said by my bosses boss [inaudible 00:07:01] ringing milk. And that was another tipping points thinking, "Hang on a minute, this isn't right. If they can do that and ask me to do it."

Which I did. It got released after [inaudible 00:07:10] clock in the morning, job done. So with me it was more of "Okay then let's get this plan B rolling again and see where it can get to."

GavinMcCoy: Now Neil your first excursion into using the internet as a marketing vehicle was for solid, tangible products. Of course, today the biggest part of our industry is selling information products. What was your first attempt at that?.

Note from the editor:

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

How To Get Million Dollar

How can you reach more people and thrive financially?

One of the all time greatest ways to build a big email list, getting your message out to millions and selling your products, programs and events, and getting recognized as an authority is by getting other people to endorse you and promote you.

That's right – joint ventures and affiliate partnerships are the key to your online success.

Jeff Walker tells the story of how he got a JV Partner:

It seems he was on the shuttle from the airport to the hotel where he was going to an online marketing conference. At the time, Jeff was working in the investment niche online, and he wasn't well known yet in the IM niche.

The only other person on the shuttle was someone talking on his cell phone. This guy was upset that his website was down, and Jeff guessed he was probably going to the conference, too.

Jeff was an introvert and normally didn't talk to strangers. But he said hi to this guy and they struck up a conversation.

The man on the cell phone?

Was Frank Kern.

Yes, THAT Frank Kern, although at the time he wasn't well known yet, either.

Jeff says that Frank is responsible for millions of dollars of business sent Jeff's way, and you can imagine that the opposite is true as well.

How do you find your million dollar contacts?

Jeff recommends going to live events and meeting people. Have coffee with them, have lunch, talk about your kids or your last vacation or anything else.

Bond with fellow marketers in person and make friends with them.

It makes sense.

When someone contacts you cold and asks you to promote their product, how do you feel? Cold. You don't know this person. You're busy. You've already got enough on your plate and you don't need some stranger asking you to send business their way.

But when a friend contacts you and asks if you might like to promote their product, how do you feel about it? Most likely you're happy to do something for this person you know and like. You say yes, of course you'll promote for them.

It's no different than your favorite neighbor asking to borrow a shovel. Of course you're going to lend it to them, without even thinking about it.

Just about every 7-figure marketer seems to agree that nothing beats meeting people in person to forge strong connections that eventually lead to affiliate promotions, joint ventures and partnerships.

But what if you can't make it to a live event yet?

After all, it often costs an admission fee, an airline flight, a hotel stay and possibly a car rental to go to a live event. Then there's the time away from your job or business, as well as time away from your family. Not everyone has the luxury of being able to attend live events, and especially not several of them per year.

How do you cultivate joint ventures in that case?

Here are 7 tips to help you make it happen:

1: Start by looking for people who are in alignment with you.

According to Max Simon of Green-Flower.com, the first step to find JV partners is to figure out who is alignment with you.

He says the greatest partners are just like you. They have similar values, similar beliefs and they speak to a similar tribe.

Make a list of people within your circle of influence or your sphere of awareness, that you feel deeply aligned with, even if you don't know them yet.

Have as many conversations with them as you can. You'll quickly realize they're not gurus or gods, they're simply people trying to do the best that they can. Talk to them about what they're doing and what they have going on in their business. Share with them what you're doing, too.

You're building a relationship. The key here is to think relationship first, potential business partnership second.

When it's time to ask them to promote, get clear on what you can offer them. What kind of commission you'll pay, will you reciprocate with a mailing and so forth.

Then make it as easy as possible for them to promote you. Give them the tools they need, such as swipe copy for their emails.

And in the email copy, you can write all the things about yourself and your product that you wish other people would write. Most of your JV partners will send it out just as you write it, making it seriously awesome for you that they are telling the world how great you and your product are.

2: If you don't know where to find people like you, Google it.

Yes, that sounds obvious, yet I'm surprised by how many marketers don't do it. Search for your keywords and look for others in your niche who might be a good fit.

You can also go to AllTop and find the top blogs in all general niches.

Or you can use keyword research tools to find potential JV partners. There are many research tools that let you track down and collect lists of whatever keyword related information you need.

For example, if you need JV partners in the weight loss niche, instead of manually searching, you simply type in a keyword and let the software populate the list for you.

Some software can even identify the contact details right away. GroupHigh and PixLee are both software services that do this, and each offer a free trial.

3: Post for JV Partners.

It doesn't hurt to let your list know you're looking for partners, as well as your contacts on social media.

Contact friends and colleagues. Let your customers know you're looking for partners and talk to your mentors. Basically, you want to tell everyone you're looking for JV partners.

You might even post in internet marketing forums such as WarriorForum and DigitalPoint Forum. Just post your proposal, give your contact details and you might get a message from someone who is interested.

4: Join Telesummits and Giveaway Events.

If you're participating in a telesummit or giveaway event as a contributor, then reach out to other contributors and get to know them.

If you're not a contributor, connect with the people who organize these events and let them know you want to support their event. Provide a bonus product, do an interview, or even just promoting the event can get you on the inside and meeting everyone else.

5: Be Professional.

We've already covered the fact that the best time to look for JV partners is long before you need them.

But what if you're about to launch and you need partners NOW?

There's no harm in asking, as long as you are always professional about it.

Be straight to the point and be persuasive but not pushy.

Your subject line should clearly state the intention of your email.

Write a short introduction of who you are and the venture you're proposing. (read that again – "SHORT introduction").

Highlight the benefits of the proposed partnership, but don't brag or exaggerate. Be clear on the responsibilities of becoming your partner. Some folks grasp the 'money' part long before the 'work' part.

6: Watch your competitors.

Watch to see who their affiliates and JV partners are and consider approaching those people to be your own affiliates and JV partners.

And as long as there isn't a conflict of interest, you might also enlist your competitors as well.

For example, if you've got a course on how to drive traffic and John launched a traffic course a few weeks or months ago, there is an excellent chance a good number of John's customers will buy your course, too, if John endorses it.

7: Don't JV with the Following:

Most marketers are only concerned with whether or not a JV partner can bring the traffic.

But numbers don't tell the whole story. If someone has a big list but they burn that list, don't treat their readers right or generally have a bad reputation, then just say no.

Here are a few things to look for:

Reputation – these folks are going to be associated with YOUR brand, and that will STICK. If they're known for putting out lousy products in the name of making a quick buck, then they're not someone who you want associated with your brand.

Conflict of interest – if you're selling products, this might not come up. But if you're selling software or services, this can be a deal killer. Let's say you're selling autoresponder software as a service – doing a joint venture with AWeber or GetResponse doesn't make sense. But collaborating with someone in a complimentary business – such as an online marketing coach - does.

Brand Alignment – if part of your brand is to talk nasty about progressives and the poor while denying climate change (I know at least one copywriter/marketer who has built his brand doing this) then don't align yourself with a liberal organization that believes in helping people, saving the environment and stopping global warming. Your tribe won't understand what you're doing and it's damaging for both brands.

Kindness – watch the person you are considering as a JV partner. Are they nice all the time? Or only when they want something? When the pressure is on, how do they comport themselves? Can you trust them?

If any part of your gut is telling you to not partner, then simply don't do it.

Always keep the big picture in mind, and above all else keep your reputation sterling. Extra sales today at the expense of your long-term reputation is never worth it.

How to Make $100,000 Online Selling Your Own Product

Sometimes we just need to take a look at the math to realize that a $100,000 a year, or even a month, is entirely possible.

For example:

Let's say you create a $37 eBook.

$37 x 2703 sold = $100,011

If you break that down per month, then 2703 divided by 12 months = 225 eBooks sold per month, which is less than 10 per day.

Can you sell 10 ebooks per day?

Let's put it another way… are there 10 people in the world that you can help each day with your knowledge?

Now let's say you create a $297 Audio Program

$297 x 337 sold = $100,089.

If you break that down per month, then 337 divided by 12 months = 28 audio programs per month.

And that is less than 1 per day.

How do you make an audio program?

Record audio with your computer. You might need to buy a quality mic or a headset with mic built in. That will cost you maybe $50, give or take.

And you can use a free audio program like Audacity.

Whatever your topic is, divide it into sections and talk for 30 minutes on each section. 12 to 15 sections and you've got a $297 audio program.

If you don't know enough about your topic to make the program yourself, find an expert and either pay him to talk about the topics, or partner up and split the profits.

If you want to put the audio on actual CDs, you can use a company like Disc Makers.

The reason for making CDs instead of just downloadable audio is because the perceived value on downloadable audio is cheaper.

An actual physical product that gets shipped to the customer has a higher perceived value. And a bonus for you is that refunds are reduced, because to get a refund they have to return the program.

Another option is to place the recordings on an inexpensive MP3 player and ship that to your customers. Be sure to include earbuds, too.

But wait… are you thinking you're not ready to create a $297 audio program? Maybe you need to work up to it first?

Okay, let's say you create a $47 Teleseminar instead.

$47 x 2128 sold = $100,016

If you break that down per month, that's 2128 divided 12 months = 177 people a month.

You just need to get 177 people on your teleseminar each month.

And guess what… you can record those teleseminars and sell them as another product, too.

For $97 a month (the cost of two paying customers) you can use Instant Teleseminar and set up 250 lines for the US and Canada.

But I can hear what you're thinking right now…

"I can't do this, I'm not an expert!"

That's almost always the biggest hurdle for most people who are looking to create information products.

Here's what you might not know: It's not that hard to be an expert.

Have you solved a major problem?

Have you done something – anything – that other people would like to accomplish, too?

As long as you can solve someone else's problem or pain, or give them the benefit they seek, or even help them with their passion, then you can create your own information products.

You don't need to be the world class expert on a topic.

You're not writing a thesis or giving a lecture at Harvard. You're simply helping people to solve their problems and get what they want in life.

Do you remember what it was like to be in the shoes of someone who had the problem that you solved? Pretty darn difficult and scary, wasn't it?

But you got through it. You survived, and even thrived, and now you can help others, too.

And remember, if you really, truly don't want to be the expert yourself, then you can always partner with someone else who plays the part of the expert.

They create the product (with your help) and you do the marketing. Because after all, you do know marketing. In fact, you're learning more and more about it each day.

And if you're not already, one day soon you'll be an expert at marketing, too, and then you can teach what you've learned to others.

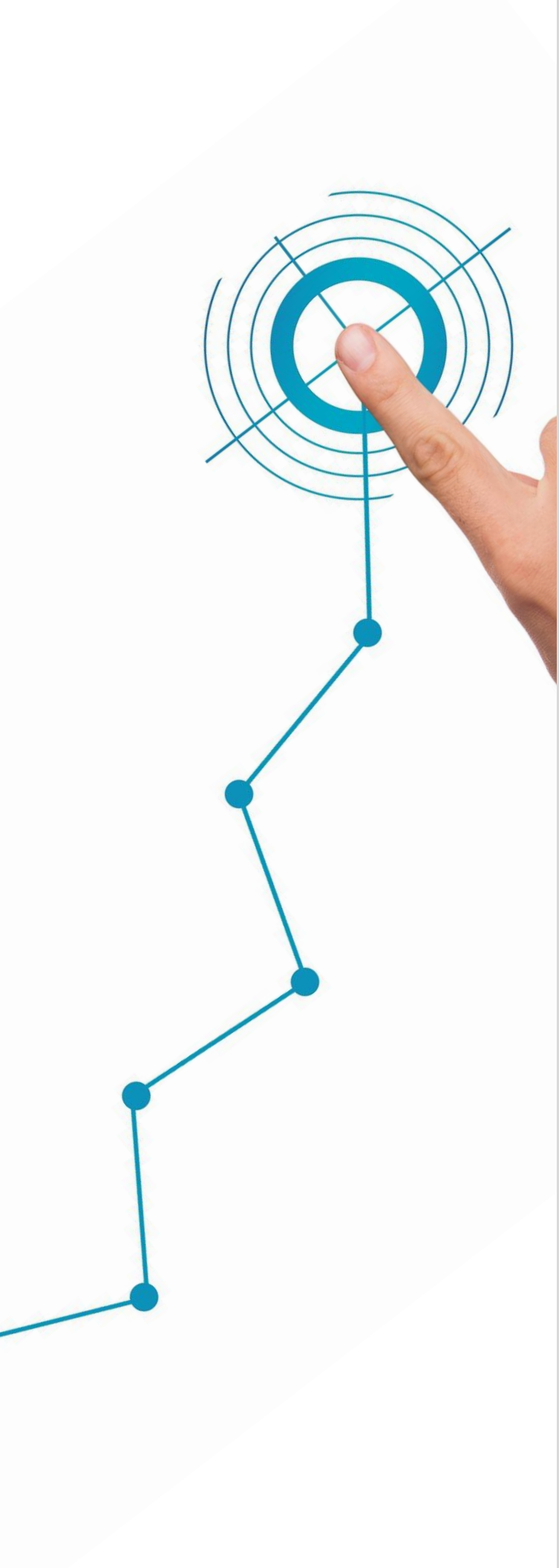
How you divide the profits with your expert is up to you and the expert. They have the knowledge to impart on your customers, but you're the one who is making it all possible. Don't sell yourself short; you deserve just as much profit, if not more, than your expert.

In fact, you could start a business in which you help experts get their knowledge to the people who need it.

Imagine if you have not one $297 audio program, but 10 of them, or 50 of them, all making sales.

How long would it take you to make $100,000 then, even with the profits split between you and your experts?

Not long. But it all starts with the first product.



It's Not Sales, It's Your MISSION

I was talking to a friend the other day. He runs these monthly gratitude gatherings, where people come and talk about gratitude and how it improves their lives.

He generally only has 4 to 8 people in attendance each month.

It's a better program than I just made it sound, but here's a funny thing: When I made a suggestion to get more people to show up for these monthly meetings, he shot me down.

"It's not my job to sell this to people," he said.

Huh?

I know he wants to help people with these meetings, so I asked if he wouldn't want to help MORE people.

Nope. "If I can help just one person to have a better life, that's what it's all about, right?"

It was like talking to an alien. Why wouldn't he want to help 10 people or 100 people or 10,000 people if he could?

Why the fatalistic thought that he should be happy if he helps just one?

If 100 people were drowning, would he save just one and then quit for the day? By his logic, yes.

Anyway, my friend is nice guy. He's just not too bright about some things.

Since he chose to do these gatherings, it is indeed his 'job' to convey the benefits of attendance. No one is going to figure it out through osmosis.

And as marketers, it is our job to help as many people as possible, too.

Just because you are 'selling' something does NOT mean you get to take a break. If your product helps people – and I'm sure it does, or you wouldn't be promoting it – then it's your job to tell the WORLD, or at least everyone in your niche.

And it's your job to put forth the best possible effort to convey the benefits of using your product. Tell the story of how it will change their life for the better. Acknowledge that they've tried things before that didn't work. Explain why this one actually is different. Take away all of the risk with an irrefutable guarantee. And be the person who makes a positive difference in their lives.

People out there are drowning in their problems. You have the solution to at least one of those problems. And it's your job to get your solution in their hands. You're on a mission. So get busy.

***9 Strategies to Your First Profitable Product

If you can find the RIGHT product, then the job of selling your product is half done. That's because an in-demand product will do half of the selling for you.

On the other hand, the wrong product will mean you have to work ten times as hard to make a sale.

How do you come up with great product ideas? It's tricky. It can feel like everything that can be sold is already BEING sold.

You look at the marketplace and there seems to be products for everything. But think of it this way... 5 years ago people thought the same thing. And yet, in the last 5 years, look at all the new products that have hit the market.

There is always a killer best-selling hot product that is just WAITING for you to find it, invent it or create it. You simply have to know where to look.

The key is to find a hungry market and then give that market what it wants. And it helps to understand the psychology of why people buy, too.

1: Solve a Customer's Pain Point

Solving a customer's pain point always has been and will be an effective strategy to develop a product people want.

Pain relievers like aspirin literally take away pain.

But more often than not, pain is a more abstract concept – the pain of stress, money problems, loneliness, low energy, out of shape, poor health, lousy job and so forth. All of these cause very real pain, and when you can relieve that pain, you make a sale.

Let's say you're at the dog park with your dog, and over and over again you hear dog owners lamenting the fact that dog toys are expensive and they don't last. This is a pain point. You could solve this pain point by selling cheaper dog toys, selling dog toys that last longer, or even selling cheaper dog toys that last longer.

Pay special attention to when people say they are frustrated with a particular product or service. Notice when you find yourself thinking that something could be improved or something should be invented, if only somebody would do it. That somebody could be you.

2: Cater to Enthusiastic Hobbyists

The more passionate people are about their particular trade or hobby, the more money they'll invest to get the exact product they want.

The classic example is golfers: They're well-known for investing hundreds or even thousands of dollars to lower their score by a stroke or two.

I've personally seen collectors live on ramen soup for a month in order to afford their latest acquisition. And we've all seen online marketers buy yet another 'how to' course when they haven't yet consumed the last dozen courses they already purchased.

Look for passionate people and you'll have a hot market. Listen to what they say and watch what they do, and you'll find product ideas worth pursuing.

Imagine you go through your day, observing people in their hobbies. You take a walk and you notice people out gardening. What can you offer them that helps them express themselves in their hobby, or makes their hobby even more fun?

Maybe you invent funny garden signs they can place amongst their plants, or t-shirts they can wear, or hats or even zany garden gloves that make them smile. Maybe you create an info product on 101 weird ways to grow the biggest, baddest, most glorious bug and disease free garden ever.

You see some people ride by on bicycles. They'd love some t-shirts that highlight their hobby, too. And how about outfitting their bikes to represent their personality and style? Not to mention an app that shows them all the best places in the area to bike, including elevation gains for hilly areas and cautions against dangerous streets for bikes.

Next, you walk by the gym, where you see people trudging through the door, carrying their duffle bags. They don't look all that enthused to be there, do they?

Is it because they get tired of having to drive there, compete with others for space and equipment and shower in public? Maybe they'd rather work out at home, or even at a park or the beach. You could create a series of exercise videos that use nothing but their own bodyweight to get fit and trim in no time, with no gym membership and no equipment needed.

You get the idea. Keep your eyes open and watch for ideas because they are everywhere.

3: Your Personal Passion

This one is a little tricky. There is an old saying that if you do what you love, the money will follow.

Well, not necessarily. The key is that a lot of other people who are willing to spend money also need to share your passion.

But if you can use your know-how to create and position a unique product in a niche you love, it can be extremely profitable.

When you love your niche, the hard work of building a business, staying motivated and overcoming obstacles becomes a lot easier.

One blogger started writing about how to make money online. But she kept using her scuba experiences to illustrate points. The more scuba crept into her blog, the more she realized that her real passion was diving. Soon she started a diving website and is now making money promoting diving trips and selling diving equipment, as well as taking paid advertisements.

Another entrepreneur had a real passion for artwork. She could spend all day hunting art online and finding the best upcoming artists. She finally quit her accounting job and started her own website, where she highlights new artists, sells art products and beautiful accessories designed by her artists, and caters to people who love art with a passion. She also donates 10% of all proceeds to benefit nonprofits that are close to her heart.

4: Use Your Professional Experience

If you're been working in a particular industry, odds are you know more about certain aspects of that industry than 99.9% of people on the planet.

Plus, you've likely made important contacts in the industry, learned certain skills and had your own unique set of experiences. Do you realize you're more knowledgeable than the average person on these particular topics?

Then turning your expertise into your own online business might be a smart way to enter the market with a leg up that isn't easy for others to duplicate or copy.

For example, a plumber might start an online business teaching people to do their own plumbing maintenance and fix small plumbing problems, as well as serving as a review site for local plumbers.

On the flip side, that same plumber can help new plumbers by teaching them the ins and outs of the business, as well as how to build up a large clientele fast, how to structure their business to limit liability, how to collect on slow paying customers, how to hire the right employees and be an effective boss and everything else related to a plumbing business.

5: Be an Early Adopter

Are you good at recognizing trends early enough to take full advantage of the opportunities? For example, maybe you spotted the opportunity with Bitcoin or cannabis before most people did.

Being first allows you to carve out a place in the market and establish yourself as a leader before others have a chance to.

Here's the pitfall to watch out for when spotting trends – a trend is something long term with lots of potential. It should be profitable for at least a couple of years, and preferably a decade.

A fad, on the other hand, is generally here today and gone tomorrow. To capitalize on a fad you have to be super fast on your feet, and ready to pivot at a moment's notice.

In the 70's pet rocks were invented just for a kick. Each rock was nestled on a bed of straw inside a little box, with instructions on how to care for your new 'pet.' To everyone's surprise, they sold like hotcakes. The problem occurred when others tried to copy the success of this product and couldn't, because the pet rock was a fad, not a trend.

Of course, if you had started the pet rock fad yourself, you would have become a millionaire.

When you spot the right opportunity, act fast. It's generally always the first movers who have an extreme advantage.

Here are a few ways to watch for what's trending.

Social listening: Watch trending hashtags on Twitter or topics on Facebook. Use social listening tool software to identify and monitor trends over time.

Google Trends: Watch and monitor the popularity of topics over time, looking for upward trends that show no sign of tapering off.

Trend Hunter: https://www.trendhunter.com From the website - "Spark new ideas with the world's #1 largest, most powerful trend platform. We unlock insights with a global network of 237,694 Hunters, billions of views, AI and a skilled team of Researchers and Futurists. Join 3,500,000+ on the cutting edge."

Reddit: http://www.reddit.com. This "Front page of the internet" showcases forums about nearly every topic under the sun – even cat toe beans. Visit the popular page to see what people are buzzing about.

6: Read Customer Reviews for Existing Products

There is a wealth of insight you can glean from customer reviews.

Do you already have a line of products? See what your customers are saying about them. Look for areas where your product fell short. Look for trends and interesting feedback that you can use as inspiration for your next product.

Next, go to Amazon and other sites to read feedback on products in your niche. What are their complaints? What do they love? How can you either improve on what's out there, or completely reinvent something?

This works especially well for information products. Make a list of everything customers love and everything they complain about on your topic. Then use this as a starting point for your next creation.

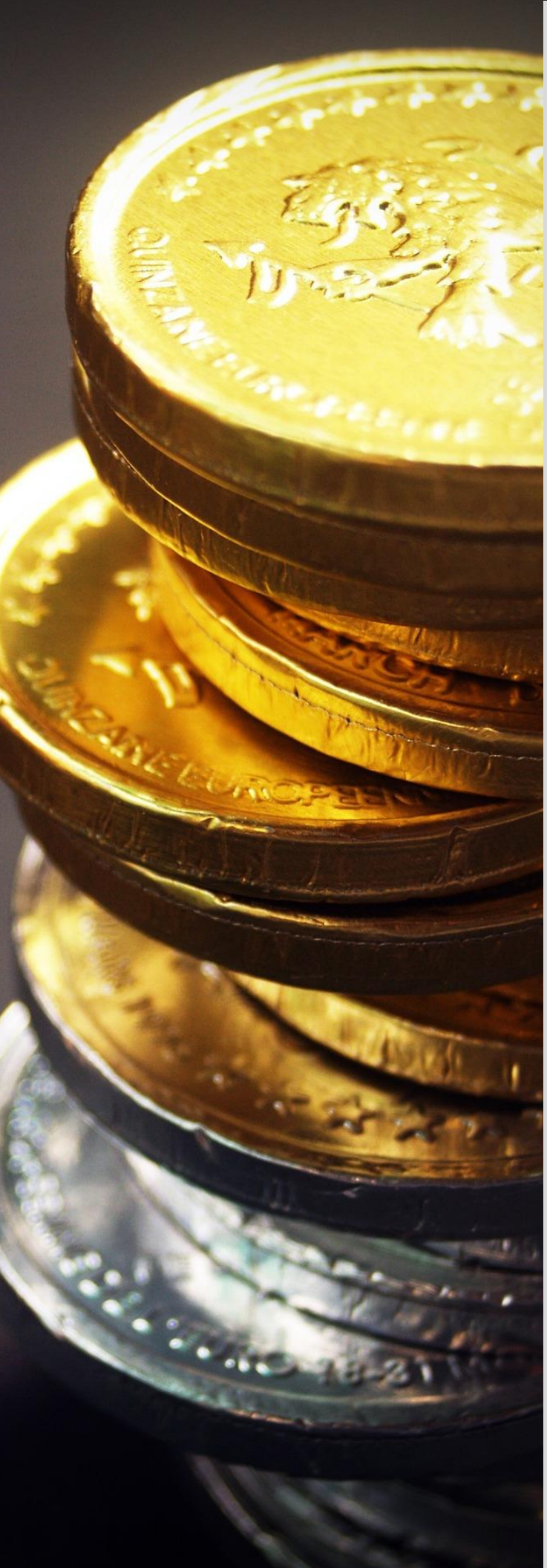
7: Use Keyword Research to Find Product Opportunities

You might think this is doing things backwards, but by strategically looking for product ideas based on real search queries, you can gain valuable insight into what you can not only sell, but also get ranked high in the search engines.

Imagine you launch a product that Google immediately places on page one of the natural results – you'll have free traffic for as long as Google is loving what you offer.

This approach is somewhat technical and takes a good understanding of keyword research and search engine optimization.

But by pairing product demand to existing keywords, you really can capture consistent organic traffic from Google. Of course, if Google changes its algorithm, that free traffic could disappear.



It's important to remember that Google isn't the only place where people start their search. Amazon, Ebay, Etsy, YouTube and other online marketplaces also have their own search functions, which means lots of keyword data as well.

Here are a few tools you can use to uncover popular search terms, which may help you find the next product to sell:

Keywords Everywhere https://keywordseverywhere.com/

Keyword Tool https://keywordtool.io/

Keyword Inspector https://www.keywordinspector.com/simple/index.php

Helium 10 https://www.helium10.com/

Sonar Keyword Tool (Amazon) http://sonar-tool.com/us/

Etsy Rank https://erank.com/

Alibaba Keyword Tool https://keywordkeg.com/alibaba-keyword-tool.html

8: Test Before You Launch

Here's a nifty trick to find out ahead of time if there is going to be a market for your product.

Create a webpage that explains what's so great about your product. It's a sales page you put together without overthinking – sort of a "just get it done" type of page.

Send traffic to the page, either through your list and social media, or by paying for traffic.

You can approach this in different ways – take preorders and let customers know the product will be finished and delivered on a certain date.

Or explain the product and let them join a waiting list to be the first to purchase it.

The first option will give you a much better sense of how well the product will sell, since people are laying out their money for the product. But be sure you know exactly when the product will be ready.

If there is little or no interest in the product, and you're fairly certain you targeted the right people, then count yourself lucky that you didn't go through the hassle of creating the product just to find out it wouldn't sell.

9: Always be on the Lookout

Above all else, just keep an open eye and an open mind.

Write down every idea you get, no matter how bad or good it is. This prompts your subconscious to find even more ideas.

Ideas can come at any moment, including in the middle of the night or the middle of a shower. Be prepared to write them down.

Then review your lists and see what you've got. Somewhere in there is a pot of gold just waiting for you.

Hopefully these ideas will get you on the road to lucrative product creation.

There Are Only 4 Types of Products

Every product falls into one of 4 categories, and here they are ranked by order of how easy they are to sell:

1: Relief of Pain.

This is always going to be the easiest thing to sell because people are willing to pay to relieve pain.

Think of the last time you had a toothache. I'm guessing you didn't put off going to the dentist, and in fact you insisted on seeing your doctor the same day you called.

If someone wakes up to a flooded basement, they are on the phone searching for the plumber that can get there immediately.

And yes, this can also work with information products. Just think of the heart broken person who was just left by their spouse. How much would they pay to learn how to get their loved one back in their arms?

Any time you can convince your customer that your solution will relieve their pain, they will be eager to buy your product.

2: Solving a Problem.

This isn't as urgent as pain relief, but it's still highly effective for getting the sale.

If someone needs to make money and you can teach them how… or they have trouble getting dates, or need to lose weight, or they have no energy or can't get a good job or… there are thousands of problems that need solving.

And often you'll find there is also a pain element to problems.

For example, the man who wants to lose weight might be in pain because he fears his spouse will leave him for another, or because women don't find him attractive and he's lonely.

3: Giving Pleasure.

This is a huge category, and includes hobbies, sports, food, travel and a whole lot more.

People won't do as much for pleasure as they will to relieve pain or solve a problem but take heart: The golf industry alone is a multi-billion dollar business, and that's just one hobby.

4: Preventing Problems.

Preventing problems is hardest of all to promote, because hardly anyone wants to pay today to prevent a problem tomorrow.

Logically it doesn't make sense, but we're dealing with human nature.

You're not going to change people, so it's best to understand what they are willing to pay for (pain relief, problem solving and pleasure) rather than trying to convince them otherwise.

THE BIG SECTION

Product Launch Check List

Whether you're doing your first product launch, or your 100th, it pays to have a checklist.

Pilots have a checklist for safety, and they don't take off until they have gone over every single point on their list.

Hospitals now use checklists, and they are preventing mistakes and saving lives because of it.

And your product launch deserves to have a checklist, too, so that you can minimize problems and maximize sales and profits.

For ease and simplification, I'm going to divide this checklist into sections. But that doesn't mean you necessarily start at the top and work your way through.

Read through the entire list before you get started, and decide what order makes the most sense for you.

In many cases you will be working on several things at once.

For example, you might be finishing your OTO product while also building pages and waiting to hear back from JV's.

Please don't be daunted by the length of this list. If you've already launched a product, then you've likely already done most of these things.

But by following this list, you won't forget anything this time, and your sales and profits should increase accordingl

Website Domain

- ☐ Purchase your .com domain name (Don't agonize over this. Just find something that works for your product. You might even find the domain first, and then name your product, since that is sometimes easier.)
- ☐ Set up domain on your hosting service (If you don't already have a hosting service, you'll need to find one with great support and 99.9% uptime.)
- ☐ Point name servers to host (This is super simple, and if you don't know how to do it, use Google or YouTube.)
- ☐ Install Wordpress (or use your preferred website building program, or outsource the building of your website.)

Front End Product – this is your MAIN product

- ☐ Create your product. (This might be a product you create yourself, or you hire someone to create it, or you purchase rights to sell it.)
- ☐ Test your product. (Is it software? Get a beta group to test it for you. Is it an information product? Hand it off to a few people to get feedback. You want to know if it makes sense, if there are any major typos or problems, and if it's user friendly.)
- ☐ Add support links. (Guaranteed, some of your customers will need support.)
- ☐ Training and tutorials. (This is how you cut down on support requests. Create any necessary training and tutorials if your product is software, a service or anything else that warrants additional training beyond what is found in the product itself.)
- ☐ Test download links. (When you've got your download page finished, add the download links and TEST THEM. Then send those links to a few friends and have them test the links, too. The last thing you want on launch day is non-functioning download links – believe me.)

Upsell Product(s) – these are the product(s) you offer after a purchase is made. They could cost more than or less than the main product, and they are sometimes only available at this price at this time, in which case they are a one-time offer.

See "front end product" for explanations on the following:

- ☐ Create or find your upsell product(s)
- ☐ Test your product(s)
- ☐ Add support links
- ☐ Training and tutorials
- ☐ Test download links

Affiliates

- ☐ Affiliate page. (Create a page for affiliates that tells them about the product, as well as dates of the launch and promotion, commissions, contests, prizes, swipe ads and swipe emails, a review copy link, etc.)
- ☐ Review copy link. (Create the link and place it on the affiliate page. This it the link where potential affiliates can download your product and review it. It's much easier for affiliates to promote a product with which they're familiar. And some affiliates won't promote anything they haven't tested themselves.
- ☐ Banners. (Create website banners promoting your launch and your product.)
- ☐ Swipe emails. (These are the emails that affiliates send out to their lists. You'll want emails to build up to the launch, emails for launch day, and emails that progress through the promotion period to the end. Place these or a download link to these on the affiliate page.)
- ☐ List in launch directories. (There are online directories of products that are going to launch. Affiliates use these to find products to add to their promotion calendar, so you'll want to sign up on these.) 4 to consider:
  - http://muncheye.com
  - http://warriorjv.com/
  - http://jvnotifypro.com/
  - http://www.jvnewswatch.com/
- ☐ Overview video. (Make a video for affiliates that explain the product, the launch, commissions, contest and so forth. Post in on your affiliate page.)
- ☐ Bonus page. (Make a page for your affiliates that shows the bonuses, as well as giving them the download links in case they want to check them out.)
- ☐ Affiliate list. (This is your own private list of affiliates that you will be personally contacting, to ask them to promote your launch.)

Advertising

JVZoo ads and email blast purchased for dates (If using JVZoo, otherwise, appropriate ads and advertising on an alternate platform)

- ☐ Emails to your list ready to go, selling the product (Timed to the launch)
- ☐ Broadcast emails to your JVs ready to go (These should be timed to your launch)
- ☐ JV ads ready to go (Use on Facebook any other place you want to advertise your JV)
- ☐ Retargeting campaign set up and ads loaded (If you are doing retargeting – you're losing money if you don't)

Building Your Pages

- ☐ Sales copy for main product
- ☐ Sales copy for each upsell
- ☐ Sales page
- ☐ Upsell page(s)

- ☐ Thank you and product registration page
- ☐ Thank you and product download page (Thank them every chance you get)
- ☐ Graphics for each page
- ☐ Buy buttons for sales page and each upsell page

- ☐ No thanks link for each upsell page

Delivery

- ☐ Autoresponder follow-up sequence in place to send to customers welcoming them aboard and pointing out how to get the most out of the product.
- ☐ Member area in place (if appropriate)
- ☐ Special offer inside the membership area (Optional and only if appropriate - people who just joined are in a buying mood, so you might take advantage of that)
- ☐ Product access tested (Again)
- ☐ Affiliate request on download page (Suggest they make money by sharing their own affiliate link to the product they just purchased)

Support

- ☐ Set up support link
- ☐ Add support link to thank you / registration page and the download page
- ☐ Add support link to the first 1-3 follow up emails you send out
- ☐ Clearly state either hours support is available, or estimated time it will take to get back to them. Be generous in your estimate. If you think it will take one hour, say one day, just in case.
- ☐ Ensure that someone will be available to handle support requests

Finally

- ☐ Test your entire funnel system
- ☐ Ask someone else to test your entire funnel
- ☐ Call your merchant account and alert them that sales are about to increase
- ☐ Call your hosting and alert them of the big influx of traffic you're about to get
- ☐ If you have a support team, assistants, etc., let them know to be available as much as humanly possible during the launch

10 Ways to Build Product Launch Anticipation

Thanks to services like Netflix and Hulu, we can now binge-watch entire television series.

And that's a good thing, right?

Maybe not for the average person, but it might represent an opportunity for your business.

When I used to work a 'normal' job, anticipating time off was half the fun of getting time off. If I knew weeks or months in advance that I was getting a vacation, or even an extra day off from work, I would look forward to it and relish the upcoming 'freedom' I would enjoy.

And if I got a day off with no warning, I felt cheated of this very anticipation. The unexpected day off was only half as good as it would have been, if I had known it was coming and could look forward to it.

Not long ago, all television episodes were released once a week. After watching an episode, the viewer had that entire week to process what happened and anticipate seeing the next episode. They would often discuss it with friends and try to guess how the cliffhanger would turn out.

In fact, entire seasons would end with a cliffhanger and the viewers had to wait 3 months to find out what happened. Nowhere was the phenomena greater than the famous, "Who Shot JR?" seasoning episode of the 80's TV show, Dallas. It made headlines and was even featured on the cover of Time Magazine, one of the most prestigious publications of that era.

But now the anticipation is gone. When a viewer has only to click the remote to find out what happens next, cliffhangers lose their meaning.

Viewers are rushing through a series, watching 3, 4, and sometimes many more episodes at a time. They don't get the anticipation and appreciation of a good series. They don't get caught up in the emotions and thrilled by the story line.

Instead they rush through it in just days and feel lousy when it's over. Characters they just got attached to are now gone. There is a massive void where the series had been, and usually it's filled with yet another series.

It's not unlike an addiction to drugs or food or anything else. More of the substance seems like a good thing, but afterwards it leaves a person feeling empty and depressed.

People love anticipation. Think about the first kiss in a relationship. You get to anticipate that kiss for hours and sometimes days or even weeks. It's a delicious feeling, not knowing exactly when or where that kiss will take place, imagining all the possible scenarios, thinking of how it might feel.

If you can build anticipation into your marketing, your product or both, you've got a goldmine.

Of course, simply announcing you will be launching a new product is NOT building anticipation. Everyone does that, and who cares anyway? Prospects who don't know you certainly don't care.

The weaker the relationship with a prospect or customer, the harder you'll have to work to build that anticipation. Your diehard fans, of course, will be an easier audience.

Think of a new TV series that no one has heard of. It takes a lot of savvy marketing to build anticipation for it.

Contrast that with a show that's been on the air for a year or two and enjoys a loyal audience – for some of them, you only need to tell them the date to be in front of their televisions and they will be there.

Here are 10 ways to build anticipation for your next launch, whether it's a product, service, website or whatever you might have in the works.

In the points below, we'll be using a product launch as an example, but these methods can work to launch nearly anything new.

1: Focus on Your Customers, Not on Your Product

Your customers care about their problems and how your product is going to solve those problems and make their life better.

They don't care about specs and features until you convey to them how this new product will improve their life.

Talk about how the product will affect your customers, how it simplifies things, makes things easier or brings about a desired result (and what that will mean.)

2: Get Help

Ideally, you want to get thought leaders on board with your product early, before it launches. Get these people talking about your product before you even have a demo, so that they're talking about what it might do.

Apple uses this technique marvelously to get bloggers and journalists talking and even arguing about what they think the next Apple product will mean for customers.

It creates tremendous buzz and gives them a head start when the demos or actual product comes out.

3: Be Radically Different

Creating a product that is just a little bit better than others isn't going to get you much buzz.

But producing something that is totally, radically different in some way will set you apart into your own product category. You can become a leader in your realm, causing a major shift in thinking and how things are done.

Do something that's never been done before. Take a stand that's bold. Be imaginative. Paint a picture that your prospects will walk a mile to live in.

In other words, aspire to be a visionary.

4: Take Preorders

If you've already got customers, they are likely to buy anything you release. Give them the opportunity to pre-order and get your product the moment it launches.

These folks can then be some of your very best advertising, as they announce to others that they were able to secure a copy of your product from the first minute it launched.

Alternate strategy: Allow a limited number of people to buy the product ahead of time. This can create buzz, as these customers are already talking about what's in the product and what it's doing for them.

5: Tease Your Prospects

To build up more excitement surrounding your campaign, try being mysterious. Don't give away all your secrets in your first promotional campaign.

You want people to stay curious and follow up to get more information.

6: Pre-promote Your Product at a Special Event

Is there an in-person conference or even an online event where you can talk about your new, upcoming product launch?

This can be a great time to capture people's interest and score some free publicity, too.

7: Turn the Launch Itself into an Event

You are the speaker and showman for your product, so act like it.

Stage an entire event around your launch, with live online events, social media, partners and anything that makes a big deal out of your product launch.

The more seriously you take your product launch, the more others will pay attention.

8: Use Video

Studies show approximately 64% of customers make a purchase after seeing a branded video.

According to half of polled marketing experts, video has the highest ROI compared to other content marketing strategies.

And according to Insivia.com, 95% of information gets retained when it's watched in video.

Use video to tease, entice, build enthusiasm, do demonstrations, answer questions and sell.

9: Use Every Marketing Avenue

Think hard: Who do you know? Which social media channels are you on? Who can you contact?

Leave no stone unturned and exhaust every resource to build up excitement, get the word out and increase your exposure.

10: Drag out the Suspense

Remember when we talked about binge watching, and how it's ruining suspense and cliffhangers?

When you're launching your own product, YOU control when information is released. Hold back juicy news and details about your product and only hint at what it might be.

Bottom Line: Plan out your product launch like you're going to war.

The difference between a great product launch and a lousy one is planning and creativity.

Decide what information you will release, when you will release, and what avenues you will use.

Plan every detail and give yourself plenty of time to get people on board to help you.

EPILOGUE

Pepsi Or Coke?

The age-old argument: did you have it with your friends when you were a kid? Which one tastes better Pepsi or Coca Cola? Each of us fosters our own opinion on the matter, but in more recent years the field have been further muddied with other "colas" from the mainstream stores and niche brands. Does Virgin Cola still exist? (I'm not actually quite sure).

But whichever your preference, I'm sure at one time or another in your life you have debated which is better with your friends. In many instances you'll stubbornly stand beside your personal preference and fight that corner for far longer than is necessary. Let's be honest, whether you had this argument in the playground or in the pub, we all know that it didn't get resolved. You each kept your own opinions, someone probably raised the issue that if you put a filthy penny into a glass of Coca Cola, it'll come out pristinely clean and what would that be doing to your insides? It's always specifically "Coca Cola" in that argument, but the truth is Pepsi is just as effective a cleaning agent. All colas are basically the same.

At the end of the day, it's all about the marketing and in many ways your parent's preference or the lineage of that brand. You'll often choose one or the other because it was their choice too, or it maybe peer pressure from your first school that made you favour one over the other.

The same is true in many other arenas, from food stuffs, to politics, to technology. For example, you'll vote for the same political party that your parents did, and in most cases you won't really understand why. If you actually sat down and thought about it, you probably wouldn't want to vote for any of them, but again your logic says you have to vote for somebody, so you pick what you know.

As entrepreneurs we tend to do the same, we tend to stick to what we know, our comfort zones. We may try and push the envelope, but we'll often stay within an industry we know, or a product set we're comfortable with. That's all well and good and will get you half way to the success you seek, but look at it this way, in all these things the potential markets are split 50/50 (sometimes more if there are more players in the market) and playing only to your strengths will only ever get you that particular potential percentage market share.

Do you want 100% of potential Pepsi market? Or would you like 75% of the whole cola market? After you've read this: stop, look at what you are doing now, and seriously look at how (by making some small changes, taking a few steps out of your comfort zone), you could get some of those customers you had previously been denied by only looking at half the equation.

If you're a business that just sells bolts, you'll only ever get half the market, start selling nuts too and see what happens.

See you next month!

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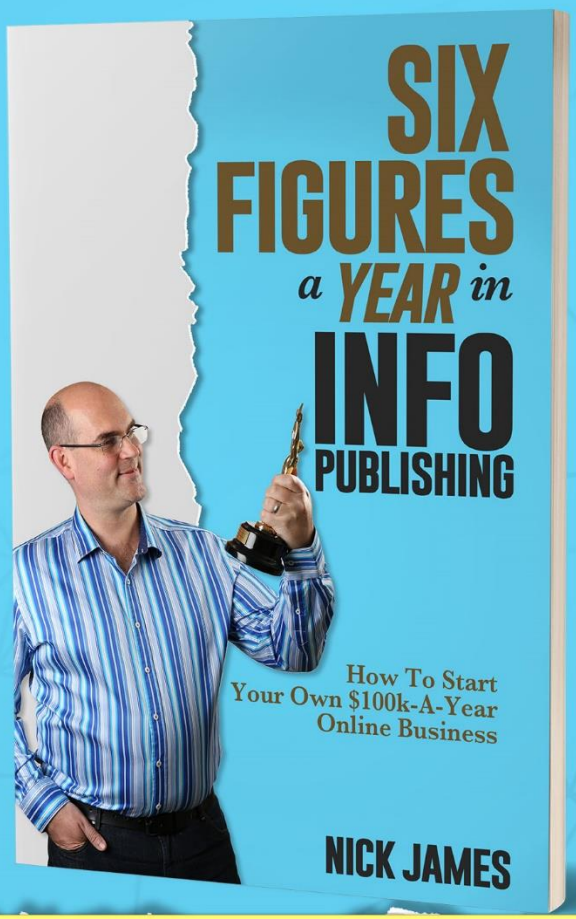

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