

DIY

Internet Marketing Monthly

BLUEPRINT

Issue 149

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Andy Fletcher

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Don't let hurdles stop you from starting an online business. Overcome those inevitable hurdles with The New Marketer's Workshop video training course



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\$2.5 Million Tiny Business in 2-3 Hours a Day

Justin Welsh helped build two companies past a \$1B valuation and raise over \$300M in venture capital.

Then in 2019, he burned out. That's when he and his wife quit their high-paying jobs and completely redesigned their lives. Justin now runs a one-person business that teaches creators how to identify, develop and monetize skills they already have, on the internet.

That's right – he essentially teaches online marketing.

And he's also an angel investor and a mentor to entrepreneurs.

Justin built his business by writing a few short posts on LinkedIn every day. He's not interested in fame, in being an influencer, in making hundreds of millions of dollars a year, in taking selfies or in driving a Lambo.

All he wants to do is build a tiny online business that he can create his lifestyle around, optimizing his day for freedom rather than status or being rich. He automizes everything possible, keeps his appointments to a minimum, and focuses on meeting cool people instead of people who can do something for him.

Justin avoids politics, doesn't watch the news, doesn't have cable TV and avoids anger. When someone tries to debate him in the comment section of posts, he walks away. He hates hype, clickbait, big egos and drama.

He does something he enjoys for a few hours a week so that the rest of his time he can do whatever he wants. He's not into alarm clocks, hustle or success habits.

He's one chill dude doing business and living life on his terms.

The other day in his newsletter he shared his, "8 Questions to Transform Your Week." These are the questions he asks himself when he conducts his weekly preview.

- 1: What can I remove from my calendar?
- 2: What's on my calendar that can be automated?
- 3: What's something that should be delegated but isn't?
- 4: Is there anything on my calendar that isn't urgent and important?
- 5: Can any important meetings be 50% shorter?
- 6: How can I get off the computer more?
- 7: How can I maximize fun time?
- 8: Is there anything missing?

To read more on each of these, just follow this link. And if you're interested, I encourage you to subscribe to his weekly newsletter, too.

<https://www.justinwelsh.me/blog/how-to-do-a-weekly-preview>





RESOURCES AND NEWS

YouTube Enables Linking Between Shorts And Long-Form Videos

The links will direct viewers away from Shorts, which can't display pre or mid-roll ads, to long-form videos, which support both ad products.

YouTube creators will soon be able to link Shorts to other types of content, such as long-form videos.

The platform announced that it is going to start introducing a safer way for creators to direct viewers by the end of September 2023.

YouTube Shorts are viewed by more than 2 billion logged-in users a month and are seen by people who may not be subscribed to your channel, so linking this content to your long-form videos could be vital in unlocking your brand's growth and success.

<https://searchengineland.com/youtube-enables-linking-shorts-long-form-videos-430655>

Yikes! Don't Lose Your Facebook Group

If you've set up groups and don't maintain them regularly, you could be in for a shock.

Facebook is now notifying inactive admins that it will appoint someone else if they don't get their act together.

That's giving the keys to a community they built to some random person, which is not ideal.

<https://spiderworking.com/blog/2023/08/18/digital-marketing-news-18th-august-2023/>



Instagram Displaying Multi-Advertiser Ads

I've encountered something entirely new: 4 advertisements are sharing a single screen within IG Reels.

I've searched online but can't find anything announcing this new change, so it's likely a beta test.

A few thoughts:

It appears that Meta is adopting a more profit-oriented approach, attempting to extract additional ad impressions from their user base, particularly within the Reels feature.

But as you know, not all impressions hold the same value. Sharing space with three other advertisers simply won't be as effective as owning all of the space yourself. It could be they're looking for a way to deliver ads with a lower CPM, but it's not necessarily advantageous for the advertiser.

When you see lower CPM's don't celebrate until you've questioned what's going on and if you still getting the same return for your money.



Copyright

Generic Copyright Page For Your Personal Use

Marketing students have asked me for a copyright page they can use for their books and courses. And while I am not a solicitor/lawyer and I do not dispense legal advice, I thought it might be good to share this with you in case you are creating a product and don't want to hire a solicitor to write your copyright page for you.

HINT: A solicitor would likely tell their paralegal to send you a boilerplate form much like this one and then charge you some outrageous sum. Not to say you shouldn't contact legal help if you need it, but sometimes boilerplate will do just fine.

Here it is:

Copyright Page:

Your Book Title © Copyright <<YEAR>> Your Name

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ISBN: (print only)



What evil prank have you pulled off?

Discussion

23.5k

5.8k

Share

BEST COMMENTS

Troidin • 3h

8 Awards

My mum's laptop wall
granddaughter. I copi
and made her wallpap
picture over and over
change but nothing w
monitor. The pictures
seconds. On one of th
little curly moustache
seconds my niece wo
mum thought she wa
had a computer virus
moustache popped u
she tried to show any

Clever / Evil Screen Saver Prank

This prank is so diabolically clever, it belongs in a movie. Just imagine the heroine witnessing this 'thing' happening on her screensaver and thinking she is going absolutely stark raving mad.

Troidin posted, "My mum's laptop wallpaper was a picture of her granddaughter. I copied the picture 100 times and made her wallpaper a slide show of the same picture over and over again, so the file would change but nothing would change visibly on the monitor.

The pictures changed every 10 seconds. On one of the images I painted a tiny little curly moustache on her. So randomly for 10 seconds, my niece would have a moustache.

My mum thought she was either losing her mind or had a computer virus and every time the moustache popped up, it was gone by the time she tried to show anyone."

I love this prank but unfortunately my wife already knows about it, so I can't try it on her. It's up to you now to try this at home or work and please let us know the hilarious results.

And at the end, please profusely apologize to your victim and buy them a nice lunch to make up for it. If you don't, then expect some prank revenge is headed your way.

3 Tools to Get You Seen By Thousands of People

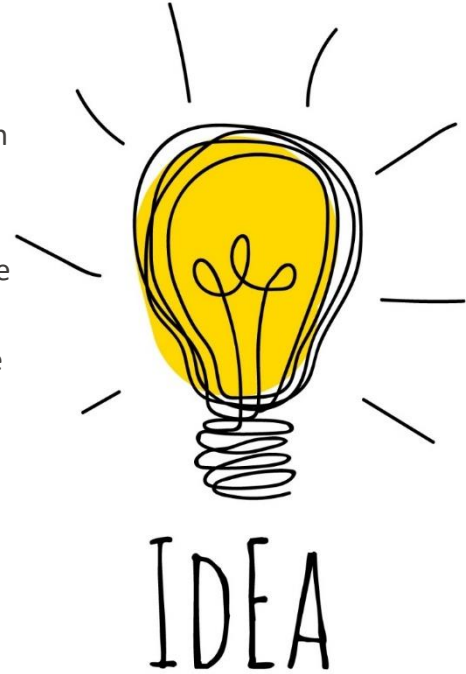
8.5 billion searches are happening in Google every single day. If you can get seen by just a small percentage of those people, you can skyrocket your business. Here are 3 tools from Neil Patel's team to help you do just that:

Ubersuggest – This tool tells you what to tweak on your website to make it more search engine friendly. <https://neilpatel.com/ubersuggest.com>

Google Ads Grader – helps you analyze your Google ad spend, telling you where you are wasting money and the changes you need to make to get more sales while spending less money. <https://adsgrader.com/>

Answer the Public – 15% of Google searches are brand new searches that have never been searched before. Answer the Public will show you all of these terms within your niche. Type in a generic keyword and it will reveal all of the up and coming keywords within your industry.

<https://answerthepublic.com/>



Amazon AI-Generated Customer Reviews: Pros & Cons

In a significant development that heralds a new era in online shopping, Amazon has begun to roll out artificial intelligence (AI)-generated customer review summaries for its products.

These summaries aim to give shoppers a snapshot of a product's best or worst features, allowing for an expedited decision-making process.

While it has clear benefits for customers, it also raises serious concerns about the reliability of an AI-generated summary and its impact on seller reputation and conversion rates.

<https://www.searchenginejournal.com/how-ai-generated-customer-review-summaries-impact-amazon-sellers/494057/#close>



Engage and Impress: 25 Tips for Crafting Compelling Screen Capture Videos



Creating effective screen capture video recordings requires attention to detail and proper planning.

I mean it looks really easy to do, right? But if you've ever tried it, you know that making a really great screen capture video takes practice along with some hard won knowledge of what works (and maybe what doesn't).

Paving the way to helping you make the best screen capture videos in the history of your niche, and in no particular order, here are my top 25 tips to create high-quality and engaging screen capture videos every time:

1. Define your objective: Before you do anything else, clearly outline the purpose of your video. Are you explaining a process, demonstrating software, or providing a tutorial? Then plan your content to fulfill your objective, creating an outline or script to ensure a clear and organized flow of information throughout the video.

2. Select the recording area: Decide whether you'll record the entire screen or a specific application window. Choose a clutter-free and neutral background to keep the focus on the content.

3. Optimize audio quality: Use an external microphone for better audio clarity and reduce background noise. Verify that your microphone and camera settings are working correctly before you start recording.

4. Frame rate and resolution: Use a frame rate of at least 30 FPS and a resolution suitable for your audience's viewing preferences.

5. Keyboard shortcuts: Learn and use keyboard shortcuts for starting, pausing, and stopping recordings to streamline the process. Knowing these by heart is going to make it much easier for you to create better videos.

6. Start with a Hook: Begin with an attention-grabbing introduction that clearly states what viewers will learn or gain from watching your video.

7. Step-by-Step Breakdown: Divide complex processes into easy-to-follow steps. Make sure viewers can replicate the actions you're demonstrating.

8. Highlight Key Actions: Emphasize important actions, steps or important areas of the screen using visual cues like arrows, highlights, or callouts.



9. Mouse movement: Enable a visual indicator for your mouse cursor to help viewers follow your actions. This can be as simple as choosing a bigger cursor in settings.

10. Slow down when necessary: Avoid viewer frustration by performing actions slowly during the recording, especially when explaining complex processes. Seriously. Slow down on the complicated or detailed stuff. If your viewer is having to rewind to try to figure out what's happening, you're going to lose them.

11. Short and focused segments: Divide your content into smaller segments to maintain viewer engagement. It's much better to have, for example, 5 segments of 10 minutes each than one segment 50 minutes long. Don't ramble and do stay focused on key points.

12. Real-Life Scenarios: Use relatable scenarios that your audience can connect with. Show them how the information is applicable in their everyday lives.

13. Interactive Elements: Incorporate quizzes, polls, or clickable elements to keep viewers engaged and gather feedback.

14. High-Quality Graphics: Use high-resolution images, icons, and graphics to enhance the visual appeal of your video.

15. Incorporate Humor: Add a touch of humor when appropriate to keep viewers entertained and engaged. If you're good at humor and can keep from offending anyone, then use as much of it as you like. People love humor and it's a great way to hold attention.

16. Storytelling: Weave a narrative into your video to create a sense of continuity and make the content more relatable. Don't know how to combine the story with the video? Start the story at the beginning of the video, let viewers know you'll finish the story in a moment, do your screen capture teaching and then end the video with the conclusion of the story.

17. Show and Tell: Combine screen capture with live-action footage of yourself explaining concepts, adding a personal touch.

18. Smooth Transitions: Use seamless transitions between different sections of your video to maintain viewer interest.

19. Call to Action (CTA): End your video with a clear CTA, such as subscribing, liking, or visiting a website for more information. Better yet, weave your call to action throughout the video.

20. Test and Iterate: After creating your video, gather feedback and analyze viewer engagement metrics. Use this data to improve future videos.



21. Edit out mistakes: Trim out any mistakes or unnecessary parts during the editing process to keep the video concise.

22. Add voiceovers: Use clear and engaging voice narration. Ensure your voiceover is well-paced and easy to understand. Consider recording voiceovers separately for narration and explanations, ensuring a clear and professional audio track.

23. Check for Visual Clarity and Consistency: Set your screen resolution to an appropriate level, ensuring all details are visible to viewers. Maintain a consistent theme in terms of colors, fonts, and overall design throughout the video.

24. Add Closed captions: Include closed captions or subtitles to make your video accessible to a wider audience.

25. Perform a Quality check: Review the final video for errors, audio/video synchronization, and overall coherence before publishing.

As with anything new you might do, creating mesmerizing screen capture videos takes practice. My first few attempts were never seen by the public for a reason – they looked amateurish, sounded terrible and were frankly embarrassing.

But that was okay. By my fifth try, the video wasn't half bad, and once I'd completed a dozen videos I started to feel like a pro.

The more you create screen capture videos, the better you'll become at fine-tuning your recording and editing process. Soon you'll be delivering content that resonates with your viewers and helps you create engagement and conversions.



\$2,300 Month Case Study Using Just Free Tools

Can you build a side hustle that takes just a few hours a month and uses only free tools? Surprisingly, the answer is yes, and here's how one enterprising new marketer did it.

Sherry earned her first dollar two weeks after she started, and a year later she is earning approximately \$2,300 a month. She's also the first to admit that if she would invest more time in her business, she would likely be earning more money. But still, \$2300 a month for just a few hours of work isn't bad.

Here's what Sherry did, and as you read this, see if you can notice the one thing she DIDN'T do that would easily double or triple her income.

1: She went to Clickbank and spent an hour deciding what program she wanted to promote first. She also could have gone to JVZoo, Digitstore24, CJ Affiliate or any other low-barrier-to-entry affiliate network she chose.

In choosing her first product, she thought about what was important to her, what her interests were and what she loves to talk about.

She settled on marketing programs because that's where her interests lie, and for her first affiliate product she ironically chose a course on how to do affiliate marketing. This allowed her to promote something she was deeply interested in while also adding to her affiliate knowledge by taking the course.

In this case she was able to get the course for free by connecting to the product creator. But keep in mind most product creators won't give out their product for free unless you can prove you've got some experience at affiliate marketing. Then again, it never hurts to ask if you're sincere.

2: She built a free landing page by going to sites.google.com. She kept the page simple and clean with a very clear call to action that took visitors to the affiliate sales page.

3: She went to ChatGPT to generate content ideas. She wanted ideas to make YouTube videos that were all about how to do affiliate marketing.

Then for each of these ideas, she continued to query ChatGPT as well as doing her own research to create video outlines.



4: She then recorded videos for YouTube, making one video for each topic. She followed a detailed outline rather than a script so that she could sound natural. And she continued to record and post these videos at the rate of 3 or 4 per month.

For each video she pasted her landing page link on the first comment so that her viewers could click the link, and at the end of each video she asked viewers to find and click the link.

She also did plenty of research on how best to optimize her videos to get traffic from YouTube.

5: In addition to the videos, Sherry made posts on Pinterest and Instagram. She did this by going to Canva and using the Pinterest template to make eye-catching visuals targeted to people who wanted to learn affiliate marketing. Again, these were linked to her landing page.

She posted on social media about trendy topics such as new affiliate programs and news, and always used one of her visuals to grab interest and get the click.

And that's it! Her efforts drove visitors to her landing page, who were then directed to click the link to go to the affiliate sales page. Now then, did you notice what Sherry did NOT do that could have greatly increased her income?

Sherry didn't capture the email addresses. While she did use the landing page to monitor where her traffic was coming from, all she had on that page was a headline and bullet point list with a button that sent people to the sales page. It works for her and she does make sales.

But I would have instead created an irresistible free lead magnet and given that away on my landing page, directing traffic to the offer only after they signed up for my freebie and corresponding newsletter.

Of course, that is more work because you've got to create a lead magnet and write emails, but it's also far more profitable in the long run to build a list that you can continue to send offers to.

You'll notice that all of the tools Sherry used were 100% free, so her only investment was her time. And she readily admits her first few videos weren't all that good. But like anything else, practice allows you to improve, and her income is steadily rising over time.

Oh yes, and she's creating a dynamite lead magnet so she can start building her list, too.



Andy Fletcher



Editor:

Today we're chatting with someone who I guess you could call a disruptor, as together with his business partner, he's become one of the major players in the field of lead generation and funnel pages. In fact, you may have heard of Andy's company already, because it's rather well respected in its field, it's called Convertri. And it's well worth checking out if you plan on having your own online business. Andy founded Convertri because he thought landing page platforms could do things better. So, I think this is going to be a fascinating conversation. Andy Fletcher, welcome.

Andy Fletcher:

Hey, thank you so much for having me today.

Editor:

It's great to have you here. I think we should start in the time honoured tradition though, of going back a little while and finding out more about you and what got you involved in the online marketplace.

Andy Fletcher:

Yeah, sure. So, my background is all technology. I have a computer science degree for my sins and after university I worked in a couple of tech jobs, and at one of them I worked at this absolutely terrible startup where we did all manner of things that never worked. We burned through a lot of venture capital while I worked there. I'd like to add this, that wasn't my fault. And one of the things we did was celebrity websites. So, my stupidest claim to fame is that I worked on the official website for Ant and Dec.

Editor:

Nice.

Andy Fletcher:

Which also dates me rather a lot too. So while I was there, some of the other people were aware that there was going to be, somebody was needed for SEO. And a mate of mine there bought an SEO book, because he knew I would read anything put on my desk. He bought it at lunchtime, he left it on my desk knowing that I would pick it up when the senior managers were coming around looking for somebody to be the, can I swear on your show?

Editor:

Of course. Go right ahead.



Andy Fletcher:

I was politely referred to as the SEO bitch. And they were coming around looking to see who to make the SEO bitch. And sure enough, I was sat there reading this book on SEO and the guy was like, "Ah, Andy, you know all about this. Fantastic. You get this new job." And I was like, "Wait, what?" So that was the big setup. That's how I got started with online digital marketing, got into the idea of it. And at that point learned some SEO skills, learned how to rank websites, learned about OnPage, doing all the typical stuff for getting stuff ranked in Google. And then when that startup went belly up and they decided that paying us was optional, I went into business with myself doing SEO for clients and then making SEO products.

Editor:

Great. So, in terms of online, it's been one of those things, I guess it's in your blood in many ways, right?

Andy Fletcher:

Yeah, definitely. I'm definitely a child of the internet. I grew up with it. I had my first computer when I was about 15, I think? And an internet connection at 16. Which I still am, I was then, but just the biggest nerd in the world. I can still remember my parents going away, when I was 16 years old, for the weekend and I was super excited, where all my contemporaries were super excited to get rid of their parents and have parties, I was super excited because it gave me unfettered access to the computer for 48 hours so I could learn HTML.

Editor:

And then fast-forward, you started Convertri, which has really established itself as one of the major players in, how would you describe it? Landing pages, funnel building?

Andy Fletcher:

Yeah, definitely both I would say. We have a lot of people that use us specifically for landing pages and then plug in other best in class tools. And then there's a lot of people who use this as a full stack funnel builder.

Editor:

Right. So for anybody who's maybe not come across Convertri before, maybe you could just give us a bit of a background as to first of all how it came about, but secondly how it's evolved since it started.



Andy Fletcher:

Certainly. So, Convertri is actually the punchline to a joke, a really bad joke from an internet marketing conference in summer 2015, something like that? I was on a panel of digital marketers, more tech-focused digital marketers, answering questions about how software gets built and things like that. And my mate, Jay, who was sat at the back and sorry, before I tell this story I would like to point out that alcohol was involved in this event, because of course it was.

Editor:

All the best stories are, aren't they?

Andy Fletcher:

And it will make me sound like slightly less of a jerk when I tell you the punchline. So anyway, my mate Jay, sticks his hand up and he is like, "Andy, you're a developer. It's 2015, why when I get my developer to, say I want to move my logo to the other side of the page. I want to move the sign-up button a bit to the right. Why does it take him so long? Why is it so expensive? Et cetera, et cetera." And at the time, my answer was, "Jay, speaking as the kind of developer that has to do it for the kind of people like you? Off." And I got a laugh from the crowd and it was funny, but that thought really nagged at me. Why, at the time, was it so hard to get pages live? There was all kinds of page builders that promised the earth, but if you wanted to do anything that was slightly off-piste, certainly if you wanted to take advantage of breakthroughs in [inaudible] technology or anything like that, you just couldn't.

It was really hard, you had to custom code stuff, you had to hire developers. And that was pretty wild given the number of page builders that were already on the market. So, that's when we started putting together the first version. At the same time, my business partner Neil, was reading all of the page feed reports coming out of Amazon and Google where they were talking about how you lose, at the time it was 40% of your traffic, if your pages didn't load in three seconds. It's now up north of 50%. And we realised we could combine these concepts of, you put a thing on a page, you hit publish, and where you put it is where it appears. That's it. You don't have to understand responsive technology and rows and columns and all of this complicated stuff. It's a simple thing. If you can use Word, you can use Convertri to make a page, and then that page will load really, really, really fast. And that makes such a big difference to ad spend, to any landing page.

Editor:

It's one of those things, isn't it, that I guess once you've set up a website using something like WordPress, you know how much of a challenge it can be to actually set up a page. So was that part of the thinking behind Convertri, as in we just want to make this super simple for the end user?

Andy Fletcher:

Very much so. The goal was as simple as it can possibly be. We made all of the developers working on it print out the words "just like Word" and stick it up on the wall.



*Scan The QR Code
To Listen To The Full
Interview Now*



Accidental Content Lessons Learned from Redditors

A glowing lightbulb is the central focus, with its filament illuminated. The bulb is surrounded by a collage of hand-drawn business and financial diagrams. To the left, there's a flowchart with boxes labeled 'Do' and 'Check', and a bar chart. Above the bulb, a circular diagram shows a pie chart with a slice removed, labeled 'A = 9', 'B = 9', 'C = 9'. To the right, a circular flow diagram shows currency symbols: Euro (€), Dollar (\$), and Pound (£). Below that, a target diagram is labeled 'Target'. On the bottom left, a bar chart is labeled 'Production'. On the bottom right, a line graph shows a fluctuating trend. The background is a light gray, and the overall image conveys a sense of creative problem-solving and business strategy.

This is a great idea for getting your subscribers and followers to interact with your posts. Get them riled up enough to prove you wrong by posting their own content in the form of photos or short posts.

A Swedish TV channel accidentally put subtitles from a kid's show over a political debate, and it's brilliant. One screen capture shows a politician holding a newspaper and speaking into a microphone declaring, "I will build the best sandcastle in the galaxy."

And this would work in most any niche. Use photos, illustrations, simple line drawings or whatever you like, as long as it's out of the ordinary and you have the rights to it.

Here's a prank pulled in high school and posted by catceleste that got everyone wondering what was happening...

"We figure we should think of something and decide to bring in cakes. There were about 13 of us in total committed to bringing a cake. On March 2nd, during 3rd period lunch we all entered the cafeteria in a line forming the parade of the cakes and laid them out – a grand cake buffet for everyone in that lunch period. We did it the next year. And after we graduated it kept going."

You can do this as a one-off in your business, posting on your site and on social media that there are “X” number of days until “X date”. Or you could even make it an annual event. This could be something as simple as a sale or something much bigger with online events, prizes and more. You could also work with other marketers to create a truly big event that people look forward to each year.

4: Give Good News, Bad News

Is storytelling something you're not all that good at? Don't despair. Here's the perfect example of how to tell a story through the "good news, bad news" method. A-fragile-sort-of-anarchy posted...

Bad News: Our boss locked the keys inside the building.

Good News: We didn't have to wait around for a locksmith.

Bad News: My boss finds it very concerning that I know how to pick locks and tried to unlock my Tragic Backstory. I was too embarrassed to admit that the reason I learned was because, at thirteen, I figured that was the kind of skill that would impress cute girls.

Good News: A cute girl saw me do it.

Bad News: It was Maggie, and since she's already seen me fall out of several trees, cry because I saw a fawn that was just too small, and knows I can ride a unicycle, she'll never think I'm cool no matter what I do. It's too late. She knows.

To this post Sailorbryant replied, "There are million dollar blockbuster movies that were less entertaining than the rollercoaster this post just took me on."

Need content for your next email, blogpost or social media post? Try using the good news bad news technique.

5: Stop Stressing and Start Telling

Posted by Barbara: "My toaster caught on fire yesterday and when I realized it there was a flame like two feet high almost touching my cabinets so I panicked and picked it up so it wouldn't catch my cabinets on fire but then I was just standing in my kitchen holding a flaming toaster and my dad saw me and didn't say anything and I didn't know what to do so I ran outside with it and threw it at the ground but it was on fire so I picked it up and threw it again and again until it went out but then my grass was on fire so I beat it with a shovel until that went out too. Then I came back inside and my dad was just like, "Whatcha cookin', Barb?"

Lesson learned: Run on sentences don't matter if the story is good enough. Relax about your phrasing, grammar and punctuation and just tell your story.

6: Get Three Year Olds to Write Your Content

Matthew Mulligan wrote, "Hi @dublinbusnews my three year old wanted to know how you decide which buses get to sleep inside the depot garage and which have to sleep out in the yard."

Dublin Bus replied, "Hi Matthew, we have rang around to a few of the depots and we can confirm that all buses are loved equally and take turns sleeping inside the warm depot. Thos sleeping outside are given cocoa to keep warm."

Do you know any little kids? Give them an explanation of what it is that you do, and then let them ask you questions about it. Their questions paired with your answers can create humorous content that gets shared.



The Easiest Way to Get Free Search Engine Traffic

I've mentioned this tactic before, but it works so well that I simply had to share it with you again.

It goes right along with how you might list build, and that is to give away something for free in exchange for an email address.

One of the most important factors in getting your site to rank high on the search engines is backlinks. The more sites that link to you, the higher you're going to rank.

Most people think that to get backlinks you've got to create a constant stream of never-ending great content that people will link to along with being super active on social media platforms. And while this works, it takes a lot of effort and hard work.

There is a much, MUCH easier method, and it works like list building except in this case, you're going to give something away to get backlinks.

What do you give away? A free tool. This is a tool that people in your niche want and are willing to pay for. In fact, maybe they're paying for it right now, and you give them a free version that does the same thing.

Place this free tool on your website available for immediate download, and over time it will get plenty of free views, downloads and backlinks.

To reiterate, the key is to find a tool for your niche that people are either used to paying for or willing to pay for and release it for free.

If you can't afford to hire a coder, go to a site such as Code Canyon where you can get a white label version of a tool within your space. Rebrand it, put it on your website and you'll get links.

This simple addition also makes your website more authoritative and it becomes easier to rank for your keywords, too.

HINT: Want to take this to the next level? Don't stop at just one tool. Offer a second, third and more. Each tool should be valuable and it should work well without glitches.

Add a new tool every month or two and it won't be long before your site is linked to many of the other authoritative sites in your niche.

Of course, you want to keep creating great content, too, so that when people visit your site they want to stay and check it out.

You can also ask visitors to input their email address to get your free tool, or to get a free upgrade on the tool. This way you're not only getting great backlinks, but you're also building your list, too.

The end. Or... maybe... not the end?

I was going to close with that last paragraph, but maybe I should put a bit more emphasis on it. Why? Because some of the easiest list building you will EVER do is to offer a free tool in exchange for an email address. People think nothing of giving their email address to access something for free that they would normally pay for.

So, while this technique is awesome for getting high quality backlinks, it's also an amazing method to build your email list.

Did I bury the lead on this post? Maybe. But it just goes to show that people who read to the end sometimes get a bigger reward than those who just skim the first few paragraphs.

Thanks for being one of those folks who stick around for the hidden gems.

How To Raise Your Price Without Annoying Prospects

How would you respond to this comment from an annoyed prospect?

“Dude, I was looking forward to taking on the “X” package when I got paid, but you raised the price from £10 to £29 a month.”

Everyone can see and read this comment and you need to reply. But what would you say?

I'll tell you what this marketer said:

“Yes, the price changed because the offer changed.”

The offer changed. If you want to raise your price significantly, you might want to change the offer so that it is no longer an apple to apple comparison.

For example, you offer an SAS for \$10 a month and you want to double or triple the price for new members.

Add in a library of videos as well as a private Facebook page for help and you now have a brand new offer, making it clear that you are charging more because you are offering more.

Not only will new customers feel they are still getting their money's worth at the new price point, but current customers might want to upgrade as well. Be sure to set up a separate page to allow your current subscribers to get access to the new offer, preferably at a discount from what new customers are paying.

\$8.76

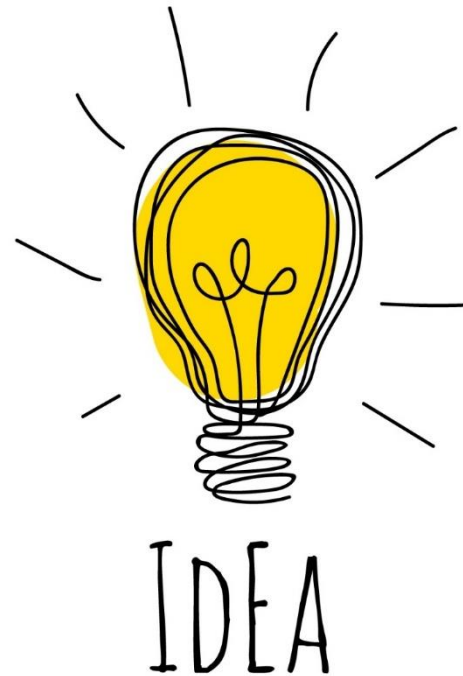
<i>Avocado Toast</i>	<i>\$5.50</i>
<i>Coffee</i>	<i>\$2.50</i>
<i>Tax</i>	<i>\$0.76</i>

Youtube is Banning Clickable Links In Shorts

YouTube is killing clickable links in Shorts descriptions and comments to help prevent spamming.

Starting Aug. 31, links in Shorts descriptions/comments will no longer be clickable. That includes links both from the video's original creator and links from commenters. YouTube is also removing all current clickable social media icons from creators' channels on mobile and desktop.

<https://www.tubefilter.com/2023/08/10/youtube-shorts-comments-spam/>



Follower Objective Ads Discontinued by X

X, the company formerly known as Twitter, will no longer allow advertisers to promote their accounts within the platform's timeline to attract new followers, according to an email to advertising clients obtained by Axios.

Why it matters: Promoted accounts — or "Follower Objective" ads — generate more than \$100 million annually in global revenue for X, a source familiar with the company's business told Axios.

Promoted accounts are one of the oldest ad formats offered on the platform. The ads appear as text-based posts within the X timeline and include a "Follow" button for the account promoting them.

But follower ads, while easy to sell, are static. They don't leverage any of the multi-media tools, like video, that X is trying to lean into.

<https://www.axios.com/2023/08/15/x-twitter-shuts-100m-promoted-accounts-ad-biz>



Major \$\$\$ Opportunity: Podcast Memberships

The problem with many podcasts is they have small audiences, making them difficult to monetize. But what if you could earn a six-figure income by charging people to be able to listen to your podcasts? Then you wouldn't need a ton of listeners to become profitable.

That would never work, right? Actually, it's already working, as proven by at least several podcasters who are doing exactly that.

For example, Farnam Street is a "Like-minded community of high achievers committed to better thinking, wiser decision making and more focused growth." Memberships sell for \$149 annually or \$25 per month. Members receive access to premium podcasts, hand-edited transcripts, ask me anything sessions, book summaries, bonus articles, free courses, membership in the community and more.

From the website: *Our goal at Farnam Street is to help you go to bed every night smarter than you were when you woke up. Every day, thousands of people turn to us for the kind of multidisciplinary education you can't get anywhere else. The Farnam Street Membership is for those who want to go a step further and make intentional learning a daily way of life.*

The join page is especially interesting because people can choose to pay the \$149 or they can pay more, if they choose. This community has grown to more than 9,000 members and is home to CEOs, investors, GMs and high-achievers in all walks of life, making it a great place to find new contacts within the community. In fact, the testimonial at the top of the membership page is from the former GM of the Cleveland Browns. <https://fs.blog/membership/>

Have you done the math yet? 9,000 members times \$149 isn't exactly chicken feed.

If you're starting your own podcast, you might want to map out a value ladder first.

For example, your bottom rung is going to be free, whether that's a free newsletter, free excerpts from your podcasts or whatever you choose.



The next rung is going to have a low entry price. Maybe you charge \$10 a month for the podcast transcripts or summaries of the podcast episodes.

Next you might offer your annual membership at \$99 or \$199. This includes all podcasts, written materials and community.

Finally, you have a \$1000 offer that could be an annual retreat, one-on-one coaching or whatever your subscribers would like.

Another paid podcast example is The Anfield Wrap, <https://www.theanfieldwrap.com/> a Liverpool-based podcast company, with 10,000 paid subscribers as of 4 years ago (the latest info I could find) at £7 - £10 per month each. Take note of their pricing:

- £7/mo audio only
- £7/mo video only
- £10/mo both

I'll bet you pounds to donuts that most subscribers choose £10 per month because, "It's only £3 more."

I love the low price per month model because it's a low barrier to entry AND most people won't miss £7 or £10 leaving their bank account each month.

It's worth noting that some attempts at using a subscription based podcasting model have failed. For example, it didn't work for Tim Ferriss. But in his case, he didn't make his content exclusive. He offered benefits such as Q and A's for the paid members, but everyone could access the podcast content. It seems that it's more effective to place your best stuff behind the paywall and then entice free subscribers to upgrade for access to the insider info.

I think at this time the best method might be to offer free and paid memberships, with 90% of the benefits going to the paid members. The only purpose of the free membership is to build your list of prospects.

Once you have a prospect on your list, you can repeatedly give them a 'taste' of what paid members get and then entice them to join your other smart members and get insider access to the full buffet of goodies you offer.



The OTHER Easy Way to Get Free Search Engine Traffic (And Build Your List, too)

Maybe you're not the software type. Creating a tool for people to download isn't your thing. But you are good at using tools and you're a pro at the one tool that is driving everyone else bananas.

Here's what you can do: Write your own report deciphering the in's and out's of using that tool. Now when people search for help, your report is the one that they will see because people will be linking to you; the expert who helped them harness the power of that tool.

Any resource you can create that people turn to is something you can give away. Ask for an email address so you can send the download link and make your resource so good and comprehensive that others link to it and encourage their readers to go get it.

Your resource could be a definitive guide, a comprehensive study, a massive and continually updated survey, a collection of something, a massive swipe file or anything that is so terrific, people tell other people about it and link to it.

I'm not saying it's necessarily going to be easy to create this resource, but you can always outsource some or all of the creation. The key is to make it so terrific; it dominates its field and people would gladly pay serious money for the information it contains.

Place something like this on your website for free and you will automatically get good backlinks and your email list will grow without effort. Be sure to keep it updated, too, so that it continues to draw traffic for a long time to come.



How To Get Traffic from Google News

Here's something you might not have considered... you can get free targeted traffic not just from Google, but also from Google News.

Getting featured on Google News isn't as difficult as it might sound. You don't need to be a major news network or big city newspaper to do it. In fact, Google pulls content from thousands of indexed publishers, including smaller blogs and regular content sites.

Google has an estimated 280 million users worldwide, and every month people click through Google Search and Google News results to news sites more than 24 billion times. And your news can show up in several places on Google: Google Search, Google News and Google Discover, appearing in top stories, news tab results and plain blue links.

Even if you have a small website that currently isn't getting a lot of traffic, it's still possible to get a piece of that highly targeted traffic. However, you do need to publish newsworthy content and optimize your site so that Google can find you.

According to Google itself, Google News... can help you reach new audiences and attract avid news readers to your site.

With Google News, users can:

- *Discover current events, world-wide news, and diverse content from different publishers – including discovering you.*
- *Subscribe to specific news providers and topics – such as subscribing to your newsletter.*
- *Bookmark and share articles – possibly bringing you even more traffic.*

You Get Major Trust from News Searchers

Think about it... the last time you searched for something in Google News, did you trust the content more than if you were doing a random search?

You likely did. People naturally trust search results that appear under "news" more than generic search results. This means it can be easier to convert that new traffic into subscribers and sales than traffic gained from other methods. This is why some websites have chosen to only write content that is newsworthy enough to be featured in Google News (Hint Hint).

How Does Google News Work?

Google News operates through a diverse range of features, enabling users to both learn about and interact with your content. The Google News platform offers a comprehensive experience that includes prominent branding and opportunities for monetization, such as advertising and streamlined subscription sales via the "Subscribe with Google" feature.





How Do You Get Your Content on Google News?

To share your content on Google News, you can utilize the Publisher Center tool, which allows you to submit RSS feeds, website URLs, or videos.

Even if you haven't established a publication in the Publisher Center, Google may still discover your website through its regular web crawling process.

Note: If you wish to prevent your content from appearing on Google News, you have the option to block access while maintaining your content's presence in Google Search results.

While signing up via the Publisher Center isn't mandatory for inclusion in Google News rankings, it does offer several advantages:

- **Control over Content and Branding:** You can customize and brand your publication within Google News.
- **Monetization Opportunities:** As a publisher you can implement paywalls in Google News through the "Subscribe with Google" feature.
- **Eligibility for Placement:** When you create and submit Google News Publications through the Publisher Center, your content can potentially appear in the app's Newsstand section in relevant countries and regions.

Hint: New applications to be included in Google News are reviewed by real life people at Google, so be sure you precisely follow their steps.

Here Are the Steps:

- While logged in to Google, go here: <https://publishercenter.google.com/>
- Add your URL and click "Add".
- Verify your site with Google Search Console: <https://search.google.com/search-console/about>
- Click on "Publication Settings," scroll down to "Primary URL" and click "Verify in Search Console."
- You'll also need to customize your brand for Google News and set up sections to act as tabs in the Google News app by following the steps and filling out each section under "Google News brand and customization."

As with any Google search, placement isn't guaranteed. The publications showcased in the Newsstand are personalized by algorithms based on user preferences.

Considerations to Keep in Mind

- Submitting a feed or URL in the Publisher Center doesn't guarantee its visibility or ranking on Google News.
- Your content must adhere to Search and News policies to be displayed on Google News. Google might block content that violates these policies during automated checks after submission.
- If your site operates in multiple languages, avoid automatically redirecting visitors to different language versions. Learn more about managing multi-regional and multilingual sites.
- Ensure that automatic redirects from one domain to another remain consistent across both mobile and desktop versions. Mismatched redirects could hinder users and search engines from accessing your content.

<https://support.google.com/news/publisher-center/answer/9607025?hl=en>

How to Use Meme Marketing to Grow Faster

According to Google, a meme is an image, a video, or piece of text typically humorous in nature that is copied and spread rapidly by internet users often with slight variations.

On an average day, a regular person spends around an hour and a half on social media. Memes are the language used by people on social media to share new ideas and feelings.

Because of this, it's not surprising that memes have become tremendously popular in our culture. You might know about Grumpy Cat, Good Guy Greg (GGG), and LOLcats — these are all characters from memes that are now a big part of the internet and meme culture and have been used in different ways to spread all sorts of ideas.

Using memes to market things can bring a fresh approach to how you use social media. Memes are all about pictures, which makes them a great way to create posts for social media and add to your content online.

The coolest thing about meme marketing is that you can just take an idea that's already popular and use its fame to help you share what you want.

My favorite recent marketing meme is a picture of Liam Neeson on the phone with the caption...

I DON'T KNOW WHO YOU ARE

**But you visited my site once, so now I will find you,
and then find you again, and again, and again...**

Memes are popular because they're funny and relatable. Laughter is scientifically proven to be contagious, so it only makes sense why memes are shared so often.

Here's the key to growing your business using memes, and where most people get it wrong. You might think that if you use memes on social media, that it won't generate customers or make sales. And initially that's true. Few if any customers are going to see your meme and then race over to your sales page to buy your product.

But if you post memes that are directly related to your industry, then you will start building up your follower counts. Notice I said, "directly related to your industry." Sharing any old silly meme isn't going to work because it will just confuse people.

But if your business is website optimization for example, and you post a meme that shows a grumpy old man with the caption, "Knows his prospects are looking for his business online, refuses to make it easy for them to find him," then you're targeting your audience.

Posting memes that speak to your prospects gets those prospects to start following you and sharing those memes with other potential prospects. And because your follower count is going up, your regular content will get more engagement as it's posted, and a small percentage of them will convert into subscribers and even customers.

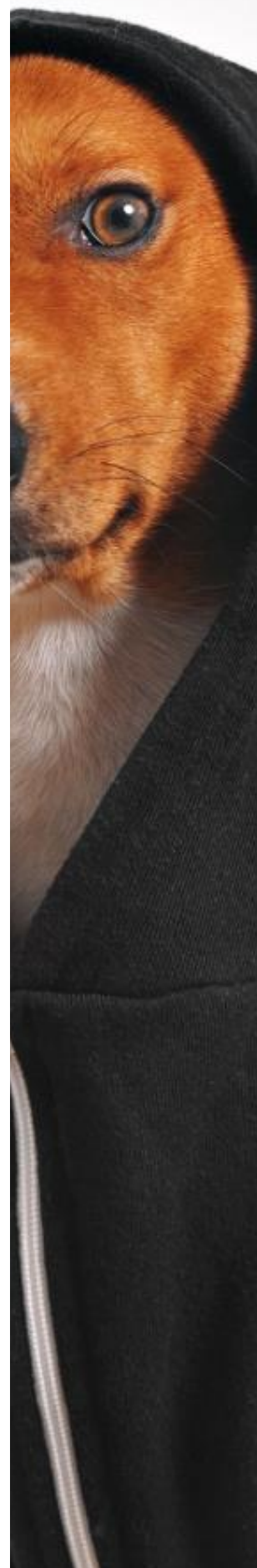
As you keep posting relevant memes over time, that small percentage starts adding up. The key is to continue posting your normal content as well to help you build relationships with those new followers and then start converting some of them into customers.

Don't fall into the trap of posting memes that aren't relevant to your business. If you do, you'll get followers who don't engage with your regular content and that can cause problems over time. If a social media platform sees that people aren't engaging with your regular posts, then they're not going to be showing those posts to your followers.

Creating memes is fairly simple. Use a free program such as Canva or Adobe <https://www.adobe.com/express/create/meme>, or hire someone on Fiverr to create memes for you.

Use easy-to-read fonts, choose an image that helps convey your meaning and try it out on a few friends or colleagues before posting it to social media.

Really, using memes for marketing feels almost like play time. It's fun, enjoyable, a bit silly and in the long run makes good marketing sense.



15 Brain Rattling Content Ideas For The Completely Clueless

Twelve months ago, I had a content crisis.

I've been doing online marketing for more years than I can count, and I finally ran smack dab out of ideas.

It was that moment that everyone eventually reaches when you think that there isn't one more thing you can write about, talk about or teach that you haven't already done, or that someone else has done better than you ever could.

For a week I stared at my computer, trying to think of something to write about.

And that's when I realized I needed a list that I could turn to at any time that would jar me into action – a list of content ideas that would rattle my brain and shake loose some good ideas I could immediately use to create great content.

I immediately started building my content idea list, and I keep it posted next to my computer. Now whenever I'm stuck for an idea, I choose one of these and then start brainstorming ideas.

For example, under #1 below you see, "Provide tips." If I choose this one, then I make a list of 20 or 30 ideas on what kinds of tips I'm going to do, and then I choose one of those to start creating blogposts, videos, podcasts and more.

Ever since I compiled this list, I have NEVER been stuck for content ideas. Hopefully it can help you as much as it's helped me.

1: Educational Blog Posts/Articles - Create informative blog posts or articles related to your product. Address common questions, provide tips, tutorials, and industry insights. This positions your brand as an authority in the field and attracts organic traffic from search engines.

2: Video Tutorials and How-To's - Make videos demonstrating how to use your product, solve problems, or achieve certain goals. This engages your audience visually and helps them understand the benefits of your product.

3: User-generated Content Campaigns – Find ways to encourage customers to share their experiences with your product through photos, videos, or written testimonials. Repost this content on your website and social media to showcase real-life use cases.

4: Social Media Contests and Giveaways - Create contests that require participants to engage with your brand by sharing, liking, commenting, or creating content related to your product. Offer a prize, such as your product or a discount, to incentivize participation.

5: Influencer Collaborations - Partner with relevant influencers who align with your product's target audience. They can create authentic content, reviews, or tutorials to reach a wider audience.

6: Behind-the-Scenes Content - Share glimpses of your product's creation process, day-to-day operations, and the people behind your brand. This humanizes your business and fosters a deeper connection with your audience.

7: Multi-Purpose Emails – Write an email to your list, then use excerpts on social media and post the email as a blogpost. Your newsletters should be seen by more people than just your email list. Write about product updates, make special offers, cover the news, add some humor and always give valuable content. Just going through old emails gives me a ton of new content ideas, and creating new emails knowing I'm going to repurpose them gives me added incentive to make them truly great.





8: Interactive Quizzes and Polls - Create interactive quizzes or polls related to your product's benefits or the problems it solves. This engages your audience and provides valuable insights into their preferences. You can get really creative and even a bit silly with your quizzes and your audience will love it.

9: Live Webinars or Q&A Sessions - Host live sessions where you discuss industry trends, answer audience questions, or showcase the features of your product. This creates a sense of community and fosters engagement. If you don't have a webinar, start working on one. If you've never held a Q&A, try a live Q&A on your favorite social media channel and don't just answer questions, ask them. Ask your audience what content they want to see right now. What problem can you solve for them? What mystery can you shed light on? What are they having trouble finding?

10: Product Comparison Guides - Create comparison content that positions your product against competitors, highlighting its unique advantages. This helps customers make informed decisions. Don't forget to compare your product to something silly and irrelevant, such as a pickle. Seriously, try it.

11: Customer Case Studies - Showcase success stories of customers who have benefited from your product. Detail their challenges, how your product helped them, and the outcomes they achieved. Above all else, make the customer the hero of the story, not your product. Your product is simply the vehicle, whereas the customer is the star.

12: Podcasts or Audio Content - Start a podcast discussing topics related to your industry and product. This can help you reach an audience that prefers consuming content through audio platforms. Carry a notebook with you for a week and jot down every single crazy hair-brained idea you get for a podcast topic. Yes, a notebook. There's something about actually writing with pen and paper that gets the subconscious juices flowing.

13: E-books and Whitepapers - Offer in-depth guides or educational resources related to your product's niche. Collect email addresses in exchange for these resources to build your subscriber list. If you don't like writing ebooks and whitepapers, outsource. You come up with a great topic, and someone else gets to do all the work.

14: Interactive Product Demos - Create interactive product demos that allow users to explore the features and benefits firsthand. This can be especially effective for complex products. Is interactive too complicated? Make videos showing yourself or maybe your teenager using the product.

15: Seasonal and Holiday Promotions - Tailor your content and campaigns to match different seasons, holidays, or events. Offer special deals and themed content to capture the spirit of the occasion. Did you know that every single day of the year has at least two holidays if not several? There's cupcake day, Twinkie day, rattlesnake day, blue moon day, utopia day, kiss your honey day and so forth. I made one of those up but I'm not telling you which one it is, because frankly you can also make up any holiday you like.

As always, the key to successful online marketing is understanding your target audience, their preferences, and where they spend their time online. This will help you tailor your content to effectively reach and engage with them.

The other key is, in my opinion, to not take yourself too seriously and to just have fun with it, because if you're enjoying creating the content, odds are your audience will fall in love with it.

THE **BIG** SECTION



Irresistible Short Reports:

30 Tips for Maximum Impact

First, Content Creation:

- 1: Choose a Niche and Problem: Focus on a specific niche or topic that has demand and addresses a common problem or interest.
- 2: Identify Pain Points: Research your audience's pain points and provide solutions that address their needs effectively.
- 3: Clear Objective: Define a clear purpose for your report. Is it to inform, educate, solve a problem, or provide insights? Knowing this helps to guide how you will present your information.
- 4: In-Depth Research: Thoroughly research your topic to ensure accuracy and credibility.
- 5: Actionable Insights: Offer practical and actionable insights that readers can apply immediately.
- 6: Unique Angle: Present your content from a unique perspective to stand out from existing information.
- 7: Storytelling: Incorporate anecdotes, case studies, or real-life examples to make your content relatable.
- 8: Visuals: Use charts, graphs, images, and infographics to illustrate key points and enhance understanding.
- 9: Clear Structure: Organize your report with a clear introduction, main points, and conclusion.
- 10: Brevity: Keep your content concise, eliminating unnecessary fluff and repetition.

Next, Presentation and Delivery:

- 1: Compelling Title: Craft a catchy and relevant title that immediately captures attention.
- 2: Engaging Introduction: Start with a captivating introduction that outlines the problem and the benefits of reading the report.
- 3: Subheadings: Use descriptive subheadings to break up content and make it easy to skim.
- 4: Bullet Points: Summarize key points using bullet lists for quick comprehension.
- 5: Formatting: Use a clean and professional design that's easy on the eyes and enhances readability.
- 6: Font and Typography: Choose a readable font and use formatting (bold, italics, etc.) to emphasize important information.
- 7: White Space: Use ample white space to avoid overwhelming readers and create a clean layout.
- 8: Consistent Branding: Maintain a consistent visual style that aligns with your brand or identity.
- 9: Mobile-Friendly: Ensure your report is responsive and easily readable on various devices, including smartphones and tablets.
- 10: Language and Tone: Write in a conversational tone that's easy to understand and resonates with your target audience.

Finally, Value Proposition:

- 1: Solve Problems: Address specific problems your audience faces and provide effective solutions.
- 2: Expert Insights: Share expert opinions, interviews, or quotes to add authority to your report.
- 3: Up-to-Date Information: Include the latest data, trends, and information to make your report relevant.
- 4: Exclusive Content: Offer unique content that's not readily available elsewhere.
- 5: Resource Links: Provide additional resources, tools, or references that enhance the value of your report.

6: Checklists and Templates: Include actionable checklists or templates that readers can use in their own endeavors.

7: Step-by-Step Guides: Break down complex processes into step-by-step guides for easy implementation.

8: Real Results: Highlight real-world examples where your strategies or solutions have delivered tangible results.

9: Limited-Time Offer: Create a sense of urgency by offering the report for a limited time or at a special price.

10: Feedback Loop: Encourage readers to provide feedback and incorporate their suggestions to improve future reports.

Value and Key Insights

Remember, the key to creating reports that people are willing to pay for lies in delivering value that solves their problems, provides insights, and helps them achieve their goals.

Continuously refine your approach based on feedback and market trends to ensure your reports remain in demand.

So Good They Would Pay to Get It

And if you are giving your reports away to build a list or as bonuses for product sales, those reports still need to be so completely awesome and irresistible that the customer would pay good money for them if asked. Anything short of this and you'll have just another few pages that no one wants to read.

Use These for Endless Product Ideas, Too

One more thing: In case you haven't realized it, all of these ideas and topics for free reports can also be used for PAID PRODUCTS. Just saying. With all of these ideas, you are sitting on a virtual goldmine of product ideas that you can tap into for the next 20 years.

Last month we covered 20 different types of reports you might want to create, but that was only the start. Today we are going to cover 15 more, and next month we'll finish up with the last 15. Let's get started:

21: Age-Specific Guides

You can tailor knowledge for every life stage. For example, if you're a workout coach, you could tailor exercises for every age group. If you teach retirement planning, you could tailor your expertise to people in their 20's, 30's, 40's and 50's. More examples:

- Fueling Curiosity: Creative Strategies for Educating 3-8 Year Olds Beyond the Classroom
- Kickstart Excellence: Expert-Designed Soccer Training Sessions Tailored for 8-12 Year Olds
- Financial Freedom Unleashed: Your Path to Retiring by 35 and Embracing a Work-Free Life
- Silver Surfer Startups: The Complete Handbook for Seniors Venturing into Online Business
- From Clash to Connection: Building Bridges and Nurturing Respect with Your Strong-Willed Teenager

22: Barriers and Mistakes

When pursuing any endeavor, there are common pitfalls and mistakes that can hinder progress. By creating a small report that focuses on identifying and avoiding these barriers and mistakes, you can provide valuable insights and strategies for overcoming them.

Case Study: Chuck McCullough developed a highly popular product, "Affiliate Mistakes," which highlighted common errors made by affiliate marketers and offered solutions. This product gained significant traction upon its release at AffiliateMistakes.com. More examples:

- 7 Costly Mistakes New Entrepreneurs Make (And How to Steer Clear of Them)
- Navigating the Job Search: Top 10 Mistakes to Avoid
- Breaking Through Barriers: Overcoming Procrastination for Maximum Productivity
- The Hidden Challenges of Home Renovation Projects (and How to Overcome Them)
- Financial Pitfalls to Avoid: 5 Common Money Mistakes and How to Prevent Them

23: Busy Person's Guide

People are too busy today. "Solve my problem? I don't have time." But if you offer them "The Busy Person's Guide," then they know you're not going to waste their time. This type of headline essentially eliminates a person's excuse for not solving their problem or getting the result they seek. Since this is for busy people, make sure you place an outline or cheat sheet in the report for people who are too busy to read the entire report. Most people will read the outline first, realize they need more info and then read the rest of the report. Also, be sure that what you share in the report provides quick results when implemented. Examples:

- The Busy Person's Power-Packed Blueprint for Time Management Mastery
- Unleash Your Inner Dynamo: The Busy Person's Guide to Turbocharged Healthy Eating
- Ignite Your Energy: The Busy Person's High-Voltage Guide to Lightning-Fast Fitness
- Traveler's Jedi Manual: The Busy Person's Guide to Epic Short Trips
- Love Amplified: The Busy Person's Guide to Supercharged Personal Relationships
- Digital Dynamo Decoded: The Busy Person's Guide to Unstoppable Online Presence

24: Faster and Easier

The goal here is to position your report as valuable information that helps readers accomplish a specific task more quickly and easily than before.

For example, many people struggle with getting their websites listed on search engines. However, with the help of information-based products available today, such as online courses, you can now achieve this in a matter of days or even hours, instead of weeks or months. More examples:

- 7 Quick Techniques for Boosting Your Social Media Engagement
- How to Streamline Your Daily Commute in 5 Easy Steps
- The Fastest Way to Learn a New Language
- Simplify Your Tax Filing Process with These 5 Tips
- Mastering Time Management: 10 Strategies for Increased Productivity

25: Monetize Passions

Turning hobbies into profitable ventures is always a hot topic because people would love to make money doing something they already enjoy. You are essentially teaching how to turn an existing endeavor into a money-making opportunity. First, identify the passions of your target demographic and then provide them with a concise guide demonstrating how they can monetize those passions. By doing so, you're bound to strike gold. Examples:

- Crafting for Cash: How to Sell Your Handmade Jewelry
- From Amateur Photographer to Paid Professional: Monetizing Your Passion for Photography
- Make Money Blogging About Fitness and Health
- Pet Lovers' Guide to Starting a Profitable Pet Sitting Business
- Turning Your Home Cooking into a Catering Business

26: The Proven Way

People are naturally skeptical, so if you can prove to them that what you say is true, they are much more likely to want what you offer. There is something about placing the word "proven" into a title or headline that grabs attention and even breaks through skepticism because at heart people truly want to believe there is a solution that will work for them. Examples:

- Brainpower Unleashed: The Proven Way to Skyrocket Mental Clarity and Focus Naturally
- Wealth Magicians: The Proven Way to Forge Financial Independence via Contrarian Investing
- Muscle Hackers' Secret: The Proven Way to Unleash Workout Fury and Sculpt Your Dream Body
- The Proven Way to Flood Your Website with Traffic, Testimonials and Endorsements
- The Proven Way to Infuse Kids with Jedi Mind Tricks for Supreme Smarts
- Career Shape-shifters: The Proven Way to Change Careers Overnight and Double Your Income Every Time
- The Proven Way to Create a Successful, Profitable E-commerce Business in Six Months

27: The Simple Way

People can get so stressed over a problem that the solution seems overwhelmingly impossible and thus they take no action. But if you can show them a simple method to get to where they want to go, you'll have a report that gets downloaded faster than a squirrel grabs a nut. Some examples:

- The Shockingly Simple Way to Triple Your Daily Productivity
- Unveiling the Astonishingly Simple Technique for Rapid Skill Domination
- Discover the Startlingly Simple Secret to Unbreakable Habits
- The Jaw-Droppingly Simple Method to Transform Your Chaotic Home
- Unlock the Surprisingly Simple Path to Financial Freedom
- Exposed: The Astonishingly Simple Nutrition Hack for Lifelong Health
- The Heart-Pounding Simple Way to Energize Your Mornings

28: Surprise and Curiosity

This report is all about curiosity. Your customers have already read plenty on the topic, so you need to surprise them with something new, something different, something that arouses their curiosity and makes them sit and go, WTF is that??? Here are some new examples:

- Neuromarketing Revelation: How Manipulating Brainwaves Boosts Conversion Rates 434%
- The Art of Subliminal Advertising: The Hidden Messages Inside Your Own Brand
- From Clicks to Cravings: The Forbidden Psychology Behind Social Media Selling
- The Marketing Black Box: Decoding the Dark Secrets of Viral Campaigns
- Hijacking Attention: Winning the War for the 8-Second Consumer Engagement Window
- Beyond 'Buy Now': The Science of Crafting Compulsive Purchase Urges
- The Secret Lives of Influencers: Authenticity vs. Bull**** in Social Media Marketing
- Btw, if you should write any one of the above reports, please send it to me, because I can't wait to read it.

29: Survival Strategies

Some problems seem almost too daunting to tackle and some challenges seem insurmountable, which is why you might write a survival guide on not only navigating the problems but also learning to thrive. Examples:

- The Survival Guide to Thriving in the Urban Jungle: Navigating City Life with Confidence

- The Survival Guide to Remote Work: Mastering Productivity and Balance from Anywhere
- The Survival Guide to Divorce: Rebuilding Your Life and Learning to Love Again
- The Survival Guide to Bankruptcy: Rebuilding Your Financial Future with Resilience and Strategic Planning
- The Survival Guide to Parenting Adolescents: Navigating the Teenage Years with Patience and Understanding
- The Survival Guide to Adventure Travel: Exploring the Unknown Safely and Responsibly

30: Top 10

This is an awesome topic, since it can apply to almost anything. The top ten resources, top ten terrifying movies, top ten ways to annoy your baby sister. People never get tired of top ten lists. More examples:

- The Top 10 Ways to Improve Your Productivity at Work.
- The Top 10 DIY Home Improvement Projects for Beginners.
- The Top 10 Strategies to Boost Your Social Media Engagement.
- The Top 10 Investment Opportunities for Financial Growth.
- The Top 10 Science Experiments to Fascinate Your Kids.
- The Top 10 Most Annoying Villains on Dr. Who

31: Transforming the Familiar

Teach readers to take something they already possess and transform it into something significantly more appealing. Present it in the classic "how-to" step-by-step structure and use a topic that surprises and delights. Examples:

- How To Turn Your Boring, Stagnant Marriage Into The Most Exciting Relationship Of Your Life
- How To Turn Every Job Interview Into An Immediate Job Offer, And Even Score A Position Higher Than You Applied For
- How To Turn Your Clutter Into The Growth Opportunity Of A Lifetime
- How To Turn Your Current Skills Into A Million-Dollar Business
- How To Turn Your Ex-Spouse Into Your Biggest Advocate And Best Friend

32: Unlocking Professional Insights

Everybody wants to uncover the secrets used by others to gain fame, fortune, love and good health. You're offering to reveal what the experts know about something that is not common knowledge to everyone else. Pull back the curtain, offer insider secrets and you've got an in-demand report that people will clamor for. Just be sure to deliver on your promises. Examples:

- Insider's Guide: Master the Art of Persuasion with Covert Communication Techniques
- Secrets of the Elite: How to Access Exclusive Networking Circles for Success
- Unlocking Immortality: Lost Wisdom on Longevity and Age-Defying Practices
- Mind Control Unleashed: A Deep Dive into Subliminal Influence and Mental Domination
- Proven Profit Patterns: Uncovering the Hidden Blueprints of Successful Investors
- Forbidden Healing: Ancient Remedies and Cures that Challenge Modern Medicine

33: Uplifting Tales of Triumph

In a world where self-doubt and setbacks often cloud the path to success, stories of resilience and motivation hold immense power. This type of report is dedicated to sharing captivating true narratives that serve not only to uplift readers' spirits but also to impart valuable success strategies. Examples:

- Unveiling the Unstoppable Journey of a Woman: Shedding 100 Pounds and Transforming into a Fashion Icon
- From Struggles to Stratosphere: Chronicles of a Homeless Man's Meteoric Rise to Forbes' Top 500 Business Elites
- Crafting a Tale of Triumph: The Captivating Saga of a 16-Year-Old Literary Sensation
- Triumph Over Adversity: Extraordinary Accounts of Ten Warriors Who Triumphed Against Cancer's Gloom
- A Testament to Timeless Love: Narratives of Five Couples Celebrating Over 50 Years of Marriage

34: Why You Can't

Almost everyone has encountered a problem that they have tried to solve repeatedly, but have struggled to find a permanent solution. This report sheds light on the reasons why previous attempts may have failed and provides actionable steps to help readers achieve the desired results. It is important to approach the topic in a way that avoids blaming or offending the reader, as this can hinder their willingness to accept advice and may even lead to refund requests. Examples:

- Why You Can't Achieve Success Without Embracing Failure
- Why You Can't Underestimate the Power of Positive Thinking
- Why You Can't Instantly Master a New Skill - The Science Behind Learning
- Why You Can't Stop Gambling (Until Now)
- Why You Can't Neglect Mental Health in the Pursuit of Professional Goals
- Why You Can't Leave Social Media and Reclaim Your Real Life (Until Now)

35: X-Minute Guide Series

Show that readers can get relief to their problem starting in just a few minutes using slight changes that bring about huge differences and far better results, all while gaining this knowledge quickly and easily. Examples:

- The 5-Minute Guide to Effective Time Management
- The 10-Minute Guide to Mastering Basic Cooking Techniques
- The 30-Minute Guide to Building Your Personal Brand Online
- The 20-Minute Guide to Starting a Successful Blog
- The 10-Minute Guide to Understanding Cryptocurrency
- The 5-Minute Guide to Improving Your Posture and Relieving Back Pain

Next Month: The final 15 report topics with examples PLUS a one-page cheat sheet PLUS the story of how one man quietly built an empire using nothing more than free reports and a small website.

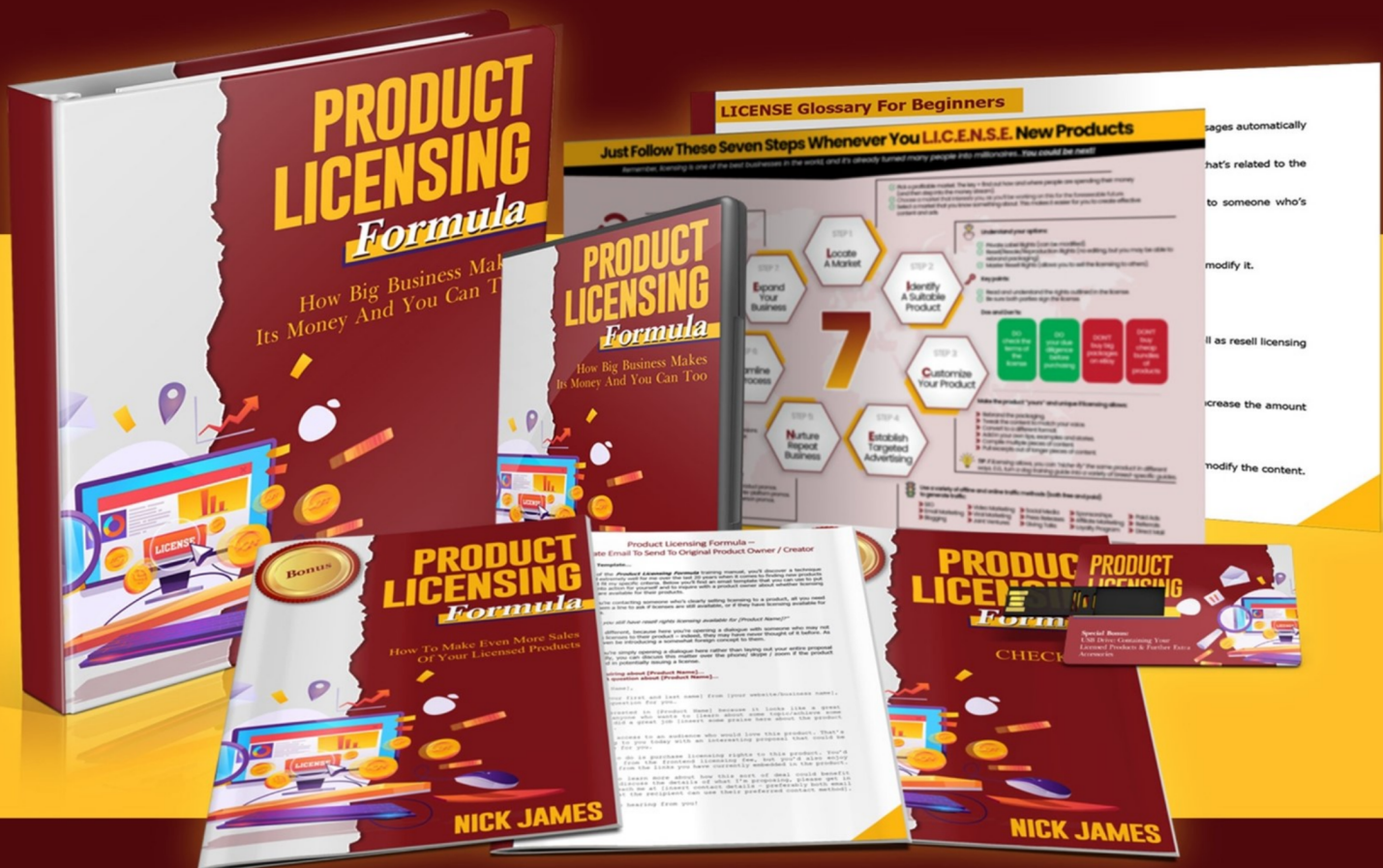
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"This stuff has taken me years to learn. Not because it's difficult but because it's really hard to find any information about this process. It's generally the kind of stuff being passed around in a small inner-circle of info-entrepreneurs by word of mouth."

-Nick James



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