NAMS
Novice to Advanced Marketing System
Monthly Magazine
Volume 85

The ONE Email That Instantly Gets Clients



ARTICLE
+SALES FUNNEL BLEEDING MONEY?
Try this… | 12

INFO
+SUCEEDING AS AN INDEPENDENT APP
14 TIPS | 17

HOW TO
+OUTSOURCE ANY PROJECT
4 Easy Steps to Follow | 28

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

Twenty-Twenty Vision

Perfect sight is defined as having twenty-twenty vision, something that some entrepreneurs don't have.

What I mean is that entrepreneurs generally have to have what we call 'long' vision, they need to see further into the future, they need to be able to see the end point in the game. They need that vision to see where a product trend may go, how new concepts may evolve into commercial products and chart a path to meet them at the right time to achieve commercial success.

This is especially true when it comes to digital or internet-based products and services, the products are normally available for download, you don't physically get anything. And also, therefore those markets and requirements can change dramatically almost day by day.

It takes a careful eye to see the trends in internet commerce and to follow the changes as they evolve. Twenty-twenty vision is great for those that are just creating products, but to fully take advantage of those products takes someone that can not only see the trends coming from a distance, but those that already have plans in place to move to meet them.

When we build our marketing campaigns and our websites, we need to be building them not only with a view to having eye-catching and rich media content but also to allow them to be altered and fine tuned quickly to adapt to the changing trends that coming with selling on the internet.

Vision coupled with action is far stronger than hindsight with twenty/twenty vision, as Internet Marketers and entrepreneurs we should always be mindful of this as we approach and build our businesses. Pay heed to the markets and trends of the past, but do not be bound by them, keep your eyes and your options open and be prepared to adjust your plans as your vision of the future becomes clear.



Join the Insiders Club Today!

GOOGLE AND TWITTER PRESSED TO FOLLOW

Facebook Into Senate Hearings

The CEOs of Google and Twitter may be next to follow Mark Zuckerberg into a gauntlet of congressional hearings.

Senate Commerce Chairman John Thune said he's considering another public hearing on data privacy and spoke with representatives of Alphabet Inc.'s Google this week, suggesting the company send CEO Sundar Pichai to answer questions.

http://adage.com/article/digital/google-twitter-pressed-follow-facebook-senate-hearings/313228/





CRYPTO FOUNDER CREATES PANIC: “Thanks Guys! Over and Out!”

Yassin Hankir, the founder of a cryptocurrency startup savedroid, created panic among his investors after he tweeted a picture of himself at the airport and later, him holding a beer at a beach saying,
“Thanks guys! Over and out”.
Funny? Not so much…

https://ambcrypto.com/crypto-startup-founder-creates-panic-with-his-twitter-post/

IDEAS«



On Dealing with Trolls…

If you had $86,400 in your bank account and someone stole $10, would you spend all the rest of your money trying to get revenge?

Of course not.

So, if some troll puts 10 seconds of negativity on your social media post, don't spend the next 86,390 seconds of the day thinking about it.

Stay positive and keep smiling.

»NEWS



Amazon Hits 100 Million Paid Prime Subscribers

According to Jeff Bezos, the e-commerce giant exceeded 100 million paid Prime subscribers and will continue to invest in meeting "ever-rising" customer expectations.

Do you have your books and other products on Amazon yet? It's where you'll find a lot of your customers.

http://adage.com/article/digital/amazon-100-million-paid-prime-subscribers-jeff-bezos/313204/



What Makes Content Go Viral?

How do you make more sales from your email list? The answer is so diabolically simple, most marketers poo-poo it and look for a harder answer.

If you want to connect more with your list, get them to open more of your emails and click more of your links...

...and if you want them to BUY your stuff, here's what you do:

Email them once a day, every day.

That's it.

They need to hear from you once a day or they're going to forget who you are. True, they won't open every email, but that's okay. As long as they're opening some of them, then you're doing your job.

Did you know that emailers who email once per week or even once per month tend to get more spam complaints than those who email every day? That's because their readers have forgotten who they are or how they got on their list.

The more your readers hear from you, the more chances they have to get to know you, like you and feel like they are part of your tribe.

And yes, there will be some sorting. As people get to know you better, some of them won't like you or what you say. They'll unsubscribe. And that's okay.

You only want to talk to YOUR tribe. Just remember to email them every day. I've seen marketer's sales double and triple simply by sending out more emails.

OFFLINERS:

How to Handle any BIG Objection

This comes from a friend of mine, but I understand it originates from the *The World Book Encyclopedia* selling manual, back in the day when encyclopedias were sold door to door.

Let's say you've made your presentation to your brick and mortar business person. You've answered their questions. You've done a bang-up job of letting them know why YOU are the person to help them with their marketing.

And then they say something like this… "I have to think about it."

Or… "I can't afford it."

Or… "I have to talk to my business manager."

Here's what you say… and mind you, this is NOT for the faint of heart.

"Lisa, if there is any reason why you would hesitate, then you shouldn't do this. Maybe this isn't for you. In my business, I only want happy clients. I only want to work with business owners who are SURE that this is for them… the business owner who is so excited, they can't wait to start this [your service] and begin [big benefit.] My question is, is that you?"

This will save you time and the frustration of trying to thwart 20 other objections that are about to come your way.

Some will say, 'YES, that is them.' Others will say, 'no.'

Odds are, you never would have sold the "no's," anyway, so don't worry about them.

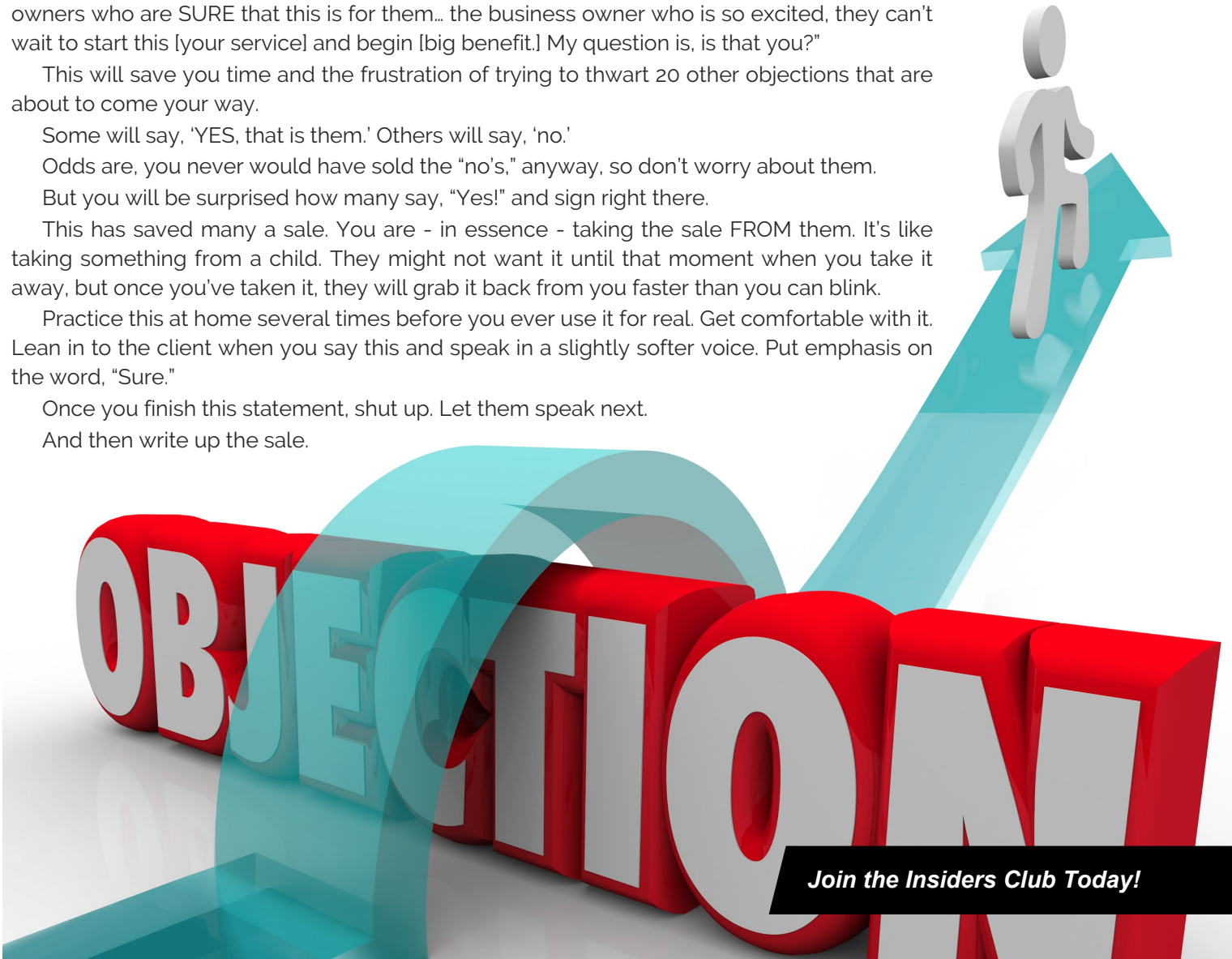
But you will be surprised how many say, "Yes!" and sign right there.

This has saved many a sale. You are - in essence - taking the sale FROM them. It's like taking something from a child. They might not want it until that moment when you take it away, but once you've taken it, they will grab it back from you faster than you can blink.

Practice this at home several times before you ever use it for real. Get comfortable with it. Lean in to the client when you say this and speak in a slightly softer voice. Put emphasis on the word, "Sure."

Once you finish this statement, shut up. Let them speak next.

And then write up the sale.



Join the Insiders Club Today!

IDEAS«



FEELING DOWN?

Think of Your Future TED Talk

The next time you're feeling down, whether it's because your business isn't going as well as you would like, or you had a lousy day, or you're just sad…

…imagine yourself in the near future, giving your TED Talk. You might be saying something like…

"This bad thing happened, and then this bad thing, and when I thought it couldn't get any worse…

"But here's how I turned it around.

"And today I've accomplished ___ and ___ and ___, and here's how YOU can do the same."

Do this exercise for just two minutes, and I guarantee you will feel recharged, refreshed and much happier.

»NEWS

Mobile Ad Spending to Surpass TV in 2018

Nearly half of US paid media ad spending will go to digital channels.
https://www.emarketer.com/content/mobile-advertising-is-expected-to-surpass-tv-ad-spending

Better Late Than Never: Instant Messaging

Here's why you should finally add instant messaging to your marketing mix.
https://www.marketingtechnews.net/news/2018/apr/05/better-late-never-why-you-should-finally-add-instant-messaging-your-marketing-mix/

THE ONE

Email that Instantly Gets Clients

> Ooohhh, I'm going to burn for this one, but I just could not resist.
>
> Let me say right now, before we go any further… there is no one email that instantly gets clients.

There are, however, plenty of emails that start a relationship that gets you a client or maybe lots of clients and even clients for life.

And there is a technique – which I will reveal in a moment – that nets you tons of new clients without ever cold emailing or cold calling anyone.

Let's talk dating for just a moment…

Imagine you're a guy walking into a coffee shop. You see the woman of your dreams. You walk right up to her and you say, "Would you like to have sex?"

What do you suppose are the odds that she will say yes? Not nearly as good as the odds that she will pepper spray your face and call the police.

But if you walk up to that same woman and ask if you can buy her a coffee… your chances of success have just risen astronomically.

Wooing a new client is no different. If you send an email that says, "I can totally turn around your crappy business and make you a million bucks by next year if you just pay me $5,000 a month," you'll get no response.

Well, you will get some spam complaints, but that's about it.



But if you use your email to open a conversation as a means to build a relationship, you can potentially have great success.

When you email prospects out of the blue, be sure to pick a subject they are very interested in, and start a dialog.

It's all about creating relationships that are strong enough for people to trust you and perhaps even refer you to their friends.

It takes time. There are almost no, "One call closes" anymore – not since 10 or perhaps 20 years ago.

People have choices now. The person who calls out of the blue is seen only as someone trying to sell something; not a friend who stands ready to help.

You want to be the friend, not the cold calling sales person. This means going on a few 'dates' first, building the relationship, and letting them know what you've been able to do for others.

Now then, here is a sure-fire way to get business, and it doesn't involve you cold emailing anyone.

Instead, you're going to create a powerful lead magnet and distribute it through partner businesses. Your lead magnet and offer combined is a free giveaway to your partner business's clients.

The offer is something simple, such as, "Call me for more information," or "Call me to schedule a free analysis" or, (my favorite) "$500 in free services when you call by this date."

Who are these 'partner businesses?' This will depend on what services you are offering. Ideally, they are businesses that are not in competition with you, but service your ideal customers.

Your lead magnet should be full of great information on what your clients need to do to achieve the results that they seek. But it should not tell them HOW to do it. For that, they need to contact you.

And of course you have captured the email address of every person who downloaded your free lead magnet. This allows you to continue to build relationships with all of them and eventually turn many of them into clients.

I've seen this method bring in over 10,000 new people to an email list within a week, result in over $100,000 in sales the first month. Yes, it's that powerful.

And you never need to cold call anyone!





ARE YOU
Losing Sales by Leaving Out Crucial Info?

I got a free trial download of a very popular software program. I used it, liked it, and when the trial was over, I wanted to buy the software.

But guess what? No where... and I mean NO WHERE – on the order form did it tell me if I was getting the software for one month, one year or a lifetime.

I "think" it was an annual fee. But I wasn't sure. And that is why I didn't buy it.

Make no mistake: This is a MAJOR BRAND NAME software, not some new start-up, but an established company that should know better.

Then today I get an unrelated email from someone telling me that it's the last chance to get their "B&G" notes at 50% off.

They go on to tell me the price is doubling, the "B&G" event was legendary, and missing out on these notes would be a terrible thing indeed.

But I don't have a clue what "B&G" is, and they don't tell me, either.

Another sale lost.

So, let me ask you: What information are you leaving out that your customer needs to make an informed decision?

Odds are you have no idea this info is missing – if you did, you would have filled it in already.

You might ask someone to read over all of your sales material and have them write down any questions that pop up.

If you can, ask prospects why they didn't buy.

And maybe even place chat or an email contact on your sales page. This way if people have a question, they can let you know what it is. Then you can update your sales page to include this important but missing info.

And what if they ask something that is covered on your sales page or check out page? Make that information easier to find for the next prospect.

Don't lose sales just because you've left out a crucial piece of info.

Join the Insiders Club Today!

IDEAS«



11 ‘Rules for Success’ Given to an Apple Employee on His First Day

Huxley Dunsany, a former Apple solutions consultant, recently shared Apple’s 11 “Rules for Success” which was written on the back of his employee badge.

1. Let go of the old, make the most of the future.
2. Always tell the truth, we want to hear the bad news sooner than later
3. The highest level of integrity is expected, when in doubt, ask
4. Learn to be a good businessperson, not just a good salesperson
5. Everyone sweeps the floor
6. Be professional in your style, speech and follow-up
7. Listen to the customer, they almost always get it
8. Create win/win relationships with our partners
9. Look out for each other, sharing information is a good thing
10. Don't take yourself too seriously
11. Have fun, otherwise it's not worth it

»NEWS

36 Online Video Tools for Simple Video Creation, Editing and YouTube Management

Eyeballs are getting harder and harder to grab, especially on Facebook, where the auto-play feature has completely changed the landscape of the platform, both on desktop and mobile.

Right now, video is the most engaging Facebook format. Uploading 60-90 second, funny, evergreen videos with captions and short text introductions is one of the most successful tactics to slow down scrolling on the app. A good video usually stops consumers for about 23 second – enough to grab their attention, at least. Video is also preferred on mobile Twitter.

It’s clear potential customers want to watch online videos. But how do we create them?

https://www.internetmarketingninjas.com/blog/video/35-online-video-tools-simple-video-creation-editing-youtube-management/

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



IS YOUR Sales Funnel Bleeding Money? Try This…

You work hard to build your sales funnel. You're buying traffic, but your funnel isn't converting well enough to fully pay for that traffic.

Which means, you're in the red. Yes, you are building your list, and yes, over time you will recoup your money from your list by promoting other products.

But wouldn't it be great if you could get your funnel in the black NOW, so that you can buy all the traffic you want and build your list as fast as you want?

Think of a big house – one that you love, but it costs too much on your income. What do you do? You take in a renter or two. They are paying you to stay in your house, and you now have no trouble making the mortgage payment each month.

Surprisingly, you can do the same thing with your sales funnel.

Take a good look at your funnel for places where you can accommodate "renters." For example, if your backend offer isn't converting as well as it should, how about renting out that back end offer to another marketer?

If that marketer has an offer that converts really well, and it's a good match for your funnel, then this makes total sense for the both of you.

Now here's a little trick: Let's say you run your traffic through three different offers after they sign up to your list. All of these offers are on a related topic, in line with the subject of the lead magnet that got them into the funnel in the first place.

But if they turn down all three offers, then renting the exit splash page to another marketer with a product that is DIFFERENT for your offers could work really well.

Obviously, this offer would still be marketing-related, but it could be ANYTHING else that is marketing related. Of course, you'll have to test this out. Do a one-week trial run with your "renter" and see if it's a good fit. If not, find someone else.

You can rent out any space you like, whether it's the first upsell, the exit page, a link on your download page and so forth.

How much should you charge? Enough to put your funnel into profit, or a little bit better. If your renter makes a killing, that's fine. The point is to get you into profit. Then



you can buy all the traffic you like and build that list quickly.

Your real profit comes from the list, not the funnel.

Selling this offer to established marketers isn't difficult, either. Simply send them an email letting them know what you have. It's an offer they don't see every day – at least not yet – and it will spark immediate interest with some marketers.

Like anything else, it is a numbers game. Plan on approaching or emailing about 5-7 marketers to get 2 who are really interested, typically one of which will say yes.

I know of one fellow who's been doing this for a couple of years now. He built a funnel in a new niche, one he was dying to enter. But for whatever reason, he had a devil of a time getting the funnel to pay for itself.

Finally, in frustration, he sent out a blanket email to 14 marketers that he personally knew. Granted, he already had the contacts, so this part was easy for him.

10 of those marketers expressed interest, and he wound up building a second, similar funnel to accommodate the demand.

He has two upsells after his squeeze page. The first is for one of his own products, and the second is rented out to another marketer. Then on the download page he rents out three different spaces to three different marketers.

Finally, he sends a ONE TIME ONLY offer to his new subscribers via email. He makes it VERY clear that this is the only time he will ever send such an offer on behalf of another marketer, but this offer is so good, he just had to let his new readers know about it. (You know the lingo to use.)

Because he makes it clear that this is a one time only thing and he won't be spamming his list, no one gets upset.

And between his own upsell, the upsell he rents out, the three ads on the download page and the 'solo ad,' he makes a good chunk of money.

He's now able to buy more expensive traffic and still be in the black at all times. And this better traffic is more targeted and results in more sales from his list.

Talk about a win-win-win situation. He took something bad – a funnel that frustratingly was not paying for itself – and turned it into a way to build his lists even faster and with better prospects, while still making a small profit on his funnels.





HOW TO Make Money by Being Weird

I once knew a dairy farm girl who could make her cows follow her about like puppy dogs.

All she had to do was get one or two of them to walk with her, and the entire rest of the herd would fall into place to see where they were going.

After all, they didn't want to miss anything… like maybe some fresh green grass or alfalfa!

People are like this, too.

If you get a few of them to follow you, then the rest of the herd will follow, too.

Not that I'm calling your customers cows, or anything, but it works the same way with people as it does with cows.

People like to fit in. That's why they buy the same clothes, get the same tattoos and so forth.

True, everyone thinks they are following their own piper, but in reality they are following trends and doing what the other cows – err, I mean people – are doing.

To stand out from the crowd and grow your own herd of customers, you're going to have to be different. Typical, cookie-cutter marketing won't cut it.

Here's a great example: You see all these online gurus standing in front of mansions with Lamborghinis, and can you tell them apart? Nope. They all look the same.

But what if you've got a guy who's mucking about in the garden, wearing hip boots and planting veggies? Well now, this guy certainly doesn't seem like all the mansion owning Lamborghini driving gurus, does he?

What if you have a gal who is always pictured on her motorcycle or flying her plane? Again, she stands apart from the crowd.

Here's what I'm getting to…

To attract a crowd of customers, you've got to stand apart from the crowd. Look at what every other person in your niche is doing, and then do something different.

Heck, do the OPPOSITE.

Be a leader not only in your thinking, but also in how you allow yourself to be seen.

Sometimes being different than your competitors is truly your greatest edge.

People will not only take notice of you, but they will remember you and talk about you, too. Unlike all the other people in your niche who become a blur, you are the weird one who stands out, gets noticed and gets followed.

But how do you accomplish this?

You could be controversial. Everyone loves the British Royal Family, right? Well, not David Icke. He has millions of followers world-wide who tune in to see him talk about how the royal family are reptiles out to kill your business. Not

my cup of tea, but it's working for him.

You could be opposite. Like we talked about earlier, if everyone in your niche is standing in front of a mansion with a sports car, you get down in the mud and become the anti-guru.

You could play to your strength. Are you especially funny? There is hardly a niche that wouldn't appreciate some humor.

Are you especially creative? Let your website, your words and everything about you show just how creative you are.

Do you have an unusual hobby, like skydiving or sea horse wrangling? Use it. If I'm searching for information on plumbing, and 9 plumbers all look the same and all tell me what a great job they do, and the 10th plumber is seen diving out of an airplane holding a pipe wrench to fix my plumbing problem, I'm calling him. Just sayin'.

Do you like something others are afraid to admit they like? Maybe you're a closet Barry Manilow fan, or disco fan. Say so! You'll suddenly become the most interesting person in your niche.

Do you think that ghosts are real? Or fairies? Do you believe you have fortune-telling or ESP powers? Say so! A contingent of people who either, A) believe as you do or B) are interested in what you have to say, will follow you.

People need leaders, and they want their leaders to be different from the rest of the herd. This allows them to feel different from the herd, too, even though they are one of thousands following this same person.

No matter how odd, weird or silly your niche or passion, you can build a following if you play to your 'weirdness.'

Frankly, I think the weirder you are, the better. I've seen marketers cultivate their weirdness and eccentricities into million-dollar fortunes, and there's no reason why you can't do it, too.

Plus it's fun – you get to 'let it all hang out' and see who follows you.

It's gratifying to realize that your weirdness is being embraced by your own herd – a herd that will follow you anywhere.





SNEAKY TRICK

Yields YouTube Views

This really is pretty sneaky, and no one would blame you if you don't want to do it.

That said, you should know that a LOT of people do this, and it does work to get more comments and more views.

Any guess as to what it is??

It's mispronouncing one or more words in your video, or making some other mistake that causes people to comment about your error.

All these comments about the mistake make YouTube think the video is popular, so it gets pushed higher in the recommendations.

This causes more views and thus more comments about the mistake, which cycles back to more views and so forth.

Some musicians even started mispronouncing words inside their songs just to get comments, while others do it so the song is more memorable and sticks in the viewer's head longer.

Since mispronouncing works, you could also try misspelling if you have words on the screen.

And you could even make it your 'thing' to purposely mispronounce certain words.

14 TIPS FOR Succeeding as an Independent App

Building apps has never been easier.

You can now use any one of a number of services to crank out your app – sometimes in just minutes.

And you can sell these apps to local businesses to help them bring in new customers, retain their current customers and increase sales.

You can even create apps for the general public.

People love to hear fairytale stores of successful app developers striking it rich. In these stories, the developer struggles, overcomes adversity and then create the perfect app, raking in millions.



But those stories are the exception, not the rule. Generally, successful mobile developers make their living releasing new apps on a very regular basis, improving their apps, trying new ideas, failing as often as they succeed, and challenging themselves to do better each time.

Take **Stuart Hall**, for example. Stuart has had several very successful apps, but one of his most interesting actually started out as a simple marketing experiment:

"I wanted to build an app in one night, not tell a single person about it and run some experiments on it to see if I could get it to some level of success."

Hall invested 6 hours into building an app that was based on a short, popular workout program called the 7 Minute Workout. It was pretty basic, with 12 exercises and descriptions, and a timer that used voice prompt to guide users through the exercises.

After launching the app, he experimented with free downloads, promotion strategies and new features – things you would typically tweak when you release a new app.

But sales stayed flat for weeks. He tried press releases, promo codes and integrating with Health Kit, a new Apple service for users who wanted to share health and fitness data with other uses.

At the last minute, Apple pulled Health Kit because of a bug. Nothing seemed to be going right.

Yet in the end, Hall's app eventually caught fire when he offered it for free. Sales exploded and reviews exploded. Based on user feedback, he created a pro version of the app that sold for $1.99.

Over time the app earned him $72,000 in profit before being acquired by a company called Wahoo Fitness.

Moral of the story – even if you think your app is a loser, if you believe in it, then don't give up hope. Keep tweaking and promoting and you can find success.

Another example: The Hours app was created by Jeremy Olson. Hours is a time-tracking app for small businesses and freelancers who bill by the hour.

Olson and his team shelved Hours numerous times, thinking it would never be built to the standards they had set.

But after several years and several attempts, they were finally ready to launch.

Olson was an independent developer, but by focusing on marketing the app by writing blog posts, announcements and reaching out to the press, Hours eventually become the number one grossing business app in the Apple app store.

Moral of the story – you can be an independent app developer and still succeed in a big way.

Last example: iFart is a whoopie cushion app that makes a variety of fart sounds. Sounds ridiculous, right? Who buys such a thing?

Apparently, plenty of people do. iFart costs $1.99 to download from the Apple app store, brings in as much as $10,000 every single day.

Moral of the story – your crazy idea might not be so crazy after all.

While you may not have considered yourself capable of creating a best selling app, the fact is that anyone with the right idea and enough perseverance and marketing skill has the potential to pull in very good money developing and selling apps.

We won't talk about the technical aspect of app building in this article – look for the resource in this issue on app programs that do most of the work for you, for that.

Instead, let's talk about…

14 Things You Need to Know to Succeed as an Independent App Developer:

1: Don't Get Bogged Down

It's better to launch several apps in a year, then it is to devote an entire year to one app. Give yourself enough time to test different ideas, create your app, do the marketing, and move on



to the next one.

Ideally you are already creating your second app while you're marketing your first app.

If just one of these apps is successful, you can make a very good income. But if you bank everything on a single app and it flops, you've lost an entire year.

2: The Icon Matters - A Lot

Just as people judge a book by its cover, people will also judge your app by its icon.

3: The Name Matters, Too

You want a good name that people remember. Spend a little time looking at the names of the top 100 apps, and you'll get a feel for what works.

4: Study the Bad Apps

While you certainly want to study the successful apps and see what makes them work, you also want to look at the bad ones and see what went wrong.

Learning from the mistakes others have made will save you a great deal of time and frustration, as well as giving you key insights on how to build your own app.

5: Have a Passion

While not required, it's truly helpful if you are passionate about the problem your app is solving. You'll put more energy into it, and your conviction will show.

6: Think of Yourself as User #1

Treat yourself as the most important user of the app. This will drive you to create something powerful that people just like you will love.

7: Play Devil's Advocate

Spend an entire day finding out why your app idea is a BAD idea.

By not falling blindly in love with your idea, you'll be able to do the market research to find out if your idea really is bad. Better to know up

Join the Insiders Club Today!

8: User Friendly, Please

Your goal is for brand new users to be able to figure out how your app works in just seconds. If they can't, then your app isn't ready, yet.

9: Keep Trying

You might have to revisit your app to update it, or fix a problem, or respond to user feedback.

Or you might have to keep creating new apps until you get it right.

Either way, persistence rules the day.

10: You've Got Plenty of Time

New app developers always seem to worry that they are 'too late' to get in on the app market.

That's like wondering if it's too late to build websites – there will always be a need for them.

And with apps, the needs keep changing, which is good news for you.

11: Solve a Problem

If you focus on solving a problem or making someone's day easier, you've got a good chance of success.

Second best – create something entertaining.

12: Focus on ONE Thing

Your app should do one thing really, really well. That one thing should be meaningful to a lot of people.

But don't make the mistake of trying to be all things to all people – that's not how apps work.

13: Know Where Your Users Are

Before you build your app, make sure that you can find your potential users when the time comes.

It's no good to build a great app and then be unable to get it in front of the right people.

14: The Way to Start

...is, like anything else, to simply to start.

You'll make mistakes, but it's all part of the process.

The sooner you get the mistakes out of the way, the sooner you can be in profit.

If you don't have an app idea yet, just keep an eye open as you go through your day. Ask people what they wish they could do with their cell phone. See what people complain about. Find a need or desire that is common with a lot of people, and you've likely got a winner.

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 Start Your Own Cryptocurrency – a Beginner's Guide

Want to be certain you'll make money in crypto? The answer might be to start your own…
https://www.independent.co.uk/life-style/gadgets-and-tech/news/how-to-create-your-own-cryptocurrency-bitcoin-alternative-altcoin-a8151386.html

FeedTheBot Page Speed

This tests your site for speed related issues and tells you how to improve. It can help make your site insanely fast, which is crucial. 47% of your customers will leave if a web page doesn't load in 2 seconds or less.
https://varvy.com/pagespeed/

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

7 MINDSET Hacks for Online Marketers

Have you ever wondered why some online marketers seem to be so much more successful than others?

Or why one marketer bounces back from a failure within days, while another one gives up and begs for his old job back?

Or why you see some online marketers everywhere, and other marketers hear only crickets?

Here are seven clues on what sets some online marketers apart from others…

Believe in Yourself

Successful online marketers believe in themselves and their business.

When the going gets tough and when you make mistakes, it's your belief that will pull you through.

You've got to believe that you are fully capable of building this six or seven figure business, that you are able to bring tremendous value to your customers, and that you can overcome any adversity that gets in your way.

Have a Plan

Some marketers don't look beyond what niche they're going to enter and what their domain name should be.

But you need to have a plan in place, a roadmap you can follow when you get stalled.

Who is your audience? What do they want and need? Are you going to create your own products? If so, what problems will those products fix or what benefits will they give the customer? Will you blog? Podcast? Make videos?

Your plan can be flexible and change as needed, but the importance of having a plan in the first place is unquestionable.

Without vision and goals – both of which will be in your plan – you'll get up in the morning without a clue of what you should be doing. And that is a recipe for failure.

Leave Your Comfort Zone Daily

You're going to be doing things you've never done before. It's going to be uncomfortable, and even scary. You might be afraid to take the next step.

And all of that is perfectly normal. The key is to embrace the fear and do the things you need to do anyway.

If you stay within your comfort zone, you will never grow, nor will your business.

But if you embrace the new and unknown, there is no limit to what you can do.

Think Big, Think Small

As an online marketer, you've got to think about the big picture. What is your end goal – to make





$100,000 a year? Or maybe to build a million-dollar business and sell it? What campaigns will you use to reach your customers over the coming year? What is your marketing strategy for the following year?

But you've also got to think small. Are your customers getting their questions answered the same day? What should you do today to get more customers? Are you going to promote this product this week, or that product?

It's easy to get so bogged down in the little stuff, that we lose sight of the big picture. But if all you ever focus on is the big picture, you'll never get anything done today.

Habitize Your Success

Figure out the three things you should be doing every single day that will bring in more business.

And then no matter what, before you quit for the day, do those three things.

For example, maybe it's writing and sending an email to your list to make sales, posting on social media to get new subscribers, and contacting 3 possible affiliates to promote for you.

Whatever your three things are, do them every single day and you are guaranteed to be successful.

Audience First, Product Second

Too many online marketers make the grave mistake of creating a product and then going in search of customers for that product. This seldom works.

Instead, find your audience, provide them with great content that they love, and build their trust.

Then find out what they want and need and sell that to them.

Repeat after me: "Audience first, product second."

Honesty and Generosity

This last one is two-fold, and yet I find they are intricately intertwined.

Give yourself to your audience without holding back. Do you suffer from the same stupid mistakes they make? Then let them know that. Do you have an answer to your readers' problem? Let them know what it is.

Want to make friends with other marketers? Give them something before asking for a favor. I know of one marketer who offers his plugins for free to fellow bloggers, and he makes all sorts of contacts this way.

You cannot go wrong by being generous. And you also cannot go wrong by being honest.

Tell them the shortcomings of the product you are promoting. The REAL shortcomings. Show your human side. Talk about your own trials and tribulations and struggles.

Hey, you're not perfect? Your audience already knew that, but they're mighty glad to hear you say it. It makes you one of them.

Post a card above your desk – "Honesty and Generosity."

Join the Insiders Club Today!

FUNNY



Why did the marketing couple decide not to get married?
Because they weren't on the same landing page.

How many marketers does it take to screw in a light bulb?
None - they've automated it.

What does the new Chips Ahoy marketing director do her first day on the job?
Enable cookies.

What's a personality trait of a bad marketer?
Anti-social.

Why did the marketer get off the trampoline?
He was worried about his bounce rate.

Why can't a lead date a religious marketer?
Because she'll always be trying to convert him.

A stock photo walks into a bar, and the patrons start pointing and giggling. She looks at the bartender and says, "Why's everyone staring?" The bartender says ...
"Cuz your ALT tag is showing."

“What’s Your Excuse?”

This is taken directly from social media…

“In high school, I flipped burgers at McDonald’s so I could afford the privilege of taking the SAT.

“I fed and cared for my three baby siblings until they went to sleep and stayed up until 4am to do my homework.

“I walked home through a dangerous part of the city after extracurriculars because I couldn’t afford a car.

“I stuck my laptop out of my window at night to steal my neighbor’s wifi and finish my schoolwork.

“I was scoffed at and told, ‘from this part of Ohio, only the children of doctors and lawyers get to go to Ivy League Schools.’

“In college, I panicked when my laptop broke because I had worked 150 minimum wage hours to buy it.

“I scrubbed toilets, shelved books, and sold clothing so I could chase my dreams and travel the world.

“Throughout my life, I have maneuvered and begged for every kind of subsidy and coupon.

“I’m the son of a warehouse worker and an immigrant; a first generation student.

“Today, I graduated from Harvard.”

– Shannon Satonori Lytle





HOW TO CREATE AN Upsell for Your Funnel in 60 Minutes

Generally speaking, the more things you offer your customers, the more money you will make.

And if you don't have a wide range of price points in your products, then you are losing money.

A good marketer who's been doing this for awhile will have products priced from $7 all the way up to 4 figure coaching programs, and even 5 figure consulting packages.

But I see a good number of marketers get stuck on those higher priced products, because they think they're tough to make.

They're not.

First, let me clarify that monster video courses are no longer the greatest upsell in the world. In fact, I would suggest you steer clear of trying to make one – they generally don't sell for the $300 to $2,000 they used to.

And maybe this is a good thing, since they are an awful lot of work to make and seldom actually get used by the customer.

To make a high ticket upsell for your sales funnel, all you need to do is look at your initial offer. This is the first PAID product in your funnel, not the squeeze page freebie. Often, it's a simple PDF file.

Take this paid product and break it down into slides, because you're going to do a presentation. This is where the 60 minutes comes in, although you might be able to do it faster. Or you could simply outsource it.

Now that you've got your presentation, advertise 'group coaching' as your upsell.

No worries, you don't need a full-blown sales page for this. Remember, the customer already saw a sales page for the same thing, only in a PDF format.

That's why you don't need to sell him or her on the content, only on the coaching aspect. And this is done by talking about the faster and better results they'll get because they get to work with you.

Your group coaching will usually consist of one webinar per week for 4 to 6 weeks. The first webinar will be you going through the slides, explaining the process, and adding in pertinent details and stories along the way. The calls after that might include further details followed by Q and A, or simply Q and A.

It's best to have customers email their questions to you before the calls, so you can make a slide for each one and prepare your answers, too.

Record all of the calls and you now have another upsell.

And you can also offer one-ono-one coaching for an additional fee, too.

Have your audio calls transcribed and you can use this content in a membership site or however you like.

And if you want one more upsell, offer email coaching. Some people don't want to pay huge bucks to get on Skype with you, but they'll gladly pay less to be able to email questions to you.

60 minutes to add an upsell to your sales funnel – not bad!



Dirty Little Secret About One-on-One

Have you ever seen a bonus for a product that included some kind of one-on-one coaching?

For example, it might be a mini-course in which participants send in their assignments each day for comments.

Or maybe participants are allowed to email one question per day for 30 days.

It's some kind of non-automated simplified coaching that takes a real person to fulfill.

And if you're like me, you wondered how in the heck this product seller was going to be able to grade all those assignments, or answer all those questions, or whatever.

Well, here's the dirty little secret: Most, and I mean MOST of the participants will never actually participate.

Let's say the bonus is one free question per day for 30 days via email.

And let's further say that 1,000 copies of this product - with bonus attached – was sold.

Of those 1,000, likely 800 to 900 will never send in a single question.

Of the remaining 100 to 200, some will ask questions the first week. These are the folks who are actually using the product right away, and the first week will be the toughest to keep up with demand.

But the second and third weeks will see a significant decline in questions.

Week 4 might have a slight uptick as buyers realize their time is running out.

Bottom line, most people NEVER take advantage of these kinds of bonuses, which means that if you want, YOU can offer this sort of bonus yourself.

One more thing: If you have a competent, well-trained assistant, then your assistant can be the one to fulfill most of these light coaching duties for you. Your assistant takes all the easy questions, and sends the more difficult ones to you. Just specify on your bonus that it will be you or a highly trained assistant, just to keep it honest.

One more 'secret' about these kinds of bonuses; they can sometimes – depending on the niche and the product – create a significant increase in sales.

Test it out on your offer and see what happens.

HOW TO OUTSOURCE
Any Project In 4 Easy Steps

You've heard that outsourcing is a great way to grow your business (that's true).

And while you'd like to get started right away, maybe it all seems a little overwhelming.

You're not sure where to start or what steps to take to get the process rolling.

Good news: You can get started with outsourcing in just four easy steps. Read on…

Step 1: Determine Your Needs

Your first step is to figure out what to outsource. Ask yourself these questions:



What jobs do you need done? Here you need to evaluate all areas of your business, including: Writing, copywriting, graphics, design, programming and other technical jobs, marketing and customer service. Then draw up a list of jobs you have in each of these areas.

Is it cost-effective to outsource? First attach a dollar figure to your time (such as $50, $75, $100 or whatever your time is worth).

Then figure out how long it would take you to do a particular task. Next, multiply the hours it takes you to a complete a task by your per-hour worth.

Example: Let's say your time is worth $75 an hour and it would take you two hours to create a graphic – that's $150 of your time. If you can find someone to do it for less, then it is indeed cost effective to outsource the task.

Step 2: Advertise Your Job

Once you've figured out what tasks you need to outsource, your next step is to advertise the job in order to attract as many qualified prospective freelancers as possible.

While there are a variety of ways to do this – and you should utilize as many of these methods as possible – one great way to do it is to post your project on a freelancing board like Elance.com. You're bound to attract plenty of qualified candidates!

Step 3: Choose a Vendor

At this point you'll get to choose from among a lot of vendors. But don't make your choice based on price alone.

Instead, you need to do your due diligence to find the most reliable freelancer who'll get the best results for you. That means checking the freelancer's feedback rating, testimonials, business history and portfolio.

This step takes a bit of time upfront, but it will save you a lot of time, frustration and money in the long run.

Once you've researched all the candidates, select the best one and hire him or her. Then move on to the next step…

Step 4: Manage the Project

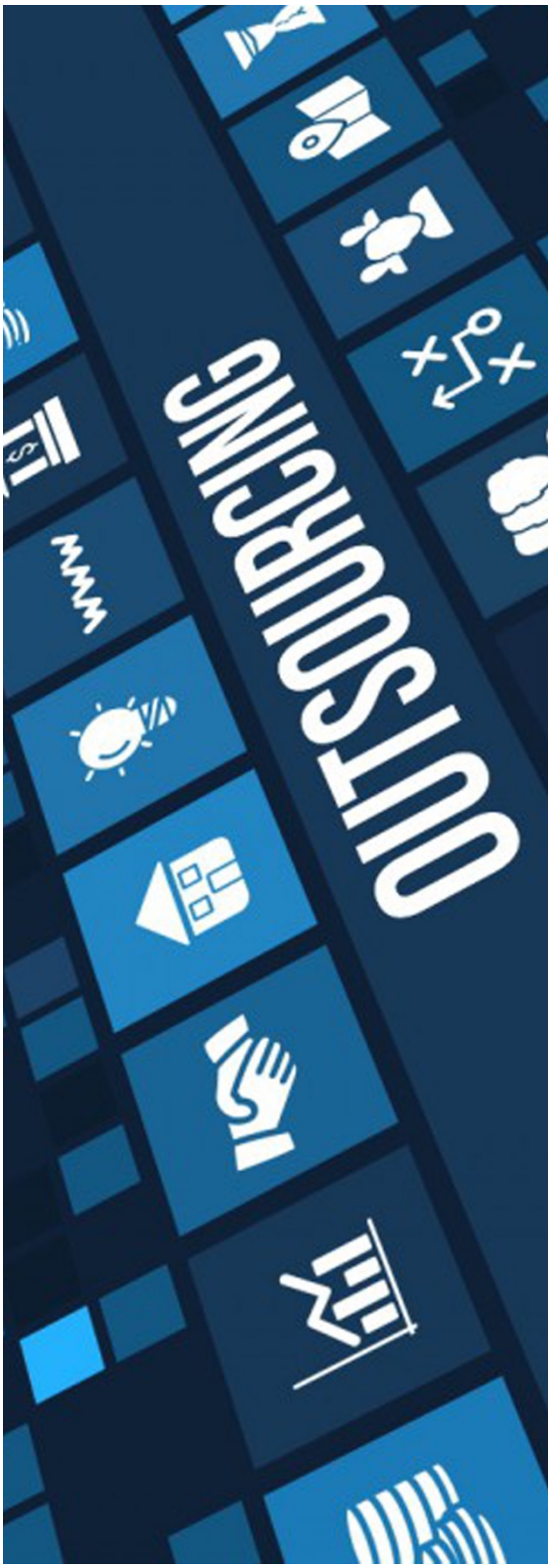
Whether you get mediocre or great results is largely going to depend on what you do at this step. That's because you need to do the following.

Provide a clear brief and instructions. Your freelancer may have some amazing talents, but mind reading probably isn't one of them. And that's why you need to provide a clear and accurate "no guesswork required" brief for your freelancer.

Offer protocol checklists to help your freelancer produce the best results. Secondly, you need to continue to communicate your wishes and help your freelancer do great work for you. And one way to do this is by offering a protocol checklist for each project.

At this point you're probably thinking at the whole four-step process sounds simple enough. And you'd be right. But you may also be looking to fill in the gaps.

> Example: Where can you get sample briefs and protocol checklists? How, exactly, do you do your due diligence? And what are some of the other reliable ways to find freelancers?

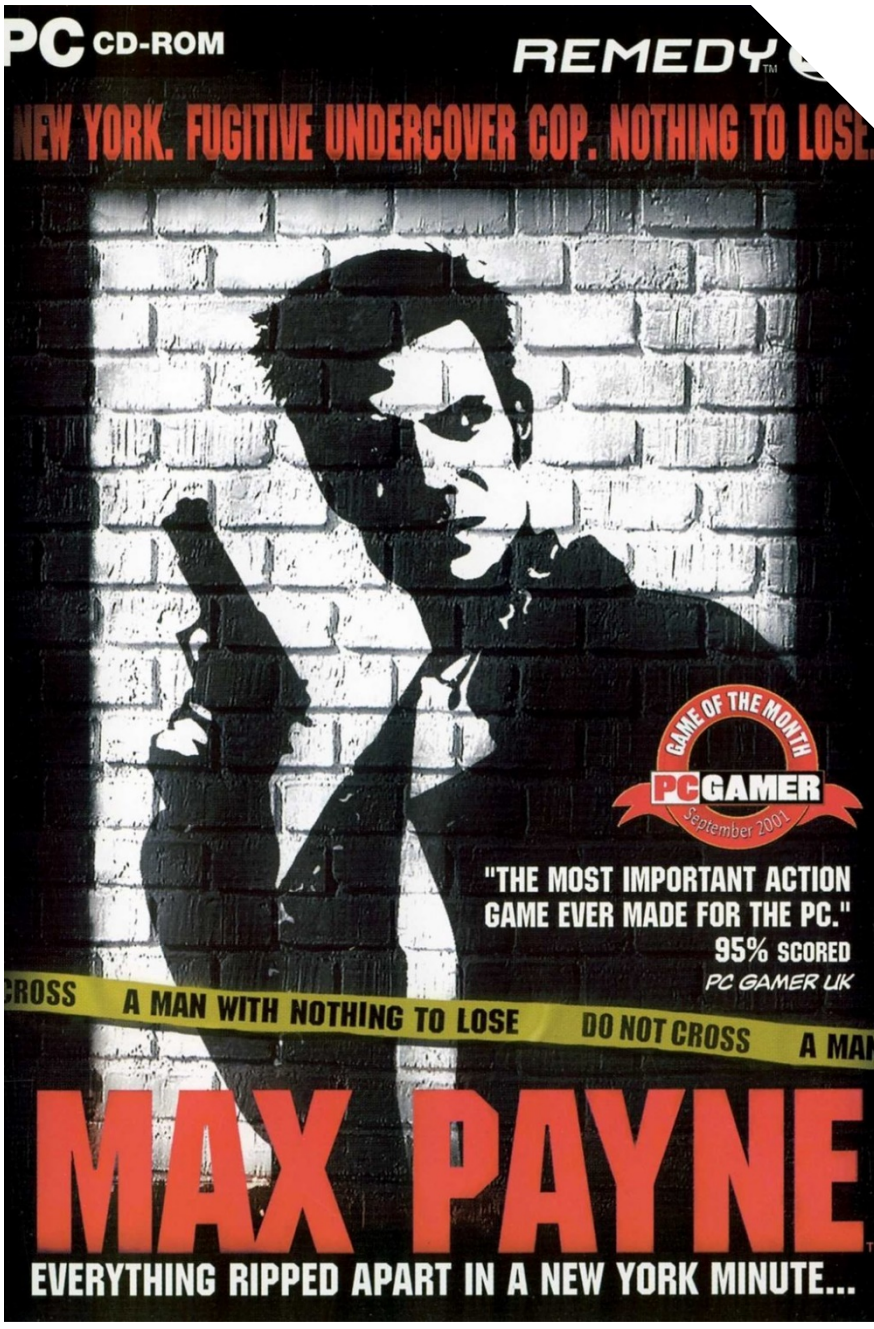


Bullet-time

In 2001, a small games development company called Remedy Entertainment produced the video game Max Payne. Whilst the game went on to perform fairly well in gaming circles and spawned several sequels and even a movie, as well as being ported from the original Windows PC version to other gaming platforms, it never achieved the huge global success that the "Call of Duty" series of games have achieved.

But it had a couple of revolutionary features built into it, (and firsts for the first-person shooter genre games). It was one of the first games that featured more fully interactive surroundings. You could use almost the full environment as part of the gameplay, you could for example, defeat an opponent by throwing them through a window, or knocking them unconscious with a chair. But more revolutionary than that was the "Bullet-time" feature.

This feature gave you a limited slow-down in the game play. Basically, you could enter the bullet-time feature when faced with multiple opponents attacking you from different angles, and fight or shoot them in half speed time, allowing you to carefully place your attacks, to ensure a successful outcome from the engagement. This feature found its way into other types of games in different guises and functionality sets, but the Max Payne series was the start point.



In our lives and businesses how useful would the ability to slow everything down be? The ability to be able to plan out that meeting, that deal, with the time to properly consider all the options, to evaluate the benefits and caveats.

As Internet Marketers and Entrepreneurs, we know that our business, our "world" if you will, is moving at superhuman speeds. Changes and innovations are discovered and eclipsed almost daily. The giant super tech company today, could be put out of business tomorrow, by a few kids in a garage with a new idea, or a reimagination of an existing one.

Look at Apple, at one time they were bankrupt and near to closing, then they launched the iPod and the company started to change overnight. MP3 players existed already, as did online music stores, Apple didn't actually invent anything new, they instead took separate components and perfected them and brought them together in a single package.

In our own businesses it is tempting to try and react and change as fast as possible. But here's the thing, time is the same for all of us, we have exactly as much of it as we need. So, when you venture into that new deal or new niche, don't approach it thinking you've got to get on that bandwagon as quickly as possible, before the bubble bursts. Instead engage your "bullet time" slow your thinking down, and have the time to evaluate properly all the scenarios and approaches. It's always tempting to jump on that new fad or craze straight away. But that's reacting to external pressures, plan your moves, think out your strategies, be clever instead.

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