NAMS
Novice to Advanced Marketing System
Monthly Magazine
Volume 83



How to KNOW You'll Get Paid Every Month

…plus sneaky WAYS TO Earn from Product Launches

ARTICLE
+ANONYMOUS MARKETING METHOD Makes $5k/Month | 12

INFO
+CONTINUITY PROGRAMS THE SECRET TO Making a Fortune | 19

CASE STUDY
+MAKING $5-12K/MONTH FROM Software YOU DON'T OWN | 22

www.NAMSInsiders.com

Brought to you by: MyNAMS Insiders Club ©2018 All Rights Reserved Worldwide. All images ©Pixabay.com & Pexels.com All rights reserved worldwide. Extraction of images from this publication and/or any other use of them is strictly prohibited.

A PERSONAL INVITATION!

And a special 14 day $1 trial to the best business training resource library available



1 **Magnetize**
Every business person must have the ability to persist until they prosper by training the right mindset...

2 **Monetize**
Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3 **Methodize**
After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS.ws/14trial



WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

NAMS
Novice to Advanced Marketing System
Team | Tools | Training

The Long Walk

Today I went for a long walk, just feeling the need to get out and walk.

I happened to be near the coast, so I walked down to the beach, it is pretty cold at this time of year, so it was fairly deserted. There were a few people here and there, but I predominantly had the space to myself, in front of me all I could see were the crashing waves, to the left and right, stretches of wet white sand, only a few people dotted here and there, walking dogs out strolling with partners and family.

I found myself a place to sit and just let the environment overtake me, it was cold, it was windy, it ended up being wet too. But for all that it was beautiful, I've written about this before because it's absolutely imperative to be reminded and re-reminded.

We don't often just take a time out and appreciate where we are and the things that we have right now. Often, we are far too busy to just stop and smell the roses as the say, we think that that meeting or that shopping trip just cannot wait, we fill days with appointments and work and all the vital things that we believe we need to do each day. Take a look at your diary or your planner, is it like mine all filled up with work appointments, and things I have to do with the family? That weekly trip to the gym because we have to? Is there any time blocked out just for you? Just for appreciating where you are right now and living in that moment?

You are the most important vehicle to refuel. If you are running on empty, you are never really at your best and so those people and events won't be getting your best either.

We all seem to forget about that, we are so busy planning the next step, the next decision, the next product launch and fitting that into our already crowded and busy lives that often we forget that the whole reason we are doing this in the first place is to live our lives, not work them or stress them.

I sat on that beach for three hours, watching the sun move through the sky, the waves crashing against the distant rocks, couples and families and dogs of all different sizes all came and went in quick succession. I had to wonder did they chisel out a few minutes in an otherwise overcrowded day because they had to walk a dog? Or did they find those minutes because they wanted to live in those moments, to just do whatever way gives them that peaceful joy?

An elderly couple arrived on the beach not long after me, they stayed almost as long, they strolled hand in hand along the beach, tracing a line with their footsteps where the waves met the dry sand, I couldn't help but be moved by them. Here, they have gotten past all the distractions, and now (near the end) they understand, and are enjoying that which is really important, each other and the lives they have together. I have often heard the phrase that youth is wasted on the young, this couple were the living embodiment of being young despite the apparent shell.

Most of us in our lives and businesses are still working towards that future but take the lesson I learnt from that couple today, find a little bit of that life, that magic, every day and make the time to live it to the fullest, nothing else is more important. Not even that campaign that you absolutely have to get launched right now. Fifteen minutes won't kill you, the stress of not taking them, *might.*





MAKE YOUR WP SITE
(Nearly) Hack Proof

The Wordfence plugin for WordPress is easy to install and use, and it's continually updated with the newest firewall rules, malware signatures and malicious IP addresses it needs to keep your website safe.

https://www.wordfence.com/Fac







Back Up WP Automatically

Is there anything worse than a total crash of your WordPress website? Yes – a total crash *without backup.* This WordPress plugin features complete database backup, a list of all installed plugins, administration of backup-archive and a whole lot more.

https://backwpup.com/

IDEAS«



“How I Started Over 80 Worldwide Trending Topics On Twitter”

Want to be seen on Twitter? Here’s how…

https://www.huffingtonpost.com/entry/how-i-started-over-80-wor_b_8855278.html

»NEWS

Google Now Lets Users Mute Remarketing Ads

Boost your engagement with this new, easy to use feature.

https://www.socialmediatoday.com/news/facebooks-adding-a-new-lists-option-to-help-boost-engagement/517002/

Google Now Lets Users Mute Remarketing Ads

This infographic breaks things down to help you take action now.

https://www.socialmediatoday.com/news/how-to-use-google-analytics-to-improve-your-website-marketing-strategy-i/517147/



Are Guru's Using Front Men?

In a word – yes. And they have been for years. Here's how it works:

A marketer gets to be well known by customers on Warrior or JVZoo. Those customers buy all of his products, but after a while they start to realize a lot of it is the same information, only repackaged. And then they stop buying new stuff put out by this marketer.

The marketer, wanting to make more sales, gets a front person to sell his latest product for him.

This way the big-name marketer can throw his full weight behind the launch of this "newly discovered" marketer and his product.

Yes, it's still basically the same information repackaged yet again, but now it's got a new face, so people don't mind (as much.)

Ethical? Maybe not. But I just thought you might like to know what's going on and why it sometimes seems like you keep buying the same stuff over and over again.

Mind you, not all big-name marketers do this – not by a long shot. And most of the "newly discovered" marketers are indeed new marketers who have found a way to make money online, and now they're sharing what they learned.

It's just good to know what happens now and then.

And when the day comes that everyone has purchased your stuff a few times, it could be that you might 'discover' a new marketer who just happens to have a similar system.

Hopefully not, but you never know. ☺



SNEAKY WAYS TO

Earn from Product Launches

I don't know if you've noticed, but there are quite a few launches that offer second tier affiliate commissions.

This means that when someone signs up to be an affiliate through your second-tier link, you'll receive a small portion of their sales.

The trick, obviously, is getting affiliates to sign up from your links. Here's how you do it:

Set up a site that you update weekly or more often. It's going to be a roundup of all the upcoming launches (that happen to have a second-tier program in place.)

Watch Clickbank, Warrior, JVZoo and other sites to find these second-tier launches.

Make your site look good and give it an official sounding name.

Give the links to each launch, so when an affiliate joins, you earn a portion of the commission on their sales.

Let your subscribers know each time the site is updated.

Your target market is generally going to be new marketers who aren't all that comfortable finding products on their own to promote. You're helping them, and in return you're making some extra money. Not enough to get rich, but it's a good side income and only takes a few hours each week to update. You can offer free admission to your 'private' site in exchange for a signup to your email list - and the site becomes your lead magnet.

BONUS: Also put up a link to each sales page, which just happens to be your own affiliate link. This way your visitors and new affiliates get cookied in, and if they purchase, you make the commission.

Join the Insiders Club Today!

IDEAS«



Sitting for Ideas

I can't remember who first said this or where I read it. But if you want great ideas about anything - including your business - then here's how you get them:

Spend time in quiet. Alone. With your thoughts.

Have a pad of paper and pen at the ready.

Think about what you've read today, what's happened in your business today, and where you want to go with your online endeavors.

And then write what comes to mind.

You might be surprised at just how smart you really are, if only you'll just sit in quiet and let the ideas flow.

»NEWS

Stop WP Spam Comments

This plugin stops close to 100% of spam comments and registrations and abuse of your forums and forms. And it does it all with no captcha, no questions, no counting animals, no puzzles and no math.

https://cleantalk.org/

Tell People You have New WP Content

With this WP plugin, you can automatically send relevant notifications to users. High volume, cross platform, push notification delivery. For iOS, Android, and Web - sign up for free.

https://onesignal.com/

HOW TO KNOW

You'll Get Paid Every Month

> When you first get started online, you might be worried. Frankly, you probably should be worried.

Yes, you made sales this month. But will you make sales NEXT month? And how will you pay the bills if you don't make sales?

It can be scary going from a job where you know exactly how much you'll get paid and when you'll get paid to working your own business online.

In your business you might have a banner month and then two months of starving followed by a mediocre month followed by (hopefully) another banner month.

Thus, the question becomes, "How do you get stability in your business – and your income -as quickly as possible?"

Or… how do you KNOW for a FACT that next month you can make the mortgage and eat, too?

Simple – continuity programs. Call it what you want – memberships, recurring payments, monthlies, etc.

It all boils down to getting people signed up into a continuity program so you can continue to get paid month after month.

Now you have a choice here: You can either promote other people's continuity programs or create and promote your own.



If you're acting as an affiliate, then you don't have to worry about sales funnels, membership content, customer service and all of that. You just need to focus on making the sales.

Drive the traffic, offer your own bonuses and do what you've got to do to get people signed up.

The problem, of course, is that in exchange for less responsibility, you also have less control and more competition.

The membership site owner has control over content. If s/he takes a "churn and burn" mentality and doesn't care about keeping members happy, then people won't stay long.

You'll have to continually make new sales, which isn't what you're looking for.

You want stability. That's why you only want to promote truly great memberships and continuity programs that deliver a ton of value.

As to competition, you are competing with every other affiliate who is promoting the same program.

If you have your own list, then this isn't that big of a problem. After all, people on your list know and love you, right? And so, they'll follow your recommendation.

Unless they're on someone else's list (they are) who has already promoted the program. In which case, you're not going to make many sales.

Promoting affiliate memberships is a give and take. Less responsibility, no control and lots of competition.

And this is why you might want to start your own membership. Look around and see what people in your niche desperately want and need, and then fill that want with your site.

Outsource the content creation if you can, so you can focus on the important part – filling it with people.

Once you've got your membership site up and running, it's time to get busy promoting it. Use every technique you can think of and track everything.

Find out what your best sources of traffic are, and then put all of your effort into just those methods.





For example, maybe you buy traffic from Facebook, AdWords and solo ads. You also get free traffic from guest posting, forums and social media.

9 out of 10 new members are coming from Facebook, so what are you going to do?

Drop all of your other methods and focus exclusively on the Facebook advertising.

Get your conversions up and your costs down and now you have a viable way of getting a continuous influx of new members into your site.

Want even more members? Show affiliates how well your offer is converting, and you can get them to promote your membership site, too.

There are plenty of affiliates out there who want that continuous, month to month income that a good membership site provides. All you have to do is show them that your funnel is converting, and members are sticking.

Naturally, there are a lot more details than this to starting a membership site. But hopefully this gets you thinking in that direction.

Because if you want true financial freedom as quickly as possible and with as little stress as possible, then almost nothing can beat having your own successful membership site.

One more thing – the first site is the hardest. Once you have a membership site that's clearing at least a couple of thousand dollars each month like clockwork, continue to build on that one while building your second membership site, and so forth.

Create a membership empire to secure your finances, and then you can experiment with anything you like.

Security first, right?

Join the Insiders Club Today!

IDEAS«



Facebook Users Drop

The number of people using Facebook daily in North America dropped for the first time.

Facebook reported 184 million daily average users in Q4 2017, down from 185 million in Q3.

It is the first such drop since Facebook began reporting these numbers in its earnings report.

It suggests that Facebook's most lucrative market has become saturated in terms of usage, which means it will have to add more ads, or charge more for ads, to keep growing.

https://www.cnbc.com/2018/01/31/facebook-north-america-daus-drop-for-first-time.html

»NEWS

How to Deal with Fake Negative Reviews on Google

It's extremely easy for anyone to create a new account and leave a negative review for businesses. Here's how to deal with the growing problem:

https://moz.com/blog/fake-negative-reviews-on-google

10 Influential Entrepreneurs Confess Their Biggest Sins

You're eager to know, aren't you? And exactly what sins did these famous entrepreneurs make?

https://www.huffingtonpost.com/entry/10-influential-entreprene_b_9357690.html

CASE STUDY

HOW A $47 PLR PRODUCT GENERATED OVER $200K FOR MY BUSINESS



INSTANT ACCESS
WATCH FREE TRAINING





Presented by
David Perdew



With
Jen Perdew - Houlk

IN THIS TRAINING I'LL SHOW YOU

1. The Exact $47 PLR I used to generated over $200,000 in revenue selling 6700 units... just on Front-End sales
2. How and why a simple mindset shift changed how I looked at PLR.
3. The right way to use PLR vs the LAZY way that so many people do. (Hint: the way to make PLR work for you!)
4. How to find the BEST PLR for your needs!
5. Examples of what you can use PLR for in your business (its not what you think)
6. HOW to use PLR to build a business and list virually overnight!

Register for FREE presentation

NAMS.ws/200k



ANONYMOUS Marketing Method Makes $5k/Month

Here's an interesting case study from a guy in the US. It seems he's something of a big name in his day job, so he wanted a way to make extra money online without ever revealing his real name.

He's found a twist on the marketing method we all know and love – list building – that gives him multiple streams of income in several different markets without ever creating a product of his own, blogging, dealing with affiliates or creating a big name in any of his niches.

Here's how it works: 'Mark' targets all of the usual niches – make money online, dating and romance, embarrassing problems, losing weight, golfing, stop smoking and so forth.

If there is a niche with good money, he goes after it.

His goal is to build lists in each of these niches, but he doesn't do it in the usual manner.

He finds his prospects in both the offline and online world, with the goal of collecting as much data on each one as possible.

As you know, when you offer a free download in exchange for an email address, that's about all you're going to get – the email address.

But instead of eBooks or reports as his lead magnets, he offers printed 'books' in exchange for the prospect's information. He mails these books to his new subscribers, so of course he has to collect their mailing address and full name.

And being the clever guy, he is, he often collects a lot more info than just that.

He also collects things like the phone number, income bracket, gender, interests and so forth by using quizzes and surveys. It's amazing what people



will answer in a quiz, survey or test if they want to find out something about themselves, such as what they should be doing for a living, what kind of personality they have and so forth.

Of course, he makes each survey or quiz up himself, so it's much more for fun than being scientific. The goal is always to collect the info.

And because he physically mails out the books, he only targets people in the US so that it remains financially viable for him to run this.

Once someone answers the survey or quiz or fills out the form to get the free book, he then tries to upsell them on related affiliate products, so that's one income stream.

Then he continues to email these prospects offers in their niches. He has an autoresponder series set up for each niche, and in each series, he promotes a lot of different products.

All of his emails and books are basically PLR info, or info he's gleaned from the sales pages of the products he's promoting. He doesn't write much of anything himself. As mentioned, he also has a full-time job he enjoys, and he doesn't want to quit; so, time is at a premium for him.

Now then, when he mails out the books, he also encloses offers. Some of these offers are his, and he makes a commission on them if they buy. Other offers are from partners who pay him to send these out, so there's another income stream.

Then, and this is perhaps where he makes about 50% of his money – he rents out the information he's collected to other businesses. Every business is in search of new customers, and many like to find those customers through the mail.

For example, someone who is trying to lose weight will try a lot of different ways to do it.

One of the ways will be the free book he sends, and perhaps the upsell after the book, and perhaps an affiliate product or two through email.

Then other companies send the same person weight loss offers through the mail – often diet type supplements or an entire diet program – and the customer might try that as well.





This is how one customer can wind up making a dozen or more purchases in one niche within a fairly short amount of time.

And as you can see, Mark likes to get a piece of as many of these sales as possible.

If this sounds like a lot of work, it isn't really. Initially he comes up with a book that's really a report made from quality PLR materials.

Then he creates an email series promoting evergreen products in that niche – products that will be around for a while, usually from Clickbank but also from JVZoo and other places.

And then he's got his contacts as to who wants to buy what type of lead.

He was a little cagey when I asked him about this part, but he did say that he simply contacts a few likely businesses and lets them know what he's doing – sort of a copy and paste email he sends out.

Some don't reply, and some do, and once he's got a new client he'll even ask specifically what they're looking for in a lead. Then he'll tailor a survey or quiz to find those answers.

He buys traffic, uses some basic SEO, places ads on blogs and uses other techniques to get people to his pages. Basically, he drives traffic any way he can, as long as it's not time intensive.

His favorite method is buying traffic from Facebook, since he can do some heavy duty targeting there.

He also sells solo ads and even sells individual leads to lawyers. These might be people about to get divorced or who had an accident, and he rents these leads out for several dollars apiece to multiple lawyers at the same time. He gets these leads online and also buys advertising in small local papers – yes, it's a very old school method, but it still works.

Frankly, when he quoted me the $5K a month figure, I was pretty sure he was massively lowballing the whole operation.

He also employs a virtual assistant to do much of the work for him, so basically, he spends maybe 5 hours a week actually working the business now.

Initially, of course, he invested a lot more time, but now that he has his assistant trained, she does most of it for him.

Remember, he doesn't blog, create actual products of his own or try to build up a reputation in any one niche.

When he does need to use a name, it's always a pen name – he has a different one for each niche.

And his coworkers have no idea he does this on the side, nor will they ever know unless he tells them.

This shows you just how important data is, and why companies like Facebook and Google are all about tracking what we do.

The more info and intel you can gather on prospects, the more they are worth.

This is a good business model for someone who wants to make a mint with their mailing lists, while entering any niche you choose and remaining completely anonymous.

You're just starting out and your list only has 500 or 1,000 people.

While it's true you would gladly trade your small list for one that's 100 times bigger, it's also true that if you treat your little list right, you can still make really good money.

How does that work?

By getting personal.

First, answer emails that you get from your list. When someone reads your latest email and takes the time to write to you – answer them. You've only got 1,000 people on your list, so odds are only 5 to 10 will ever write to you at a time. Yes, you can do this. Keep it personal.

Second, let your list members know that they are part of a very small, intimate, private community by telling them. Otherwise they'll assume you're got a gazillion people on your list and don't give a flying flip about any of them.

Third, email them daily. Yes, DAILY. Keep in constant contact with them. Update them on the latest news and give a tidbit here and there about yourself

Fourth, care about their success. If you really, truly care, then it will show in your emails to them. Communicate how important they are and that you want to help them succeed in a big way.

Fifth, hold open Q and A sessions over webinars, Skype or your favorite platform. Don't charge anything, and let your subscribers know it is only for your list. You're creating the feeling that they belong to a small, exclusive, private group.

Sixth, send out emails that start with something personal, such as, "Hi (name) – I wanted to contact you personally because I think you might be a good fit for my coaching program."

Seventh, ask for their help or opinion on something and then answer every response.

Doing these little things will keep your list engaged and interacting with you.

And when you send out an offer for just 10 people to get personalized coaching at $500 a month, what do you think will happen?

Odds are you'll fill those slots in less than a day with no additional effort at all. You might even have a waiting list of people who didn't make the first ten slots.

What happens when someone emails their list of 100,000 with the exact same offer? Surprisingly, there's a good chance they'll have trouble selling those ten slots, even though their list is 100 times bigger.

HOW TO MAKE A SMALL LIST PAY BIG

You can make great money with a small list when you take the time to get personal with your subscribers.



CHECK YOUR EMAIL 145 Times Today

Check Your Email 145 Times Today

If I were to tell you that you need to check your email 145 times today and every day, you'd think I was crazy, right?

But according to Brian Tracy, that's exactly what the average adult does.

And you wonder why you can't get anything done…

Every time you send or receive an email, your body releases a tiny amount of dopamine – a stimulant somewhat similar to cocaine.

This gives you a mild sense of pleasure and so you keep doing it. You send and receive emails, check your texts, check your social media accounts, make calls and so forth, all to get these tiny hits of dopamine.

Worse yet, according to USA Today, as you continually do these things your brain become more and more fatigued. And by the end of the day you've lost about 10 IQ points!

If you ever wondered why you can't figure out what to eat for dinner or what to watch on TV, that's why.

So, here's my suggestion – check your email no more than 3 times per day. And when you do, take care of everything in your inbox at once. And then forget about it.

You'll have more time for everything else in your life, and you won't get so brain fatigued, either.

You might even be happier.

And once you get in the habit of only checking email 3 times per day, do the same for all of your social media accounts as well.

Pretty soon you'll have more time, more energy and a better capacity to do more than zone out in front of the TV at night.

HOW TO STOP Making Lousy Decisions

In Chip and Dan Heath's book 'Decisive,' they lay out three ways to make truly excellent decisions that can have a very positive impact on your business and your life.

1: The Vanishing Options Test

In 1994, Quaker Oats made the decision to buy the drink company Snapple for a whopping 1.8 BILLION dollars – perhaps one of the worst business decisions of all time.



They didn't consider any other options. Believe it or not, no one in the company even argued not to buy it or suggested an alternative.

If they had simply expanded their choices by asking, "What other options do we have?" they would have been far more likely to make a better decision.

Do you decide to do things without giving yourself multiple options first? Do you limit your choices before you even start?

For example, instead of asking, "Should I promote this product to my list?" Ask yourself what other products you might promote instead that would be a better fit for your list.

Instead of asking, "Should I buy this piece of software or hire this person for my business?" Ask yourself what your other options are to get the task done.

Here's why it works: Anytime you give your brain a 'this or that' option, it's hemmed in by just those two possibilities and won't think any further.

Instead, ask yourself, "What options would I consider if my current options disappeared?"

By giving yourself multiple choices instead of just one or two, you greatly increase your odds of making a good decision and even the best decision for you and your business.

The key is to expand your choices before you narrow them down.

2: The 'Tell My Friend' Solution

In 1985, Andy Grove, President of Intel, faced a problem – should he end the company's line of memory chips, or not?

Management was torn on the question and Andy didn't know what to do.

So, he asked himself, "If we got kicked out and the board brought in a new CEO, what do you think he or she would do?"

Now the answer was obvious – get out of memories.

The right question made a tough problem easy.

This question helped him to overcome the biggest enemy to making the correct decision: Emotions.

You're angry at your husband so you don't talk to him. You're excited about getting the exact make, model and color car you want, so you overpay. And so forth.

These decisions are clouded by emotion, and if it weren't for that emotion, you would make different decisions.

Here's why it works: Your emotions cloud your logic. So instead of asking what you should do, ask, "What would I tell my best friend to do?"

This helps you to look past your emotions and makes even the toughest decisions easy.

3: The 'Test it Now' Solution

In the late 1990's, Bill Gross wanted to sell cars on the internet. He was sure the idea could work, but at the time it was risky.

Usually we do the opposite. We go all in on a decision without having a clue if it's the right one or not.

We spend all of our time and resources on this risk, when we could have gotten our answer with one small test.

For example, why hire someone as a full-time employee when you can hire them for one project and see what they do?

Why spend six months creating a huge information product when you can create a small one in a day and see if there is a market for it?

Here's why it works: We often get so fired up about a new idea, that we don't even take time to find out if it will work or not. But by running a small test, we can see if we should proceed or go in a different direction.

Whenever possible, create a small test to find out if you're on the right track.

"Why am I guessing when I can run a small test and know for certain?"

That's it – three techniques that can save you a load of headaches and money in your online business and in life.





THE SECRET TO Making a Fortune in Continuity Programs

The 'secret' isn't all that secret, and yet most marketers get this wrong.

You simply have to give a much higher value than the price that subscribers pay, and two things will happen:

They will join in droves, and they will STAY and continue to pay.

It doesn't matter if you're charging $10 a month or $1,000 a month. Just make sure that your members are getting far more than the price they are paying.

For example, let's say you want to build a membership on how to start an online business.

If you give your subscribers an eight-week guarantee (think Clickbank) and a promise that they can start earning by the fourth week, you're in business.

If you further promise full email support, you'll do even better. Yes, you'll outsource the support, and it will be well worth the cost. Many members will join just to get that live support.

Subscribers get new content each week, they have 8 weeks to get a refund, they'll be making money in just 4 weeks, AND they have live support – do you think that might be a winner?

Absolutely. And you can use a similar model no matter what niche you're in.

Let's say you teach golfing. You promise that in 4 weeks they will shave 4 strokes off of their game. They have an 8-week guarantee. And sure, maybe you even throw in live support of some kind, too. Again, you've got a winner.

Always give far more in value than you're charging for your membership sites, and you can't go wrong.

SNEAKY TIPS TO

Get Your Emails Opened

You work hard to write the perfect email – and then nobody even opens the darn thing.

Sigh.

What's a marketer to do?

Try a new subject line using one of the following tactics:

Insert your personality and get personal.

Let's face it – no one gets excited by dry toast, which is precisely why you need to let your own personality shine in your subject line.

True, some people won't like your personality. So, what? Others will love your personality because they see themselves in you, and they'll become rabid fans.

Examples: "Three experts in our niche that are flat out WRONG," "Why I loathe beets and want them exterminated from the planet," "Why I check under my bed before going to sleep," and "10 things the worst world leader in history taught me."

Use numbers.

In a big field of words (think your Gmail inbox) numbers and symbols stand out.

For example: "7 ways to screw this up," "3 people I hate" and "5 days in the doghouse."

Ask a question.

For whatever reason, questions just seem to work better than statements.

For example, instead of, "How to do this," you might ask, "Can you tell me how to do this?"

Other examples: "Why can't you go to the bathroom?" "Where do you want me to ship this?" "Is the dorky look back in style?"

Invoke Curiosity.

Strange headlines get clicks – sometimes. This one is a little tricky, but if you can arouse enough curiosity, you'll be blown away at how many subscribers open your emails.

Examples: “My Dr. told me to eat dirt,” “How to know you’re about to have a heart attack” and “The dessert only diet.”

Super short subject lines:

There was a reason why, for a while, you kept seeing the subject line, “Hey.”

It worked.

But like anything else, once it’s used too much, its effectiveness wears off.

Still, every once in a while, try using either a one-word subject line, or a short subject line that you use as a great opening to a story. Examples:

“Damn,” “That’s when I knew,” “Groan…” “Facepalming AGAIN,” “Yikes!” “Oh no!” “How did THAT happen?” “Unbelievable!” and so forth.

And one last sneaky but ultra-important tip: Always send out your emails a second time to everyone who didn’t open them the first time.

How this works: Nearly every autoresponder has this option now, and if yours doesn’t, ask for it.

Send out an email in the morning. Wait 8 to 12 hours, and then resend it to everyone who didn’t open it the first time.

Use a different subject line the second time but keep the email the same.

Your second subject line can be entirely different from the first, thus (hopefully) sparking interest in those subscribers who didn’t open the first one.

Or you can simply say, “You missed this earlier email,” or some such.

Typically, I get nearly as many opens the second time I send an email as I do the first time.

It’s a great way to reuse your emails. You’re not bugging those subscribers who did open your first email. And you will get more clicks and make more sales with almost no additional effort.

You can even schedule the second email when you send out the first. Just make sure to send it only to those readers who did not open it the first time.

»NEWS

The Google Ranking Factor You Can Influence in An Afternoon

(Case Study) What does Google consider “quality content”?
And how do you capitalize on a seemingly subjective characteristic to improve your standing in search?
https://moz.com/blog/influence-googles-ranking-factor

Is A Cloud Based VA Right for You?

Here are 7 ways a cloud based virtual assistant might make you a better entrepreneur.
https://smallbiztrends.com/2018/02/cloud-based-virtual-assistant-benefits.html

FREE REPORT

MAKE BIG MONEY CREATING SIMPLE ONLINE COURSE WITHOUT ANY EXPERIENCE!

Download Our FREE Report Now And Discover:

1. Secrets to making big money creating your own simple online courses!
2. How to make killer online courses, even if you aren't an expert in anything!
3. How to create video courses without a lot of technical knowledge!
4. How to choose the right topic and price your course for the most possible profit!

And much more - all within this special FREE report!



Download now

Get YOUR FREE Copy here:

NAMS.ws/DCP01



MAKING $5-12K/MONTH FROM

Software YOU DON'T OWN

I've got a friend who has used this business model for years as a 'side' business.

Funny thing is, his side business earns more than many full-time businesses – about $10,000 per piece of software per year.

And yes, he doesn't own any of this software himself, which means he never has to deal with programmers or customer complaints that the software isn't doing whatever it should be doing.

Here's how it works:

Find free software that people use – for example, cloud storage, help desk software, popular WordPress plugins, membership software and so forth. You might want to concentrate just on software that is used in the online marketing world, or you could branch out into other niches.

You're looking for software that is somewhat popular, but ideally, it's not all that simple to use.

Anything come to mind? Forums are a good place to search. Look for a number of posts from people all looking for help with the same software, and you've found a winner.

Now then, you can either do the next step yourself, or outsource it to someone who knows a lot about the software. If you're doing it yourself, you'll need to get really good at using the software before you proceed.

You're going to put together a tutorial that shows people how to use the software. Your tutorial is going to assume they know next to nothing about it, so that anyone and everyone can benefit from it.

Take them through all the steps of installing and using the software, along with all the features they might not even know about. The point is to make it super simple for almost anyone to use the software, once they have your tutorial. Charge a modest amount for your tutorial – nothing over the top.

You might want to add a "done for you" option or upsell in which the software is installed and set up for the customer. You can do this work yourself or outsource it to someone else.

And inside your tutorial, place links to the paid version of the software, along with anything else





that will help the reader to make the best use of the software.

All of these income streams add up.

And buyers are easy to come by, because many times people are desperate for answers. They've already wasted time trying to get the software to work, and they've wasted more time on forums and help desks trying to get the help they need.

By the time they find your tutorial, they are more than happy to hand over several dollars to get the job done, or even more money to have the job done for them.

As you can see, we're targeting people already familiar with the software who need help.

But that's only half of your customer base.

The other half is people looking for a particular solution.

For example, they want to know how to set up a membership site without paying a monthly fee for software. You can recommend the solution they need, and the software only has a one-time payment.

Better still, you'll show them exactly how to install and use it.

Of course, you won't name the software on that sales page.

And yes, you will need two different sales pages. The first one targets the group who is having trouble with the software, and the second one targets the group looking for the solution the software provides.

Want to make even more money?

You can sell private label rights or resell rights to your tutorials.

And you can also get affiliates on board as well.

This can be a great product to sell via paid advertising – both in the 'fix a problem' format and the 'here's the solution you need' format.

The work involved in doing this is small versus the money that can be made. It won't make you rich, but if you put out just one of these a month, you might hit six figures.

And the shelf life of each tutorial will vary according to how popular the software is. You'll be able to sell some for only a few months, while others might be good for a year or two before you need to update them.

It's a perfect little side business that doesn't require much start up cash – just the ability to find software that's confusing people or solving a real problem and creating the tutorials for your customers.

And don't forget – you can also sell more solutions to your new customers after they purchase the tutorial. In fact, this alone can double your profits.

So, get busy, and enjoy!

Join the Insiders Club Today!



Wanna Go Big? Do This…

There are only so many hours in your day, which is to say, you can only do so much.

In the beginning of your business, you're probably doing everything yourself.

But as things start working and making money, you've got to scale it up if you want to keep growing the business.

If you don't scale, then you can't grow beyond the point of what you can do alone.

That's why you want to begin outsourcing as much as you can. And the easiest way to do it is to record yourself performing each step of your business, so you can hand the recordings over to an outsourcer to do these things for you.

Either write it up, take screen shots or use video recording.

And no, it doesn't have to be perfect. You're simply going to hand it to an outsourcer and let them take over the task for you.

Remember, your goal is to work ON your business, not IN your business.

Otherwise you will have trouble hitting six figures and you will never come close to that magical seven figure income.

"You only have so many hours in a day, let others make the money for you!"

- Nick Haase, *founder of Loot*

Think You Can't Compete?

Okay, your competition has been around longer than you.

They know more than you about your customers, your products, your marketing…

…let's face it – they're race horses, and you're a mule.

But what does that mean?

New marketers feel like they are coming into a race when it's three-quarters over.

Seasoned marketers know more, have more tools, more contacts, more customers, bigger lists, more outsourcers and so forth.

How is a mule to compete against a tried and true race horse?

One step at a time, that's how.

In 1976, the Great American Horse Race – 3,500 miles long through 13 American states – had 90 teams of purebred race horses competing…

And one 1 team of mules.

That's right, mules - competing with thoroughbreds from across the world in the perhaps the longest, greatest horse race ever.

Entered in the race were Viking horses from Iceland; Arabian stallions, favored to win by almost everyone; tall Irish thoroughbreds; striking Appaloosas; and horses from France, Australia, Denmark and Japan.

And then there was Lord Fauntleroy, the mule. "Leroy," for short, was the choice steed of Virl Norton, a steeplejack from San Jose, California. Lady Eloise was the backup mule. And no one – *no one* – took them seriously.

3,500 miles later, you already know who won: The most unlikely victor in any horse race, ever. As Leroy crossed the finish line into the stadium, he flopped his ears and gave a victorious "hee-haw."

The mule had won with 315.47 total hours. Second place went to an Arabian, clocking 324.6 hours. That's right – it wasn't even close.

When you think you can't compete – when you're sure you don't know enough, have enough experience, don't have the contacts or whatever thought is going through your head, just think of Leroy.

No one expected him to win except his owner and rider, Norton.

Maybe no one expects you to win, either, except maybe your spouse or loved-one.

That's okay, because if you simply stay in the race and be consistent, you can outshine them all…

Or at least cross the finish line with a lovely payday for yourself.



The Most Powerful Email Ever

Here's a story as told to me by a fellow online marketer:

There was a time, back in the 90's, when some of us were doing something called "fax blasting."

This was similar to email marketing, in that we were sending out faxes via a service to people who had expressed interest in our niche.

And frankly, we made very good money using this method.

Obviously, it wouldn't work today, but there was one lesson I learned via fax blasting that I've never forgotten.

I was working one of those multi-level programs that were so popular then.

I'd send out a blast of 1,000 faxes and recruit several people into the program without even talking to them. Yes, it was that easy, if you had the right copy.

I would then continue to keep them updated via fax or email, their choice.

And there was one message I sent out that got more response than all of my other messages combined.

In fact, I was frankly shocked at the response. People referred to that message on personal calls, conference calls, in emails and so forth.

Quite simply, it resonated like nothing else I ever sent.

So, what was the message? It was simply me rambling on a bit about my typical working day: When I got up; when, where and how I worked; when I finally got to bed and a couple of amusing but personal anecdotes.

It was something I dashed off without much thought, yet it was the message that everyone wanted to hear.

Why? Because it was personal stuff about me.

I was their upline. And in marketing, people like to buy people, not things. If you think about it, there are probably a dozen or maybe a hundred-other people selling the same or nearly the same things you're selling.

Yet your customers buy from you. Why? Because they like YOU. Maybe they like the way you write, or talk, or the look of you… I don't know. But I do know there is something about you that they relate to.

So next time you send out an email or write a blogpost, put a little bit of YOU into it, and see what happens.

And make that a pattern, always offering a little insight into the mystery that is you.

While it will never be your main message, it will go a long way to bridging the distance between you, your customers and making sales.



HOW TO PUBLISH AND

Sell Truly One-of-A-Kind Info

So many products are simply a rehash of other products, and the same goes for books, too.

Someone wants to write a book on persuasion, so they buy five books on persuasion, read them and then take all the best ideas from the books and write a new course or book or whatever.

But what if you want truly unique, stand-alone info that no one else has?

Then you've got to go to the sources.

Let's say your niche is cat care, and you're in a forum where people are discussing how they helped their cat get over a certain illness. In that forum you meet Jessie, who found a way to cure her cat in half the normal time at one-tenth the normal expense.

You contact Jessie and ask for an interview, which you then turn into a product. No one else has this information because it's something Jessie came up with in her veterinary practice, or wherever.

You now have a product no one else has. Split the profits with Jessie and do it again and again with people who know stuff that no one else knows.

For example, you can dig through various niches and find people doing new, unique, unusual things, or people who have just achieved some sort of milestone, or anything special that solves a problem or gives a benefit that people want.

Do an interview over email, Skype or any method you choose. Let your subject know you're thinking of using this in a product, and that you'll share the profits. Almost no one will turn you down on this, especially if you're working outside of the make money niche.

And now you have an endless source of truly new, helpful info that you can turn into posts, products and books.

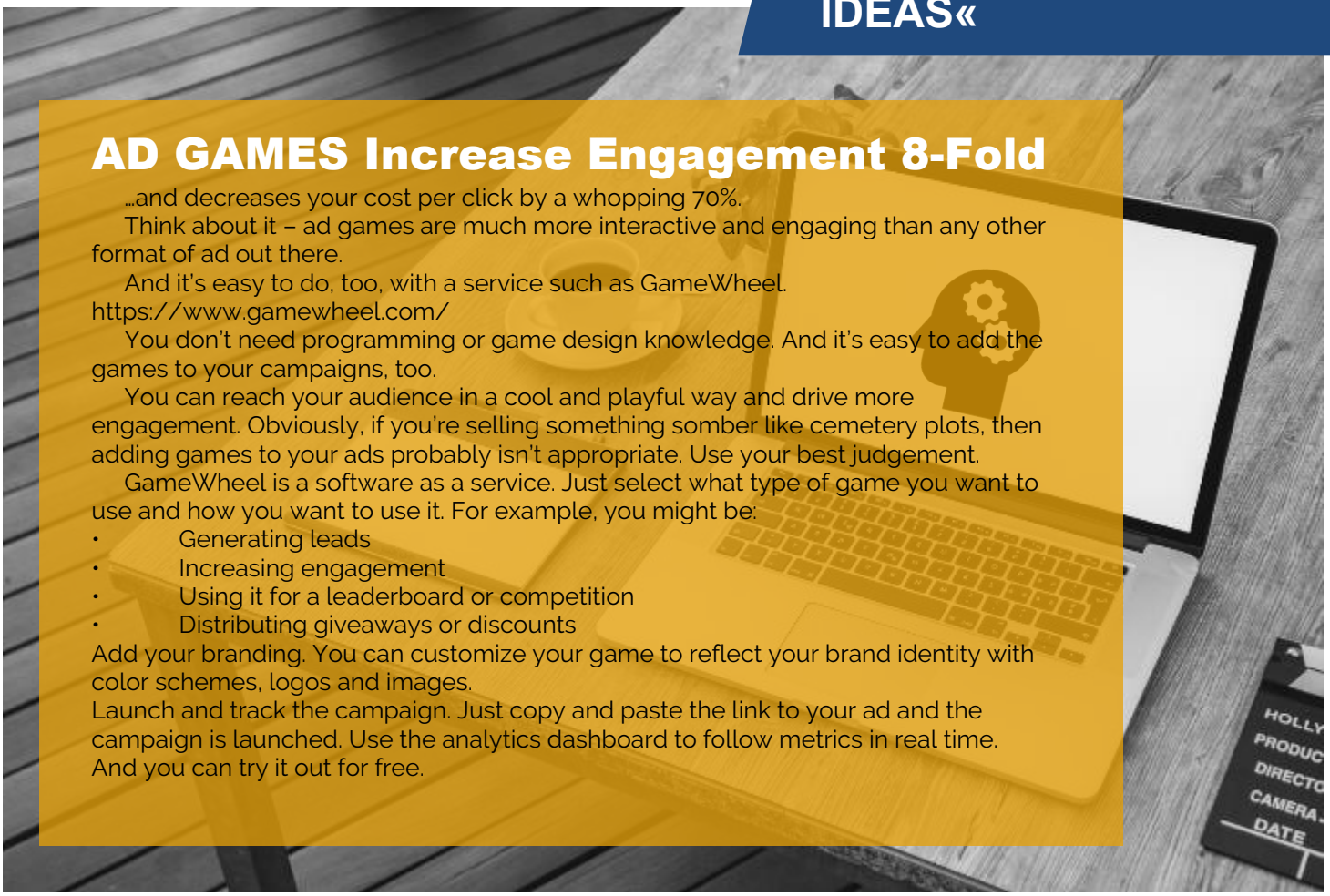
This is a great way to make a big name yourself in any niche. Pretty soon people will be approaching you, asking if they can share their discoveries in exchange for a slice of the profits.

Simply write up the info they give you, pad it out as needed, write some sales copy and get busy selling it.

This is a perfect business model for almost any niche outside of IM where money is being spent.

And it works especially well if you're solving people's urgent problems – like getting kitty over her illness twice as fast at one-tenth the expense.

IDEAS«



AD GAMES Increase Engagement 8-Fold

…and decreases your cost per click by a whopping 70%.

Think about it – ad games are much more interactive and engaging than any other format of ad out there.

And it's easy to do, too, with a service such as GameWheel. https://www.gamewheel.com/

You don't need programming or game design knowledge. And it's easy to add the games to your campaigns, too.

You can reach your audience in a cool and playful way and drive more engagement. Obviously, if you're selling something somber like cemetery plots, then adding games to your ads probably isn't appropriate. Use your best judgement.

GameWheel is a software as a service. Just select what type of game you want to use and how you want to use it. For example, you might be:

- Generating leads
- Increasing engagement
- Using it for a leaderboard or competition
- Distributing giveaways or discounts

Add your branding. You can customize your game to reflect your brand identity with color schemes, logos and images.

Launch and track the campaign. Just copy and paste the link to your ad and the campaign is launched. Use the analytics dashboard to follow metrics in real time.

And you can try it out for free.

»NEWS



Great Marketing Strategies You Can Steal…

…from the most successful super bowl ads.

https://www.entrepreneur.com/article/308756

The Real Story in The Decline Of Organic Facebook Reach

Publishers are already seeing declines of 20% or more in organic Facebook reach just over the last year. But the story is even worse than that…

https://www.distilled.net/resources/the-real-story-in-the-decline-of-organic-facebook-reach/

When Last Place Is Really First Place

Did you enjoy the Olympics? Every four years we get to see the best of the best and their gold medals, but sometimes the best inspiration comes from those who don't win – or even someone who came in dead last.

In 1988, Eddie "The Eagle" Edwards became the first competitor since 1928 to represent Great Britain in Olympic ski jumping.

How did Eddie do? He came in #58 out of 58.

But it didn't matter. His fans loved him for other reasons. He had no trainer, no money, no practice facilities – and some called him the great British loser.

He had a cheerful air of bumbling incompetence, epitomized by the big pink goggles we wore.

Says Eddie, "I got my letter saying, 'Congratulations, you can represent Great Britain in the Olympic games' when I was in a mental hospital in Finland. I wasn't a patient. I was there because it was the cheapest place for me to stay."

On getting ready to do his jump, Eddie says, "There were about 85 or 90 thousand people in the ski jump area, and I thought this is going to be really good, I'm really going to go for this. The Germans and the Swiss and the Italians were going down jumping, but the crowd were ignoring them and chanting, 'Eddie! Eddie!'"

"And I got out and sat on the bar and they started cheering and cheering and it was great!"

"When you sit at the top of the ski jump, you look down, and you're probably about 500 or 600 feet up from where you're actually going to finish. You can see a million and one different reasons why you shouldn't really go down. So, you do have to be not a little crazy, but probably a lot."

"You're traveling at 65 or 75 miles per hour. Within about a second, you'll be 250 feet up from where you're going to be landing. And you just try to relax and let your skis carry you to the bottom of the hill."

"It's the most exciting, exhalating feeling in the world."

Eddie's British record jump of 71 meters landed him in 58th place – out of 58 competitors, 19 meters behind the jumper who placed 57th.

And if you ask anyone in Great Britain, "Who won the Olympic ski jump in 1988?" Almost no one could tell you.

But if you ask, "Who is Eddie 'The Eagle' Edwards?" They'll tell you all about the crazy ski jump guy who they still remember and love to this day.

Eddie stood on the top of the precipice and said, "Geronimo!"

The British people were so proud of him for just trying, that winning didn't matter a bit.

He dared to go where most of us won't. Yes, he came in dead last, but he will be forever and fondly remembered by his country for doing what no one else had done in 60 years.

So, what daring thing are you afraid to do? Whether it's something online or in real life, take Eddie's example and just go for it.

You might just become a legend.



Join the Insiders Club Today!

Virtually A Reality

Virtual Reality as a term (and when it actually came into use) has been widely disputed, there are many definitions for the phrase. In the 1860s, French playwright Antonin Artaud postulated that illusion was not actually distinct from reality, therefore advocating that audiences at a play should suspend their disbelief and regard the drama taking place on stage as an actual reality.

However, one of the first references to our more modern understanding of the term comes from the 1935 short story "Pygmalions Spectacles" written by Stanley G WeinBaum, in which he described a goggle-based system with holographic representations of fictional experiences including smell and touch.

In actuality, the term 'virtual reality' can be used to define any construct that doesn't exist in the real world, but we can perceive it as existing. The Internet is a good example, thousands of people interact with it every day to live, to work and to play, it aids learning, handles communications among many other tasks and many other uses, but its physical elements are nothing more than a collection of interconnected wires and bits of hardware that store and process information and information requests.

Our perception of it gives it a reality, a presence in the real world, and when we interact with it, we are interacting in a virtual one. It's an interesting symbiotic relationship, with something that doesn't



actually exist, but in a large number of cases "lives" could not exist without it.

In 1999 the Wachowski brothers released the movie The Matrix on the world and postulated that our whole existence was nothing more than an illusion, a hologram, a virtual reality presented to us, to keep us tame and manageable (as we were in fact an energy source for a race of machines). It's an interesting premise and I'm sure many of us agree that it makes a good science fiction film, but what is our reality?

As Internet Marketers, our livelihoods exist in the virtual world, we spend much of our working days perfecting out Internet presence and reputation, building our subscribers lists and presence in expert and niche forums, those that are applicable to our sales activities. It's easy to lose touch with the reality that you are dealing with actual people and their needs and requirements.

Whilst our business exists in a virtual realm like this, the output and benefits of that business all materialize in our reality, as we build the virtual side, we should never lose sight that we are marketing and appealing to people, real human beings in the real world.

Virtual Reality and Holographic technology is finally gaining traction in the technology workspace, but we often miss that much of today's commerce and lives exist extensively in the virtual space. The virtual is becoming the reality. In light of this, continue to treat people based on their emotional desires, what they really want from your products and service, and never try to replace good quality customer service and extra mile tasks with machinery and flashy lights.

SEE YOU
next month!



A PERSONAL INVITATION!

And a special 14 day $1 trial to the best business training resource library available



1 **Magnetize**
Every business person must have the ability to persist until they prosper by training the right mindset...

2 **Monetize**
Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3 **Methodize**
After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS.ws/14trial



WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

NAMS
Novice to Advanced Marketing System
Team | Tools | Training