NAMS
Novice to Advanced Marketing System
Monthly Magazine

Volume 86

10 REASONS WHY Your Website Speed IS S-L-O-W



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Duality: The Tyger and the Lamb

Many of you may be familiar with the poems The Tyger and the Lamb by William Blake, The Tyger for example started with the verse:

> Tyger, Tyger, burning bright.
> In the forests of the night.
> What immortal hand or eye,
> Could frame thy fearful symmetry.

I was always very fond of these two poems, because they seemed to speak of the duality of all things and the confusion that many of us feel, when we are trying to find our place in the world.

Be it the hunter or the prey, there are always two sides to every aspect of us and similarly there are always two sides to each aspect of our business, if we stop for a moment to consider them, you could look at it as you (the Internet Marketer) are the hunter, the tiger, out in the forest stalking your prey, ready to pounce on that next sale.

But put yourself into the lamb's position for a moment, is it not also true that as much as being the hunter you are also the prey? Your products, your services are sitting there waiting for the attention of a passing hunter, waiting for them to strike. Yes, you get a benefit in the form of a sale, but your business is not simply one side of the equation. It is not either the hunter or the prey but is in fact both.

When we start to understand and appreciate that duality we can better market our products and services to not only hunt better out on the Internet, but also to be better 'prey' to those hunters looking for us.

There are two sides to our marketing: active and passive, all too often we focus all our efforts on the active marketing, going out hunting for sales. The passive side never sounds as sexy or satisfying but if done correctly the potential sales are capable of far outstripping those to be gained by the active measures.

You make your products and services as easy as possible to find and make then shine and glimmer out on the net, and let the hungry hunters come to you.

Internet buyers can be very fickle, actively pushing for sales and then hammering that sale home with offers and popups. This has actually started to go against Internet Marketers, not in all cases certainly, but there is a growing set of users that don't subscribe to the more traditional Internet Marketing techniques and are actively repelled by them. This becoming more common on the mobile internet for example as mobile devices and tablets often don't render those popups and pages in the same way a tradition browser delivery does and being sent to multiple pages actively disengages your potential customer because they just don't want the hassle. In those cases, a passive approach to your marketing is far more effective, as the customer is then seeking you out for a specific requirement or need they have, and then subsequent to that need being fulfilled, you have an avenue to build a better or more profitable relationship with them, delivered just by being the lamb rather than the tiger.

In your business, always see both sides.

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HOW TO DESIGN A
Sales-Generating Landing Page

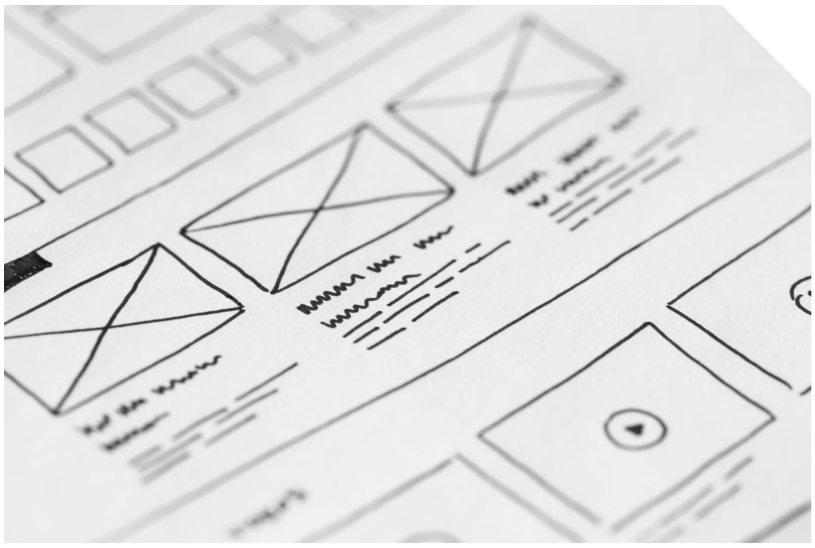
If you're selling a single product or making a single offer, you need to learn to craft a hard-working sales-generating page.

For example, how would you like a 32% conversion rate on a $19 ebook?

Or know the secret to increasing conversion from 10 to 15% by adding one simple element to your page?

Find out here, from Bob Bly:

https://www.entrepreneur.com/article/311045





HOW TO WRITE
Effective Meta Descriptions

The meta description carry snippets of up to 320 characters, a tag in HTML, that summarizes a page's content. This summary is displayed by the search engines along with the website title.

A thoughtfully written meta description helps you get more and more visitors to your website.

https://moz.com/blog/how-to-write-meta-descriptions-in-a-changing-world

IDEAS«



The Crappy Days Are The Best Days

"You don't get better on the days when you feel like going.

You get better on the days when you don't want to go, but you go anyway.

If you can overcome the negative energy coming from your tired body or unmotivated mind, you will grow and become better.

It won't be the best workout you have, you won't accomplish as much as what you usually do when you actually feel good, but that doesn't matter.

Growth is a long-term game, and the crappy days are the more important."

-Georges St. Pierre, The Way of the Flight

»NEWS

5 Reasons Why Your Business Is Losing Customers

You work hard to get customers – so wouldn't you like to keep them? Here are 5 common reasons why your customer isn't buying from you a second time…

https://www.entrepreneur.com/article/313463

Tips to Perform Your Site's SEO Audit

First thing is first: If you can't get your page indexed, then you can't appear on Google.

https://searchengineland.com/the-first-steps-of-your-seo-audit-indexing-issues-296853



On Being Too Late to the IM Table

Not a month goes by that someone doesn't tell me it's too late to start an online business.

Rubbish.

There are businesses being started today, next year and in 10 years that will dwarf anything we've see thus far.

If you are just starting in your online marketing career, then you are very much on time. Consider this:

New York is 3 hours ahead of California but it does not mean that California is slow, or that New York is fast. Both are working based on their own "Time Zone."

Someone is still single. Someone got married and 'waited' 10 years before having a child. There is another who had a baby within a year of marriage.

Someone graduated at the age of 22, yet waited 5 years before securing a good job; and there is another who graduated at 27 and secured employment immediately!

Someone became CEO at 25 and died at 50 while another became a CEO at 50 and lived to 90 years.

Everyone works based on their own 'Time Zone.'

People can have things worked out only according to their pace.

Work in your "time zone".

Your Colleagues, friends and younger ones might "seem" to go ahead of you.

Maybe some might "seem" behind you.

Everyone is in this world running their own race on their own lane in their own time.

There is a different plan for everybody.

Time is the difference.

Obama retired at 55, Trump started at 70.

Everyone in this world works based on their time zone.

People around you might seem to be ahead of you, and some might seem to be behind you.

But everyone is running their own race, in their own time.

Don't envy them or mock them, they are in their 'Time Zone,'

and you are in yours!

Hold on, be strong, and stay true to yourself. All things shall work together for your good.

You're not late …

You're not early …

You are very much on time!

FAKE REVIEWS AND Comments – Should You Do It?

I saw a question the other day from someone who wanted to know if it's…

"…totally stupid to comment on my own website… leaving positive comments about my own reviews and including my own affiliate links to other products, like this:

'I really liked that product but this one is better (affiliate link.)'"

First of all, you could totally do this.

All you'd have to do is setup different login credentials and use those.

But I don't recommend it, and not even for the reason you're probably thinking, either.

While it is true that some people will figure out what you're doing, realize you're a faker and you'll lose credibility and sales, there is an even BIGGER reason not to do it:

You.

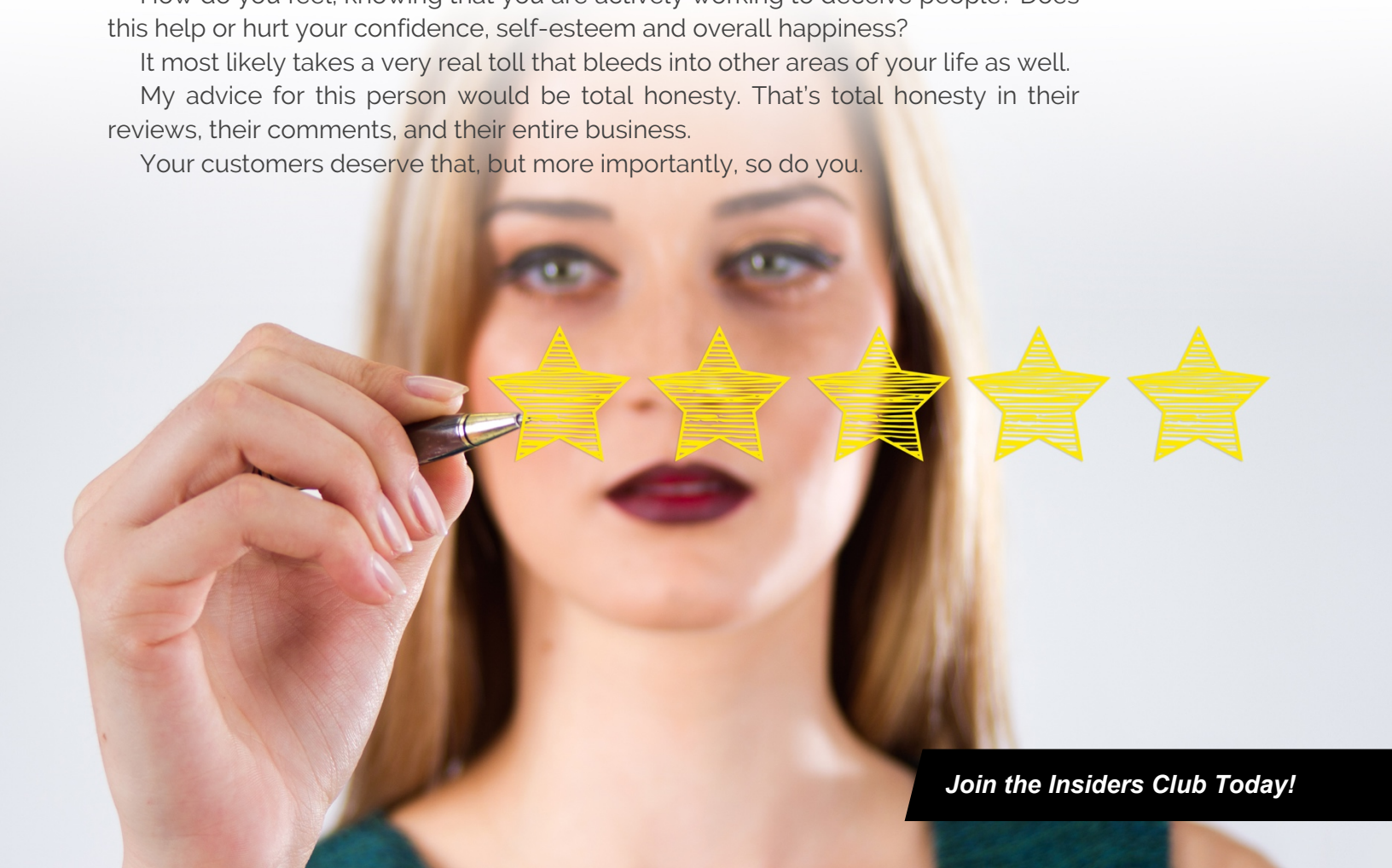
How do you feel about yourself when you do something like this? I'm assuming, of course, that you're in the 97% portion of the population that has emotions like regret and empathy.

How do you feel, knowing that you are actively working to deceive people? Does this help or hurt your confidence, self-esteem and overall happiness?

It most likely takes a very real toll that bleeds into other areas of your life as well.

My advice for this person would be total honesty. That's total honesty in their reviews, their comments, and their entire business.

Your customers deserve that, but more importantly, so do you.



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NONE OF US ARE
Getting Out of Here Alive

So, please stop treating yourself like an after-thought.

Eat the delicious food.

Walk in the sunshine.

Jump in the ocean.

Start the business that is going to get you your freedom.

Create the products that will help thousands of people.

Say the truth that you're carrying in your heart like hidden treasure.

Be silly. Be kind. Be weird.

There's no time for anything else.

»NEWS

Amazon Tests Ad Tool That Rivals Google

Amazon.com Inc. is taking its most assertive step yet into the digital-advertising market by testing a new display ad offering that threatens multibillion-dollar revenue streams at Google and firms like Criteo SA.

https://www.bloomberg.com/news/articles/2018-05-14/amazon-is-said-to-test-new-ad-that-competes-with-google-criteo

20 Of The Best Website Designs to Inspire You

Every once in a while, I'll come across a website that really makes me stop and think. So, I found 20 of them to show you.

https://blog.hubspot.com/marketing/best-website-designs-list

10 REASONS WHY

Your Website Speed is S-l-o-w

> **Someone clicks on your website link and magically they're transported to your site, right?**

Well, no. It's a lot more complicated than that, with hundreds of requests instantly pinged around the world to bring the text and images to your visitor's screen.

In fact, there is so much going on in those few short seconds, that there is a LOT that can go wrong – and frequently does.

And a slow website is BAD news for you.

It can cost you thousands of visitors and conversions, not to mention all the lost revenue.

If you're Amazon, a one second delay can cost $1.6 billion annually.

That's how much speed matters on the internet.

First, let's test your website to see how fast it's loading.

And remember, this is just one snapshot in time. You really should test your site numerous times over the course of a day and even a week to truly get a good look at what's happening.

Pingdom will test and analyze the load time of your page.

And if you sign up, it will continue to test your site every minute.

https://tools.pingdom.com

Now let's take a look at what might be slowing your site down.



1: Slow Server Performance

When someone clicks on your website link, their browser sends a ping to your server. But if your server doesn't quickly answer that ping, then it will take longer for your site to load.

Cheap hosting usually gives you a shared server, which means you're sharing space and resources with countless other websites.

If your site is slow, it's probably waiting in line to get out the door and to your visitor's screen.

2: Distant Server Location

Long distance calls take longer to connect because information has to physically travel to get where it's going.

Think of it moving through cables, transmitting over satellites and so forth.

A similar thing happens when someone clicks on your site.

If your server is based in the US, then when someone in China clicks on your website, the information has to travel halfway around the world to request access to the server, and then your website information has to travel all the way back again to load it to your visitor's screen.

Whew.

3: Honking Big Images and Files

Remember dial-up? Images loaded a bit at a time.

The same thing is still happening today, only faster. If you have a lot of complex files on your page, it's going to take longer to load than a simple page of plain text.

Pay attention to file formats. Browsers can load GIF, PNG and JPG images quickly, but heavy formats such as BMP and TIFF will take longer.

4: Excess Code

Yup, if you have a lot of code, your site will be slower.

Try not to clog your site up with excess coding and Javascript.

5: Text Graphics

If you're using images to display text, your site will be slower.

It's better to use a regular font whenever possible.

6: Too Many File Requests

Again, big elements take longer to load. And it's not just size, but also quantity that matters.





Every image, every social sharing button and every piece of your website requires a different file request to load.

If your page has 50 files and 50 people are trying to load your site at once, that's 2,500 simultaneous file requests.

You can see why websites crash if traffic gets out of hand.

7: An Excess of Traffic

You've seen this one happen – A lot of traffic is sent to a website, and it slows down. Send enough traffic, and it could crash.

Your server can only handle so many requests at one time. The more requests there are, the slower your website gets.

Yes, it's tough to be popular.

8: Redirects

You walk to the gate at the airport, only to find out the gate has been changed to one on the other side of the airport. So, now you've got to walk all the way over there.

A redirect is like that. It's like loading a page twice, and you want to avoid that whenever possible.

9: Outdated CMS

If you're using WordPress (or Drupal or Wix) to manage your site, then you've probably noticed regular popups asking you to install updates or new versions of the software.

Updates are good – kinks have been worked out and speed has often been increased. Be sure to install the latest version of all software and plugins to load your site faster and more smoothly.

10: Too Many Plugins

This is for WordPress users. If you've got a ton of plugins, then you've got a ton of file requests with CSS files and Javascript to load.

This is more stuff that has to be transmitted to get your site to your visitor's screen, which again will slow things down. Only use plugins you absolutely, positively need.

Bottom Line: 47% of people expect a page to load in 2 seconds or less.

If your site is taking longer than that, you're losing views.

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How To Know What Your Site Looks Like In Different Browsers

Sometimes we have website browser issues and don't even know it.

The problem is when visitors come to our site from a different browser and your site doesn't display correctly – that visitor will often immediately leave. You work too hard to get traffic for that to happen.

Here are 3 different sites that will test your website to see what it looks like in each browser.

Browserling

Cross browser test your website immediately in all web browsers

https://www.browserling.com/

Browserstack

Rapidly test your website for cross browser compatibility across 1100+ browsers

https://www.browserstack.com/screenshots

Screenfly

Test your website on any screen size including desktops, tablets, televisions, and mobile phones.

http://quirktools.com/screenfly/

»NEWS



6 Strategies To Create High-Performing Content

Content marketing is all about creation of original and helpful content that also fits into the parameters of the search engine indexing. Continuous analysis and efforts can help you come out with such content.

Content Marketing Institute columnist Julia McCoy has shared six strategies to create high-performing online content.

https://contentmarketinginstitute.com/2018/05/high-performing-content/

CASE STUDY

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



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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!

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ARE YOU MAKING THESE 10 Terrible Marketing Mistakes

We all make mistakes, errors, blunders and things we really wish we hadn't done.

Remember the last time you facepalmed?

Yeah, me too.

Let's see if we can catch the next mistake BEFORE you make it.

And let's also see if you're already making one or more of these marketing mistakes.

If you are, you're not alone.

Targeting Everyone

Who are you targeting with your online marketing campaigns?

Everyone with internet access?

Everyone who needs to lose weight?

Every parent on the planet?

You need to narrow your target market.

If you look at the demographics of your current customers, that will tell you who to target.

Don't make assumptions about the demographics of your customer base.

Women do search for sporting goods and men are interested in hair care, for example.

40% of people who search for baby products don't have a baby in their home.

Get to know who your customers are and you'll do a better job of targeting.

Or if you are just starting out in a niche, it gets even easier. You get to decide exactly who you want to target and find out where those people are found.

Not Having a Blog for Your Website

Your website needs a blog, because blogs increase traffic.

Businesses with blogs tend to have over 90% more inbound links, which helps you to get found by the search engines.

Blogs also help you to build a relationship with your prospects and customers, while giving you credibility and visibility.

You write a post with great info, your prospects see and realize you know what you're talking about, and they start reading more of your posts.

Pretty soon they realize they like you. They trust you. And they buy from you.

Blogs are also a place where you can interact with your customers and prospects. You make a post and they get to respond. Then you get to respond to their comments.

You can use your blog to get feedback on ideas and products.

And you can integrate your blog with social media, driving more traffic to your blog and website from social media, while driving visitors to your social media pages for even more interaction.

Lastly, you can share links to all of your blog posts on social media, not just your new posts. This is a great way to keep all of your pages alive.



Not Tracking Return on Investment

Do you know how much money you're spending on your online marketing strategies and what kind of return you're getting?

You don't want to blindly throw money at digital marketing strategies without measuring the return on investment.

And if you don't measure your return on investment, you won't know how successful (or unsuccessful) your strategy is.

The key is to stick to what's working and modify what's not working. And to know this, you've got to track and measure.

To calculate your return on investment, you'll first figure out what you're measuring.

It is traffic? Leads? Click-through rates? Conversions?

Once you know your campaign goal, you can calculate your ROI.

Take the financial gain and subtract the cost of your investment.

Divide that number by the total cost of your investment, and that's how you calculate return on investment.

Be diligent about tracking ROI on all of your campaigns from here on out, because it's the only way to see if your strategies are successful.

Not Using Videos

Videos are engaging and capture attention like no other medium.

And video content can be a great way to get people to go to your website.

In a recent survey, 43% of people who watched a video in the past month also checked out a website because of a video.

22% said they requested information on a product.

And 15% made a purchase – because they saw a video.

Get your own YouTube channel and take advantage of the second highest trafficked website on the internet.

Then post your videos on Facebook, and even make 1 minute videos for Instagram.

Videos can generate new prospects for you, and ultimately lead to new customers as well.

Forgetting About Mobile Users

Depending on your niche, it's entirely possible you're getting more visitors from mobile devices than laptops and computers.

Which is exactly why your website needs to be optimized for mobile devices.



50% of people say they will use a company less often if the website isn't mobile friendly, even if they like the brand.

48% of people think you don't care about them if your website isn't optimized for mobile users.

And because 90% of time on mobile is spent in apps, you may want to consider making a mobile application for your business.

But even if you're not going to create an app, you'll want to at least make certain your site is mobile friendly.

Not sure if it is? Pull out your phone and check right now.

Having A Slow Website

Slow websites drive visitors away.

You work hard to get people to your website – why send them away before they even get to see it?

Your visitors will abandon your site if it takes too long to load. If you need to spend more money for faster web hosting, then do it.

Every second counts and you cannot afford to lose customers.

Not Offering Discounts To Your Best Customers

Frankly, I think you should offer coupons and discounts to everyone from time to time.

This way people who are on the fence may jump in, order, and realize they love your products.

But you should at the very least be offering discounts to your current customers. They deserve to be reward for patronizing you.

When you bring out a new product, offer it to them at a discount. Ask nicely for feedback and testimonials, and you'll likely to get both.

The feedback can be key to tweaking your product and making it even better. And the testimonials can earn you many more sales in the future.

Shunning Social Media

I'm surprised by the number of marketers who still avoid social media.

It doesn't cost you anything to make a Facebook, Twitter or Instagram account.

And it is a great way to interact with your customers at low or no cost to you.

You can use social media for brand building, interactivity, buzz building, consumer insights, enhanced marketing effectiveness and broad reach.

And because your customers are on these platforms, you need to be on them as well. In fact, 81% of people in the US have a social media profile.

When you do create your profiles, don't buy followers. If you get caught, you'll lose your reputation. Plus, it looks darn suspicious if you have 10,000 followers and not a single one of them engages with your content.

Not Commenting on Blogs

This applies to your own blogs and other blogs, too.

On your own blog, you should engage with readers by answering their comments. Your

subscribers will be surprised and pleased. And in return they will begin commenting more often.

Plus, blog comments help with SEO to rank higher and get found by more traffic.

Keep your comments appropriate and professional at all times.

And don't forget to comment on other people's blogs, too. It's a way to subtly promote your own brand.

Your comments should be natural and informative to establish your credibility and likeability.

And remember to use your full name and your face avatar, as well.

Not Guest Blogging

Why would you want to go to the trouble of writing an entire post of great content, just to post it on someone else's website?

Three reasons:

First, you get exposed to an entirely new audience who may not have even heard of you. And yes, some of them will click your link and go to your website to grab your free lead magnet, thus joining your list. And some of those folks will become your customers.

Second, you'll create a connection with a peer in your niche. And you never know what can happen if you continue to grow this relationship – it could eventually become very fruitful.

Third, because you can link back to your website or blog, you'll be improving your SEO by increasing your domain authority.

How many of these mistakes are you guilty of? No worries, because now you can take action, get busy and correct them.

Just pick one for now to work on, and when that's in motion, you can begin working on the second one.

No need to feel overwhelmed if you have several of these to do. Remember, inch by inch it's a cinch.



Posted on Reddit 3 Years Ago

I just found this post today, and you'll see in a moment why it's important that it's from 3 years ago.

This post received 76 gold coins – more than I've ever seen any Reddit post receive – and it deserved every one of them.

And, well… I'm going to let this post speak for itself.

Here it is:

I am only 24 years old, yet I have actually already chosen my last tie. It's the one that I will wear at my funeral a few months from now. It may not match my suit, but I think it's perfect for the occasion.

The cancer diagnosis came too late to give me at least a tenuous hope for a long life, but I realized that the most important thing about death is to ensure that you leave this world a little better than it was before you existed with your contributions. The way I've lived my life so far, my existence or more precisely the loss of it, will not matter because I have lived without doing anything impactful.

Before, there were so many things that occupied my mind. When I learned how much time I had left, however, it became clear which things are really important. So, I am writing to you for a selfish reason. I want to give meaning to my life by sharing with you what I have realized:

- *Don't waste your time on work that you don't enjoy. It is obvious that you cannot succeed in something that you don't like. Patience, passion, and dedication come easily only when you love what you do.*
- *It's stupid to be afraid of others' opinions. Fear weakens and paralyzes you. If you let it, it can grow worse and worse every day until there is nothing left of you, but a shell of yourself. Listen to your inner voice and go with it. Some people may call you crazy, but some may even think you're a legend.*
- *Take control of your life Take full responsibility for the things that happen to you. Limit bad habits and try to lead a healthier life. Find a sport that makes you happy. Most of all, don't procrastinate. Let your life be shaped by decisions you made, not by the ones you didn't.*
- *Appreciate the people around you Your friends and relatives will always be an infinite source of strength and love. That is why you shouldn't take them for granted.*

It is difficult for me to fully express my feelings about the importance of these simple realizations, but I hope that you will listen to someone who has experienced how valuable time is.

You can float through a life created by circumstances, missing day after day, hour after hour.

Or, you can fight for what you believe in and write the great story of your life. I hope you will make the right choice.

Leave a mark in this world. Have a meaningful life, whatever definition it has for you. Go towards it.

The place we are leaving is a beautiful playground, where everything is possible. Yet, we are not here forever.

Our life is a short spark in this beautiful little planet that flies with incredible speed to the endless darkness of the unknown universe.

So, enjoy your time here with passion.

Make it interesting.

Make it count!

Thank you!

THE NEW ONLINE MARKETING

Trend that Will Generate Massive Sales

As you know, online marketing is forever evolving. What worked last year might not bring in the customers this year, which is why it pays to stay on top of trends and know what the next hot online marketing technique might be.

Perhaps the only constants in online marketing are search engine optimization and email marketing. If you think back, these are the two big powerhouses that have been performing well for the last two decades.

Everything else? Changes.

With that in mind, what is the next trend that you can count on and prepare for? How will you be attracting your target audiences in the coming months and converting them into sales and revenue?

From what we can tell, this is one of the hottest up and coming methods that is nearly guaranteed to deliver.

Live Video

Early adapters jumped into live video streaming last year, with good results. But now it's going mainstream, and if you're not aboard, you're going to be left behind.

Platforms such as Instagram Live Video and Facebook Live give you a very personal way to reach your prospects and customer base.

You don't get to use video edits on this method – it's like having your audience right there with you, live in your office or wherever you might be. This makes it interesting for both you and your



viewers. You can literally film almost anywhere, and they get to see the real you, mistakes and all.

Broadcasting live events is a great way to generate buzz. Expect to see marketers staging more and more outrageous and interesting live 'shows' in which they pitch their ideas, advice and products.

Think of the possibilities. You can stream from anyplace and talk about most anything. You can even do live on the street questions of passersby or attendees at your event.

The opportunities are endless and limited only by your imagination.

Here are the keys: Know your audience and what they will respond do. Test using shorter, less publicized live streaming events until you learn what works for your niche and then publicize your events to the max.

Don't be afraid to experiment or make mistakes. You are human and your audience loves to see evidence that you are just like them.

Be real and be yourself. But don't be afraid to be an outrageous and yet vulnerable version of yourself as well.

Get guests on your shows to spice things up and provide great information. You might even consider having a co-host so that you can have the continuous back and forth live banter.

The one thing you absolutely, positively cannot do? Is be boring. This is the mortal sin and will lose you viewers faster than almost anything else.

Have notes at the ready so you always have something interesting to say.

Keep your 'umm's' and 'ahh's' to an absolute minimum. Look at the camera and smile. Be upbeat whenever possible. People love enthusiasm.

And remember: when you're speaking live, 80% of your message is non-verbal. It's the expressions on your face, the hand gestures and all the unspoken communication that people pick up on.

That's why being upbeat and enthusiastic is so important.

Here are 22 More Live Streaming Tips:

1: Have Two of Everything

Always have a backup of all – ALL – of your equipment. That includes anything that you're using, even cords, cables and connectors.

2: Charge it

Keep your devices charged and ready to go and keep a backup battery as well.

3: Don't Blow the Bank

If you're doing studio style, all you need is a $75 webcam, and $75 microphone and maybe $150 in lighting. This should be plenty give you high-quality look and sound.

4: Expensive Isn't Always Better

Check specifications on your equipment to know if it's the best for live streaming. Just because it's new or doesn't cost a lot doesn't mean it's optimal.

5: Hard Wire is Best, Wi-Fi is Second Best

If you're indoors, a hard wire connection to the internet is your best bet. Wi-Fi is second best, and cell service is third. If you're using cell, try to pick a location with a hot spot from another cellular provider as backup – sometime one service is noticeably better than another.

6: Know Your Speed

Check your internet upload speed before broadcasting. (Use a site like speedtest.net) Disable or pause apps you might be running in the background that could slow down your broadcast.

7. Stay Cool

If you're working outside and it's hot, put an umbrella over your computer to keep it cool. And



find a place in the shade for yourself – no one wants to see sweat running down your face.

8. Test

Before you go live, run a test to make sure everything's working well and you know what you're doing. Learn all the controls and mechanics for the live stream app you're using BEFORE you go live.

9: Lighting and Sun

Indoors or outdoors, avoid backlighting your subject. This includes windows behind you when you're indoors. If you're filming outside, be aware of where the sun is and what it might be reflecting off of.

10: Background Noise

Minimize background noise as much as possible. If it's windy, you've got to place a foam wind cover on your mic or the wind sounds will be too distracting for listeners.

11: Clothing

Do not wear stripes or squares if you're on camera – it does weird things and can be difficult for viewers to look at, not to mention really distracting.

12: Camera Operator

Talk to your camera operator about what you want in the shot, when to zoom and any pertinent details they need ahead of time. Give your camera operator a monitor – they'll have a much better idea of what they're capturing.

13: Get Ready, Rehearse, Relax

Get everything figured out and set up in advance. When filming, there's too much going on to figure things out then.

If you can, rehearse the entire show ahead of time. This lets you see the mistakes you would have made in both equipment set up and execution. Plus, it gives you confidence and reduces pre-show jitters.

Are you nervous? Take deep, slow breaths in and exhale slowly. Smile.

14: Promotion

Advertise your live stream starting two weeks ahead of time. Build it up, remind people and turn it into a must-see event. Write a compelling, enticing, curiosity driven description of what viewers will see and discover.

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15: Be Consistent

Regular broadcasts are important for building up a regular following of viewers.

16: K.I.S.S.

Keep it simple, sweetie. There are fewer opportunities to make mistakes that way, and you look more professional.

17: Graphics

Consider using graphics or lower thirds to add context. For example, identifying a speaker on the lower-third graphic (think CNN.)

Do you need to illustrate a point? Make a chart. Find the still shot you need. Practice switching to and from it during a mock live broadcast.

18: Back Up Person

Plan to have one crew member who isn't specifically assigned to a task. When the unexpected happens (and it will!) the available crew member can handle the problem while the broadcast continues.

19: Do Not Do This

Just like radio, dead silence is bad. A few moments of just background noise – in some cases – is alright, such as the sounds of a game or parade you're covering.

No 'umm's' and 'ahh's.' Yes, we said that one earlier. But please… too many and you will lose audience members because it drives some people stark raving buggy and annoys others.

20: Interaction

Find ways to interact with your audience. For example, before and after the broadcast, chat, on-stream, etc. Read and answer questions on air.

21: Get to the Good Stuff Fast

Don't go crazy with introductions or setting up what's going to happen. Just jump in and get started.

22: Relax. Have Fun

Don't expect to be perfect because you won't be, and that's okay.

Have fun. You made a mistake? Good. Have fun with that, too. If you're having fun, your audience is having fun, and they'll tune in to see you again.

That last tip is absolutely the most important.

You'll find everything is so much easier if you simply don't take this process too seriously.

Plus, you'll want to do it again and again if you're enjoying it, which will be great for your bottom line.

IDEAS«

ATTENTION MARKETERS:
YOU Are NOT Everyone's Cup of Tea

The world is filled with subscribers and customers who – no matter what you do – no matter what you try – will simply not like you.

But the world is also filled with those who will love you fiercely.

And these people who love you are your people, your tribe, your followers and your customers.

Don't waste your finite time and heart trying to convince the people who aren't YOUR people that you or your content or your products have value. They will miss it completely.

They won't subscribe to your list.

Or if they do, they will unsubscribe.

They won't click your links.

Or if they do, they won't buy what you're selling.

Don't try to convince them to walk your path with you because you will only waste your time and your emotional good health.

You are not for them and they are not for you. You are not their cup of tea and they are not yours.

Politely wave at them across the internet as you continue on your own path, and they on their path.

Share your vision with those who recognize and appreciate your gifts and who you are.

Be. Who. You. Are.

You are not everyone's cup of tea… and that is okay.

»NEWS

2 Ways You Can Improve Customer Engagement On Amazon

Econsultancy columnist Oren Stern has offered two strategies for the retailers doing business with Amazon for improving customer engagement using search and social advertising.

https://econsultancy.com/blog/70006-how-amazon-retailers-can-use-search-social-ads-to-improve-customer-engagement/

31 Call-to-Action Examples

An effective call-to-action in your copy helps you arouse an action among your prospects and motivate them to initiate a purchase of service or product.

HubSpot columnist Brittany Leaning has shared 31 useful call-to-action examples that you can implement in your marketing.

https://blog.hubspot.com/marketing/call-to-action-examples

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12 SIGNS

Your Website Was Hacked

You're bring up your site and … something's not right.

In fact, something is very wrong.

How do you know if you've been hacked?

Here are 12 definite signs…

1: Your Site Vanishes

If you're online and your site has disappeared and the only thing that comes up is a blank screen with an, "Oops! Site could not be found," there could be two reasons.

Either your web designer is modifying the site and it's not finished yet, or you've been hacked.

2: Your Site Displays Another Website

Some hackers will redirect your site to an adult site by placing redirect code in your files.

Look for a new file or existing file that contains something like this:

<meta http-equiv="refresh" content="0; url=http://example.com/" />

3: Your Browsers Shows a Screen of Death

Your browser might be the first to alert you that your site has been compromised.

If malware is detected, the red screen that says, "The Website Ahead Contains Malware!" is a sure sign that your website needs deep cleaning.

4: You See Weird Code at the Top or Bottom of Your Website

The hacker might not have been successful or they may have been interrupted, leaving code fragments on your site.

It will look like a bunch of gibberish to the average person and will often be displayed at the top of bottom of the site.

5: Your Site Loads Crazy Slow, or It Crashes

Hackers may be using your site to send spam emails by the thousands, in which case your entire server and the sites hosted on it will slow down.

It is possible that it's another site on your shared server that was hacked. Here's hoping, except now we feel bad for them.

6: Your Emails Go to Spam

ISP's maintain spam lists to blacklist domains that send out 1,000's of spam emails.

If your site is being used to send out emails by a hacker, then your domain may be blacklisted.

If this happens, even the emails you personally send out will be marked as spam.

7: Admin and Public Sections Look the Same

If the admin section of your site and the public section of your site look the same, then the hackers may have been skinning your admin section to look like your public facing site.

This type of hacking comes with not-so-clever additions promoting the hackers' prescription drug or adult site of choice.

8: Viagra Has Taken Over Your Site

You find words that you didn't type in weird





places or added links for products that aren't yours.

These links might even be given stealth placement inside technological or scientific words.

And sometimes the links are in another language.

9: Weird or Unusual Activity

You suddenly see a crazy traffic spike for a post you made two years ago.

Or it seems like everyone in Russia has suddenly jumped on your website for no apparent reason.

Maybe you see extra comments that cannot be explained.

The big indicator here is a sudden spike in foreign traffic.

10: Google Tells You There is a Problem

Google watches your site for problems when it makes its scans. If it finds one, it will report back to you inside Google Webmaster Tools.

Unfortunately, it will also tell your visitors as well when they try to come to your website. This is what causes those warning boxes that pop up in your browser when you visit a site.

11: You Find Something Wrong in Your Files

If you're a developer or you can work on your own code, you can monitor your site yourself for strange activity.

PHP files in your theme, the .htaccess file and the extra files in your WordPress home directory are all common places to find hacked code.

You're looking for hidden or obfuscated code. You can scan your entire file structure for "base64" or look at the ends of PHP files for anything you don't recognize.

12: Sucuri SiteCheck Tells You There is (or was) a Problem

Sucuri SiteCheck will scan your website against a database of known problems and determine if it's been hacked.

It looks for 10 different items to make sure your site is safe, including viruses, spam and redirects.

You can get a manual scan for free or sign up for $89.99 a year to have your site regularly scanned and cleaned.

https://sitecheck.sucuri.net/scanner/

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FUNNY



Q: Why did the marketer get fired as a tap dancer?

A: She wanted to get paid per click.

=======

Q: What kind of marketing does Dracula do?

A: a-COUNT based marketing!

=======

Q: Why did the marketer fail at honey harvesting?

A: Instead of tapping the hive, he insisted on going B2B.

=======

Q: Why did the woman dump her marketer boyfriend?

A: Lack of engagement.

=======

Q: Why did the marketer burn his initials into a leather jacket?

A: He was working on his personal brand.

=======

Q: What do black hat SEO's put in their Thanksgiving turkey?

A: Keyword stuffing!

=======

Q: Knock, knock!

A: Who's there?

Q: Remarketing!

A: Remarketing, who?

Q: Knock, knock!

A: Who's there?

Q: Remarketing!

"BUT...I Don't Know How!"

"I want to start an online business but I don't know how."

"I want to start my own blog and list build but I don't know how."

"I want to create a product but I don't know how."

I want to [insert whatever it is you want to do] but I don't know how."

Well guess what... neither did every single person who did it for the first time.

But you're got to take the leap anyway, and take it on faith that you will land on your feet.

Figuring things out on the fly is a learned skill.

And the more often you take the leap – any leap – without knowing exactly where you're going to land, the better you get at it. Plus, each time makes you better equipped to leap again and again and again.

Learning to operate at a high level within unknown scenarios is more valuable than learning a specific set of skills for a specific situation.

Prepare yourself mentally for being unprepared.

You can never anticipate the exact skills you will need until you need them. In fact, you don't know what you don't know until you find out you don't know it.

You're going to hit road blocks. Expect them. And expect to crash through those roadblock to the other side, too.

Expect challenges. Expect setbacks.

They are coming for you, so be prepared mentally.

Go in fighting, not retreating.

Keep your eye on the goal and nothing will stop you...

...but if you look only at the obstacles, you will never get far.

Don't stop now.

When they tell you to seize the day, they don't mean tomorrow – they mean TODAY.

Take the leap, because you got this!



WHY ONE MARKERTER MAKES $20,000 a Month and the Other One is Broke

I'll wager that 9 out of 10 people who read this won't get it.

Not really.

They'll say, "Yeah, that's probably right," and then they'll blow it off like they never read it.

But the fact is, I'm nearly certain that I why some people make a killing online and others never make more than a few hundred bucks here and there.

For example, imagine you've got some blow-hard individual who maybe isn't the sharpest tool in the shed. But he doesn't know that. He thinks he's unbelievably smart. He thinks his products are radically awesome. He thinks he's king of the internet and master of his niche.

And even though his products are average and ordinary, and even though he's not all that bright and certainly not clued in on what's happening, he still does really, really well.

Then you've got this other person who is smart as can be.

She really cares about her customers and wants to help everybody and anybody she can.

She tries her very best to put out products that can revolutionize lives, but she wonders if she isn't falling short.

Maybe she needs to work harder, or find more answers to give in her products, or just be an even better person.

And she's failing miserably.

The first guy KNOWS for a FACT that his products ROCK (as he would say) and that he's "THE MAN."

And this comes across in everything he does.

His emails, his videos, his website – they all exude a crazy amount of confidence, and customers pick up on that and are drawn to it.

But on her site, and in her emails and videos, she hesitates.

She's a little bit unsure.

She wants only the best for her customers, so she holds back, just in case her latest recommendation isn't good enough.

And customers pick up on her lack of confidence and don't buy.

Simple, right?

Now the question: Are you going to think about this and find a way to use this in your business?

Or… are you going to dismiss it?

"Because I really do think – or at least I believe - that I'm on to something here."

"In fact, I KNOW I am."

Take a look at those last two sentences and notice the contrast.

Which one makes you sit up and take notice?

Which one makes YOU confident that I know what I'm talking about?

See what I mean?

You don't need to be a jerk about it, but confidence and belief in your products will go a heck of a long way towards making you sales and customers who become raving fans.

Try it.



IGNORE 95% OF YOUR Marketplace to Double Your Profits

A friend of mine works with brand new marketers on setting up and building their business.

Can you guess the number one problem these new marketers make for themselves?

They want to target EVERYBODY…

EVERYBODY who has a kid.

EVERYBODY who wants a date.

EVERYBODY who wants to make money.

EVERYBODY who wants to lose weight.

My friend has to go around and around with them to convince them of one simple, powerful fact:

The more you specialize, the more you sell.

Think of a general practitioner doctor versus a brain surgeon – who do you think makes more?

Think of a general contractor versus a contractor specializing in high rise buildings – who do you think makes more?

Think of a regular fireman versus one who puts out fires in oil wells – who do you think makes more?

Online marketing is no different.

You cannot target senior citizens the same way you do twenty-somethings or new mothers or busy executives.

That's why you've not only got to pick your niche – making money, health, diet, dating, etc. – **you've also got to pick your audience.**

And even if you are STILL thinking you can target every single overweight person with your diet product, ask yourself this… how are you going to contact and sell to all of these different people?

A market that is too wide does not work.

Want to teach marketing to ALL small business owners? Good luck.

Want to teach marketing to chiropractors? You'll make a fortune.

Want to teach dating techniques to every single person out there? Yeah, right.

Want to teach dating techniques to single guys under 30? Again, you'll make a fortune.

Pick your niche, and then pick your audience within that niche. You'll have a far easier time finding your prospects, knowing how to talk to them and how to sell them.

And even on your worst day, you'll at least double your income.

WHY YOUR Upsells Aren't Converting Well

(And why you're making your customers mad, too)

No doubt you've seen plenty of upsells yourself, especially in the make-money niche.

You've seen good methods and bad. Maybe you've even gotten aggravated at the whole upsell process you had to go through to get your product.

And maybe you've even had customers complain to you about your upsells. (Hopefully not.)

Here's why upsells are so tricky – they can seem a bit… and let's be honest here…



DEVIOUS.

"Buy my product and you can get XYZ benefit!"

They buy your product and you say, "Whoopsie, if you REALLY want to get XYZ benefit, then you also need to purchase this second product."

And the third, and the fourth…

This is why some people ask ahead of time if there are any upsells.

They've had too many experiences where the product seller held something back from the first product in order to make more money by selling a second product.

It's like selling someone a car, and then saying, "Wait, if you REALLY want to drive this thing, you might want to purchase a steering wheel, too."

They purchase the steering wheel, expecting to now get their car, except you say, "Wait, if you REALLY want to drive this thing any distance at all, you might want to buy tires, too, because driving on the rims is slow and hazardous."

And on and on.

Your upsell needs a REASON to exist beyond you making more money – a reason your seller understands and appreciates.

Building a plug-in and purposely holding back features so they buy the upgrade is not a good reason from the buyer's point of view (it might be a good reason from your point of view, but that's another matter.)

Your initial offer has got to be able to stand on its own two feet all by itself, without the help of any upgrades whatsoever. It's got to give the customer everything they need to get the benefit they seek (the reason they bought the product in the first place.)

The question is, what are "good reasons?"

How about…

Your product provides the benefit, but only with a lot of work. Your upgrade is something that makes the entire process easier.

For example, the initial product teaches how to do something by hand, the upsell is software that automates the process.

Or…

Your product provides one method of achieving the benefit, and your upgrade provides more (different) methods of achieving the same result.

For example, your initial product teaches one traffic generation method, and your upsell is a monthly membership in which they get a new traffic generation method each week.

Or…

Your product provides a benefit and your upsell is something that complements that benefit.

For example, your initial product is how to convince blog owners to let you guest blog post, and your upsell is how to convert the traffic from guest blog posts into paying customers.

Be careful with this last one. If you go on and on in your initial offer about how you can convert this traffic to sales, then your customers might expect that information to be in the initial product.

Now then, I'd like to propose a slightly different, calmer and more gentle method of upselling.

Instead of inserting a, "Do not pass until you read this" type of upsell into your sales funnel, you try doing all of the following:

- Suggesting they check the offer out on your download page
- Suggesting they check it out again inside your product
- And then following up with a series of emails letting them know why it's such a great idea to get this upsell this week

And I say "this week," because you'll want to offer them a special price that is only good for the first few days after their initial purchase.

I know of one marketer who uses ONLY this method of upsell. Yes, he does not make as much money on his initial sales, but he does sell a boatload of upsells.

And perhaps more importantly, his customers never get angry at him for ramming upsells down their throats. They love him, trust him, and a surprising number do get the upsell before the discount expires.

This is something you might test. Of course, the thing that's difficult to know is how much goodwill this builds and how much of that goodwill converts into later sales down the road.

Remember, **your upsell needs a reason to exist** - a reason beyond you making a profit.



Quasimodo

In the novel, The Hunchback of Notre Dame by Victor Hugo, Quasimodo is the main protagonist, deformed, he was described as “the creation of the devil”.

He was left on the steps of Notre Dame on Quasimodo Sunday, and this is where his name comes from. He was adopted by th Archdeacon Claude Frollo who raises hi to be the cathedral’s bell ringer. Hated ar feared for his deformities, he actually ha the kindest of hearts, in the novel he doe commit acts of violence too, but this is on at the instruction of his master. Deep dow he is soft and sweet.

On a walk with his master one day, the come across a gypsy girl name Esmeralda. Frollo is immediately infatuate with her and instructs Quasimodo to assi him in kidnapping her. The kidnapping foiled by the timely arrival of a Captain the Paris guards, who captures Quasimod Esmeralda takes pity on Quasimodo as h is being whipped in the stocks and jeered by the assembled crowds. She brings hi water and Quasimodo falls in love with he Later in the novel, Esmeralda is framed f an attempted murder and for witchcra and brought to pray at on the steps of Not Dame before being taken away to b hanged. Quasimodo seeing this, swing down from the spires and saves her life.

Despite his kind nature and obvious lov for her, Esmeralda never return Quasimodo’s love, not being able to se past his deformities and ugliness, but h



continues to protect her, even almost killing his master when the infatuated Frollo tries to attack her in her room at Notre Dame. Eventually an angry mob storms Notre Dame determined to catch the witch, Frollo lures her outside where she is seized and hung. Quasimodo at this point turns on his master and becoming the monster all believe him to be, and kills him by throwing him from the cathedral spire.

Quasimodo leaves Notre Dame never to return, he travels to the gibbet of Montfaucon, the resting place of Esmeralda, arriving there he finds her corpse unceremoniously thrown there, he lies down next to her and there he remains eventually dying of starvation still clutching his love's body.

This story, even though interpreted by Disney, is still a harsh and unresolved story. But it has a great message for us about duality – the external view and the internal truth.

In our lives and businesses, we will often see that which we want to see, as will our partners, our suppliers, even our customers. But this is often just a mask covering the real truth of what is underneath. When we are creating our marketing campaigns, we are crafting the mask that we wish to present to people - the idea being to get them to buy our products, our services. The lesson of Quasimodo is that the mask can show one thing to the masses, but the underlying truth can be something completely different. As you build the campaigns, ensure that you don't mask too much in the quest to get that sale, because it will come out.

The customer needs to see that truth too. Otherwise they have purchased only an empty mask, one they might give back and give you a terrible refund rate.

SEE YOU next month!



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