

# BLUEPRINT

## Internet Marketing Monthly Newsletter

*Issue 151*

**8**

**How to Create  
Your Own Social  
Media App**

**17**

**7 Ways  
You're Going to Lose  
All Your Money**

**22**

**How to Build  
a Six-Figure Money-  
Making Machine via  
LinkedIn**

**25**

**5 Profitable  
Businesses  
You Can Start Today**

**13**

**Exclusive Interview  
Mark Bishop**

Copying the content of this newsletter is a sin paid back in full automatically by nature in due time with an interest.

All Rights Reserved Worldwide.

All images ©Pixabay.com & Unsplash.com  
All rights reserved worldwide. Extraction of images from this publication and/or any other use of them is strictly prohibited.

# Top 7 Twitter Alternatives

If you miss the old Twitter, you might want to explore these Twitter alternatives for your next digital hangout:

**Bluesky:** A close resemblance to Twitter, Bluesky, a spinoff before Musk's takeover, includes Twitter co-founder Jack Dorsey on its board. An invite-only beta platform, Bluesky's terms state ownership of posted content.

**Threads:** Meta's answer to Twitter, Threads lacks features but gained 10 million users in seven hours at launch. Currently an Instagram feature, it's working on adding functionality and addressing user concerns.

**SPILL:** With former Twitter employees involved, SPILL focuses on creating a safe community for "culture drivers" with a beta testing phase.

**Mastodon:** Resurging in 2022, Mastodon faced growth challenges with a complex server system. Despite a decline in users, discontent with X's changes may attract reconsideration.

**Hive:** Gaining momentum after Musk's Twitter acquisition, Hive's small, women-led team hit one million users in a month. Allows customization and emphasizes images, catering to fandoms.

**Tumblr:** A nostalgic platform evolving as an alternative, Tumblr attracts users with humor, blue tick badges, and a return to more liberal content policies.

**TikTok Text Posts:** While not a direct microblogging alternative, TikTok's text posts offer a sporadic posting option with customization features. Allows users to type text posts that appear alongside videos and photos in standard TikTok feeds.

Not crazy about any of these?

Maybe it's time you started your own. Who knows... one day it could be even bigger than Twitter used to be.



# *RESOURCES AND NEWS*

## **YouTube Launches Audio Descriptions and Testing Posts Only Feed**

YouTube heard from users that they are looking for more ways to discover Community posts on YouTube so they are testing a posts only feed that can be found by tapping through a view all link on a community Post in the Home tab.

They are also introducing the ability for creators to have multilanguage audio enabled to add audio descriptive tracks in YouTube studio if they so choose.

Audio description is an additional narration track which describes what is happening on the screen during natural pauses in the audio allowing users who are blind or low vision users to follow along with the content.

<https://www.youtube.com/watch?v=ICS04hKxVwE>

## Google Launches New Tool to Easily Manage First-Party Data

Google Ads Data Manager simplifies the way you manage your data. You can more easily measure conversions, reach people with relevant ads and get insights from your data to drive better outcomes for your business.

<https://blog.google/products/ads-commerce/simplifying-the-management-of-your-first-party-data/>



## Google's Multiple Security Updates Focused on User Privacy

For Gmail, new requirements for large senders will keep inboxes safer and even more spam-free. New requirements for bulk senders include authenticating their email, enabling one click unsubscribe and staying below a certain spam rate threshold.

This month Google released the new Pixel 8 with a Tensor G3 chip that is even more resistant to cyber attacks.

And to help people move on from passwords and stop phishing attacks, we just made it easier to use passkeys by default to sign-in across Google Accounts.

<https://blog.google/technology/safety-security/google-cybersecurity-awareness-month-2023/>



# Improving Your Website Load Speed

Are your visitors experiencing slow load times on your website? Consider these tips to optimize your website's performance and keep your audience engaged.

Google Page Speed Insight: Analyzing Results

When you run your website through Google Page Speed Insight, do you find issues marked in red? If so, it's time to address these concerns and turn them into green indicators.

The Impact of Load Time on Bounce Rate

According to Think With Google, even a mere 2-second increase in load time can cause a significant 32% increase in bounce rate. It's crucial to prioritize a faster loading speed to retain your visitors.

Page Load Speed: A Vital Ranking Factor

Google has made it clear that page load speed is a fundamental element for ranking webpages. Optimizing your site's speed can positively impact your search engine rankings.

Identifying Speed Bottlenecks

There are various factors that can contribute to poor website loading speed. Some common culprits include unoptimized images, JavaScript issues, excessive HTTP requests, lack of caching, missing gZIP compression, excessive ads, absence of CDN service, and subpar hosting.

Tips to Improve Page Load Speed and SEO

Here are some effective measures to reduce your website's load time and enhance your overall SEO:

- **Select a Performance-Focused Hosting:** Choose a hosting provider that prioritizes website speed and performance.
- **Optimize Website Images:** Compress and optimize all images on your website to reduce their loading time.
- **Minimize Redirects:** Limit the use of redirects, as they can slow down the page loading process.
- **Enable Browser Caching:** Leverage browser caching to store frequently accessed data, allowing faster loading on subsequent visits.
- **Minify CSS, Javascript, and HTML:** Condense your code by minifying CSS, Javascript, and HTML files to decrease load times.
- **Streamline Plugins:** Eliminate unnecessary plugins and regularly update the ones you keep to ensure optimal performance.

By following these tips, you can significantly enhance your website's load speed, creating a more seamless and satisfying user experience for your visitors.



## Spectral Sales: A Marketer's Ghostly Halloween Campaign

In the mysterious realm of cyberspace, where shadows danced across computer screens and whispers echoed through the digital corridors, there was an ambitious online marketer named Morgan.

Morgan, a wiz of online promotions, decided to weave a spooky Halloween tale that would captivate customers and haunt their online experiences.

The journey began with an ominous email sent to subscribers, a ghostly invitation beckoning them to explore the eerie depths of Morgan's haunted website.

The website's homepage transformed into a haunted house, complete with creaking doors, flickering candles, and a mysterious fog that seemed to drift through the screen.

Cryptic messages and hidden clues were scattered across product pages, enticing users to navigate the haunted halls of the website. Morgan embedded secret codes that, when cracked, unlocked exclusive discounts on their spine-chilling products.

Social media played a crucial role in Morgan's haunted campaign. Each day leading up to Halloween, he released short, spine-tingling videos on Instagram and Twitter.

The videos featured mysterious glimpses of his products, leaving viewers with an insatiable curiosity to explore the haunted mansion further.

Morgan enlisted the help of a digital ghost who posted eerie photos featuring Morgan's products. The images went viral, spreading like a digital fog across the social media landscape.

On Halloween night, the grand finale awaited. Morgan hosted a virtual séance on his website, a live-streamed event where he unveiled a limited-edition, ghost-themed product. Users from around the world gathered in the digital darkness, eager to be part of this mysterious product launch.

The website's virtual shopping cart transformed into a cauldron, and as users added the limited-edition item, ghostly whispers and spectral music filled their headphones. It was an experience that transcended the ordinary, immersing users in a spooky narrative crafted by Morgan's digital sorcery.

As the clock struck midnight, concluding the virtual séance, Morgan unleashed a final surprise—an online giveaway. Participants who shared their spooky experiences on social media stood a chance to win a grand, mysterious prize from the haunted marketer.

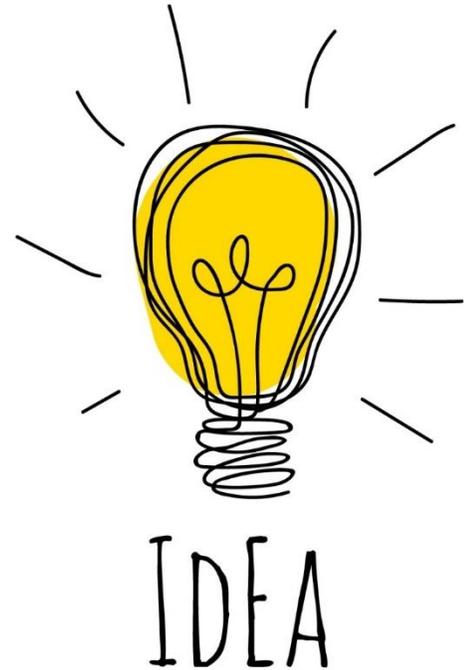
And so, in the realm of online marketing, Morgan's Halloween campaign became the stuff of legend, a tale shared across digital forums and whispered about in the dark corners of the internet—a reminder that, in the right hands, even marketing could become a spine-chilling journey into the unknown.

## Instagram Took Away a Major Source of Income for Its Creators

A monetization tool on Instagram was 'paused' indefinitely and creators are not happy about it.

Recently, a monetization tool on Instagram called the Reels Play bonus went away, leaving creators to find other streams of income to make up for losing the \$500-\$1,000 they had counted on each month via Reels Play. The program gave content creators money when they hit certain goals for views on their videos — similar to TikTok's Creator Fund.

<https://mashable.com/article/instagram-reels-play-bonus-returning-when>



## Meta's AI characters are Live, with Sometimes Creepy Results

At Meta Connect 2023, CEO Mark Zuckerberg introduced a collection of various AI personas with unique interests and personalities. Through Facebook Messenger, Instagram, and WhatsApp, users can chat with specific characters about topics like cooking, workouts, travel, or general life advice. Many of the chatbots are based on actual famous people. The celebrities look and sound like themselves, but they're not themselves; they're playing characters.

Confused? Here are some examples: Paris Hilton plays Amber, a detective who helps you solve crimes, Kendall Jenner plays Billie, an older sister type who gives life advice, Duane Wayne is Victor, an Ironman triathlete who helps you get motivated, and Tom Brady as Bru, who likes to argue about sports.

Baffled? So are we.

<https://mashable.com/article/meta-ai-dystopian-chatbot-kendall-jenner-persona>



# How to Create Your Own Social Media App

*No doubt you've noticed all the social media platforms that are trying to compete with or replace Twitter.*

Developers see a vulnerable platform with millions of disgruntled users and recognize a huge opportunity.

Which got me thinking... how would someone go about building their own social media platform?

It's quite similar to building an app, only on a larger scale with not just an app but also a full-fledged website experience.

So, let's talk about how to build a social media app. Who knows, you could be starting the next social media space that solves the problems we see in the choices we have today.

## 1. Identify an Unmet Need

Building a clone of a current social media app or platform likely isn't the answer.

You've got to start at the beginning and identify an unmet need. Look for gaps in the market or areas where existing platforms fall short. This presents a unique opportunity for you to create a solution that addresses users' desires.

To ensure success, focus on meeting this need for your early users. Your app has got to begin making users happy from Day 1 or it will never take off.

## 2. Design an Intuitive Onboarding Process

User retention is critical for the growth of any social media app. Studies show that nearly a quarter of users abandon an app after just one use. To combat this, prioritize designing an intuitive onboarding process.

Simplicity, learnability, and efficiency are key factors to consider. Simplify the app interface, provide easy-to-navigate tutorials, and minimize the time it takes for users to complete tasks.

A seamless onboarding experience increases the likelihood of users sticking around and engaging with your platform.

Think of someone you know who has trouble using their phone, their computer or apps. Now create an onboarding experience that even they can easily navigate.



### 3. Find the Right Audience

To make your social media app successful, it's important to focus on getting the right people to use it. Social media works best when users feel connected, so aim to attract users who are interested in what your app offers.

Once you've figured out what people need but can't find in other apps, think about which group of people would benefit the most from what your app does. Adjust your efforts to reach these people in the best way possible.

Use ads and create interesting content on places like Facebook, Instagram, YouTube, or Snapchat to get people's attention. Think about the ages of the people you want to reach. For example, if you think your app is good for people between 18 and 24 years old, Instagram might be the best place to focus. But if you want to reach a wider range of ages, then Facebook could be better.

Also, think about how people look for things online. Use search engines like Google and write blog posts that can show up when people search for topics related to your app. Make sure your marketing plans match where your target audience spends most of their time online.

#### 4: User Feedback is (often) GOLD

One important way to strengthen your app is by listening to what people who use it have to say.

User feedback is like a treasure map that guides you to hidden gems of improvement. Think of it as having a team of supporters who want your app to succeed just as much as you do.

Get a group of Beta users to help you test out your app and tell you what's not working, what needs to be added and what they want to see more of. Listen carefully to what they tell you but be discerning about which bits of advice you choose to follow. You're the one who must decide what your app will do and what it won't do, because frankly it can't do everything or please everyone.

And be ready to pivot if necessary. You might think you've built an app for friends to meet when it turns out you've created the perfect new dating app or even business contact app. It happens. Remember that Twitter was just supposed to be something for employees to communicate with. If they hadn't pivoted, they never would have built a huge company that sold for major money to a super-rich dude.

#### 5. Believe in Your Platform

Facing challenges and obstacles is a normal part of creating something new, like your app. It's crucial to always believe in what you're doing, even when things get tough. This belief is like a strong foundation that helps you overcome hurdles, especially in the early stages of launching your app.

Maintaining confidence in your idea keeps you motivated and determined, making it easier to deal with problems that might come up.

Embrace the journey, stay resilient, and continuously improve your platform based on user feedback.

By following these steps, you might build the next popular app or even the next giant social media platform.



And now for our non-sexy and yet important topic of the day – duplicate content on your website. I recently discovered some duplicate content issues on my website and thought I'd share what I learned with you.

Having duplicate content on your website can negatively impact your search engine rankings. This issue is referred to as canonicalization and occurs when you have multiple instances of similar content scattered across your site. Notice we said 'similar' because it doesn't need to be identical to have a negative impact in SEO.

Of course if you're not trying to rank your website in the search engines, then you don't have to worry about this.

But if you do want to earn free traffic through Google and the other search engines, then it's essential to address three major issues that Google crawlers and bots encounter:

- **Confusion in Indexing:** Bots may struggle to determine which pages to include or exclude from their indices.
- **Link Metric Ambiguity:** Bots might not know whether to direct link metrics to one page or treat them separately.
- **Keyword Ranking Confusion:** Bots can become perplexed about which version of the content should rank for a specific targeted keyword.

Unintentional duplicate content can arise due to various reasons:

- **URL Variations:** Having different variations of URLs for the same page.
- **Non-Canonicalized Domains:** Your site existing in different versions, such as [www.site.com](http://www.site.com) and [site.com](http://site.com).
- **Repetitive Keyword Targeting:** Targeting the same keyword multiple times with nearly identical content.

As a webmaster, you can take specific actions to resolve the issue of duplicate content:

- **Implement 301 Redirects:** This is the best method to permanently redirect users and search engines from duplicate pages to the preferred versions.
- **Use Rel=Canonical:** Employ the "rel=canonical" attribute to indicate to search engine bots that a certain page is a copy of the specified URL, helping them understand the preferred version.
- **Leverage Meta Tags:** Use the code "`<meta name="robots" content="noindex,follow">`" in the page's HTML to instruct search engine bots not to index the page while still following its links.

By proactively addressing duplicate content and employing these techniques, you can improve your website's SEO and enhance its overall search engine rankings.

## Is Duplicate Content Secretly Hurting Your SEO?



# Google Ads or Amazon Ads – Which is Better?

Sometimes there simply is no choice – you’ve got to use Google Ads or Amazon Ads because that’s where you are.

If you have a choice, then you might want to choose Amazon. Here’s why:

Yes, Google Ads are the popular kid on the block with over 90% of global search engine usage. But a 2021 survey revealed that 54% of all product-related searches in the U.S. happen on Amazon.

While Google has wide reach, Amazon knows what you want, when you want it. It's like everyone's personal shopper and online marketers sometimes miss the sweet targeting opportunity Amazon offers.

Of course, Amazon is a world of its own, and to get in, you've got to invest in the Amazon ecosystem and build a product listing. It might sound like a bit of a hassle, especially when Google Ads lets you run traffic straight to your ecommerce website with fewer hoops to jump through.

But here's where it gets interesting: Amazon has this cool thing called Fulfilled by Merchant (FBM). Sellers can fulfill products themselves, bypassing Amazon's fulfillment centers. So, you don't have to dive into the Amazon marketplace headfirst if you're not ready.

Using Amazon ads isn't about opening a shop; it's about unlocking a whole new sales channel. Amazon's got a massive network of customers, and once you're in, you can tap into it like a keg at a party. Plus, their ad platform is like the VIP section.

But what about money?

It's true that Amazon Ads might seem a bit pricey at first glance. They've got this commission thing going on top of the cost per click. Ouch.

But when you compare it to Google Ads, the CPCs are lower, and the conversion rates are sky-high on Amazon.

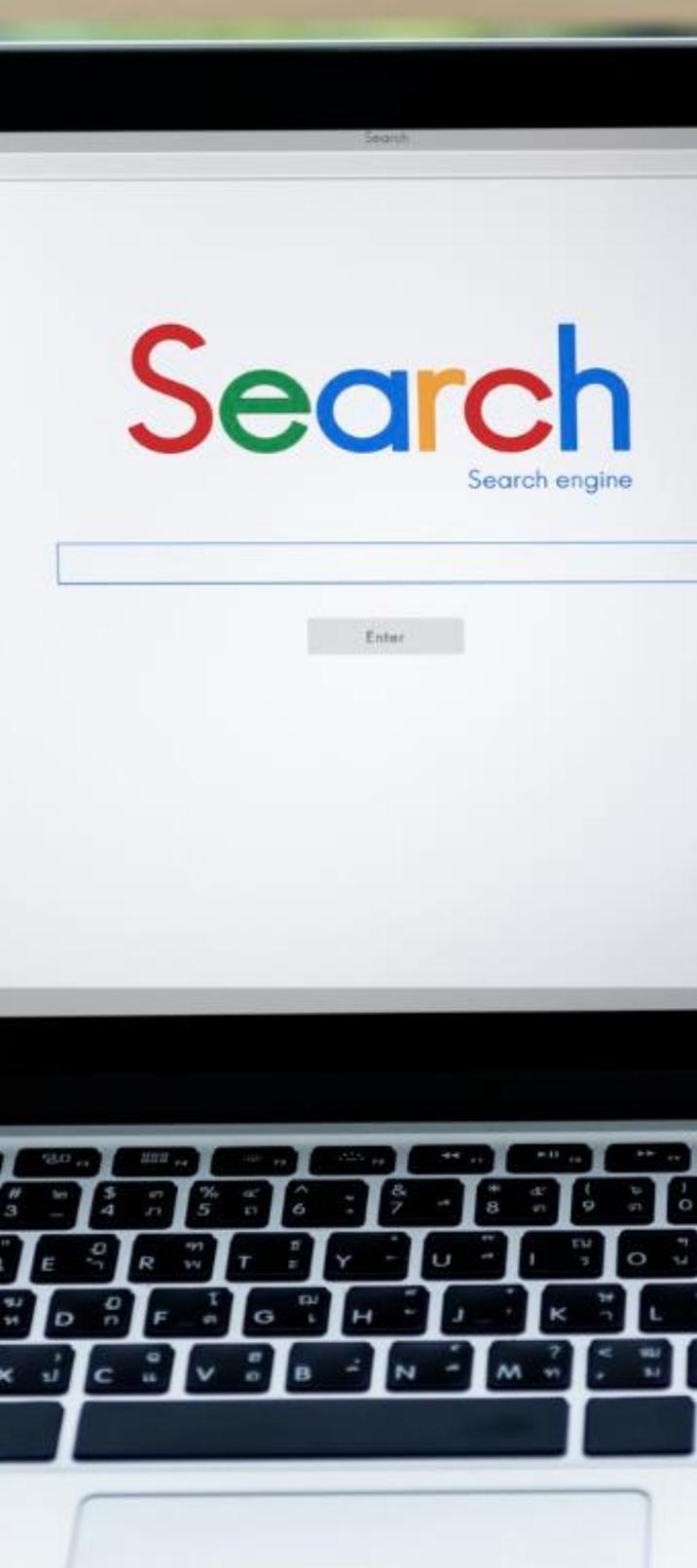
So, in the grand scheme of things, it might just be a better bang for your buck.

Here are a few things to know:

## 1. Amazon's Return on Ad Spend is Better

Amazon has laser focus on what people really want. Plus, they throw in tools like advertising on competitor listings – cheeky, right? Amazon listings can hit conversion rates of 10-15%, even more for Prime members. Compare that to Google's usual sub-5% conversion rates. Even with Amazon taking a cut, the Return on Ad Spend (ROAS) usually beats Google Ads.





## 2. Amazon Tracking Rocks

Tracking with Google Ads is like working blindfolded, even with Google Analytics 4 and Tag Manager. But Amazon makes it easy because everything you need is right there on the platform – product info, reviews, influencer vids, you name it. Buyers trust Amazon, and most of the research and sales happen on the platform, making tracking a walk in the park. With Amazon's tools, you can understand the customer journey from keyword to sale.

## 3. Amazon Ads Boost Organic Rankings

Google says, "Ads don't change organic rankings." Amazon says, "Hold my coffee." Sponsored Ads on Amazon actually boost organic rankings. Google keeps 'em separate, but Amazon uses ad success to boost organic ranking trust. So, Amazon Ads not only bring in buyers but also help your products climb the organic ranks.

## 4. Amazon Ads = Reviews and Long-Term Wins

SEO on Google is like trying to crack a secret code – time-consuming and sometimes feels like juggling flaming torches. Amazon Ads, though, build a staircase to SEO success. More ads mean more sales, more reviews, and higher rankings. Amazon reviews are like gold; they're your ticket to the top. Google Ads? Not the same magic.

## 5. Amazon Marketplace, the Easy Breezy Dominator

Amazon Ads not only make it easier to compete, but they also let you own the whole playground. Google's like, "No unfair advantage!" Only four ad spots, and they don't want anyone hogging the spotlight. Amazon, on the other hand, says, "Go big or go home!" You can dominate the whole search results page. Google's got rules against it; Amazon's all for it. Your brand can be the kingpin of the SERP with Amazon – no rule-breaking needed.

Amazon Ads might be the dark horse of advertising, but it's got some serious perks that make it a party worth considering.

# Mark Bishop

## Interview



**Editor:**

Today we're joined by a marketer and entrepreneur with a rich background stretching back to a keen interest in direct marketing that goes back to the 1980s. Over the years, Mark Bishop has spearheaded successful launches, including Niche Synergy. With his latest endeavor BLOX, he's set to guide aspiring entrepreneurs through the intricacies of affiliate marketing. And from his home base in Bristol Mark balances family and a thriving online career. So let's dive into the journey and insights of Mark Bishop. Welcome, Mark. It's great to meet you.

**Mark Bishop:**

Thanks for having me.

**Editor:**

Well, as I mentioned, your interest in marketing goes maybe all the way back to the 1980s.

**Mark Bishop:**

Yeah, shows my age. Yeah. Yeah, I mean, back then it was direct mail, it was mail order. I was just fascinated by the whole concept really.

**Editor:**

And what made you get an interest in that? Was it just like letters you'd received through the door?

**Mark Bishop:**

Yeah, well, everything really, I mean, it was a lot of people would call it junk mail. I used to term it as being gold. I collect it, I still collect it, now I have sales letters going back maybe 10, 20 years. I just find it fascinating that the written words, a sales page could inspire you to buy something.

**Editor:**

Yeah, absolutely.

**Mark Bishop:**

Yeah, it does go all the way back to the 80s and yeah, it was just fascinating stuff really.

**Editor:**

Do you use that, all the letters you've received over the years, do you use that as inspiration now for your own product launches?



**Mark Bishop:**

I do, yes. Like I say, I did collect a lot of it and I still refer to it. You can find a lot of it online now. But yeah, I still refer to it. It's just fascinating stuff.

**Editor:**

Really, and who would you say has influenced you the most from the letters that you received? Any names stand out?

**Mark Bishop:**

There were some, I mean, I don't really fixate on particular copywriters, but I can remember signing up to a newsletter, and it was a company called Streetwise Marketing. I think they're still going, actually. And some of their sales letters were just great. I even bought some of their products.

**Editor:**

So they actually encouraged you to actually put your hand in your pocket as well. You know it's a success when that happens.

**Mark Bishop:**

Yeah, absolutely.

**Editor:**

So we mentioned that this interest goes all the way back to the 1980s, but when did you start online? When did you start your own business?

**Mark Bishop:**

Well, I kind of fell into it. I mean, I was interested, like we've already discussed in direct marketing, but for most of my working life, I worked in the construction industry. So I've been a painter, a decorator, I've been a plumber. And I'm not an academic, in fact, I'm dyslexic. But as the internet took off, and I guess I was just starting off late to the internet, really, I didn't really get into it until around 2010.

And I can remember being interested in it being on the Warrior forum, and forums like that. And just seeing what other people were doing and just thinking to myself, well, this looks very much like the direct marketing of the 80s. And I bought products, like a lot of people probably listening. I bought products, I tried them and I didn't get anywhere, made lots of mistakes. But then I bought a couple of products by, let's see, I think one of the vendors was Mark Ling, another was Roy Carter.



**Mark Bishop:**

Both of these were products about niche marketing. Now, what appealed to me about niche marketing was the fact that you didn't have to do the kind of stuff that we're doing here. You didn't have to be on video, you didn't even have to use your own name and pictures and that, you could just use a different persona. So I had a go with that, and at the time, I had a skin condition and I'd learn to manage it with natural products. And what I did was I documented that, how I coped with that skin condition, and I put together, it was about 40 page PDF and managed to get it onto ClickBank. And I've got no technical skills at all, so that was a bit of a tall order in itself, but I managed to get it onto ClickBank.

And I didn't know how to drive traffic so I used Google Ads at the time, and I was just amazed. It was just a crazy thing. But I made \$120 the first night. So I was sat there watching TV, I checked my laptop, \$120 at night, and I didn't really know what I was doing. But from that point onwards, I just scaled the niche marketing. I did that while I was still working as a plumber. I did that part-time, and it was crazy. I got to a point where I had that site and I built another one in a different niche, sorry. And I sold the two. I sold one for \$37,000 and I sold another for \$77,000. And that was really my gateway into the internet marketing space.

**Editor:**

That must have been a bit of a game changer for you as well.

**Mark Bishop:**

Yeah, it allowed me to give up the day job, as it were, and concentrate on the internet marketing space full time.

**Editor:**

Nice. And when was this? Which year?

**Mark Bishop:**

This would've been, I think I sold both of the sites... It's funny, I was looking at Flipper the other day, actually. I think I sold both of the sites in 2013.

**Editor:**

Okay, so you started in 2010, effectively just dabbling with-

**Mark Bishop:**

Yes, doing the niche marketing part-time.

**Editor:**

And then three years later you've got like a \$100,000 payday from two of the products that you've put together, and that's where you are selling the website and the product to somebody else. You're not obviously-



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



You worked hard and got rich.

Good for you!

But do you know what happens to far too many people who get rich?

They find out that keeping the money is harder than earning it in the first place.

### **1: Your Ego Will Ruin You**

You've got a palatial estate, a dozen fancy cars and wild parties every night. Your business is doing so well you let others run it for you.

Then BOOM, you lose everything.

What happened?

Maybe your crypto went bust overnight and you lost millions. Maybe your company fired you for being an incompetent jack\*\*\*. Maybe you've done shady deals that are now coming back to bite you.

Maybe you did all three and a whole lot more.

Who was that person who did all those things? Certainly not the guy or gal who worked so hard to build the business in the first place.

Something happened, and its name is ego. Your ego told you lies about how great you are, how invincible you are and how you can do no wrong.

And like a dummy, you listened.

### **2: Things Change**

You make a fortune slapping up websites full of ads and ranking them on Page 1 of Google. Then Google flips a switch, and your sites are now on page 283 of the search results.

Busted.

You make a fortune in crypto and then overnight your crypto is officially worth nothing.

Busted.

You make a fortune in (fill in the blank) and then things change.

Because things always change.

What made money in 1995 no longer worked in 2003. What worked in 2005 stopped working in 2008 and so forth.

You can't predict these events, but you can be ready for them.

Set money aside. Build multiple streams of income. Don't assume a lot of debt.

In other words, be smart.

### **3: You Don't Own the Platform**

In the early days of Uber and Airbnb, people were making cash hand over fist. Then Uber changed how they pay, and people were making about a quarter of the money for the same work. Airbnb became overcrowded with overpriced, lousy places to stay and people went back to hotels.

If you don't own the platform, you're not in control.

If you depend on a certain platform or tool you don't own, you might think about how to change that.

Ask yourself how you can own more of what you do.

# 7 Ways You're Going to Lose All Your Money



#### **4: You Always Go for The Fast Win**

You've got choices.

One money-making venture could produce big money fast, but it's risky.

Another investment is a sure thing, but it pays out slowly over time.

If you put all your eggs into the fast win / high risk basket, you could lose it all.

When you do make money, stick some of it in something safe, like real estate. It will still be there for you when everything else goes topsy turvy.

#### **5: You Go Cheap on Security and Don't Diversify**

There are hackers who steal websites, bank accounts and more.

But that will never happen to you, right?

Your WordPress site is taken over by someone on the other side of the world.

Your digital wallet gets hacked, and you lose millions of dollars.

Now what?

If only you had taken some security precautions as well as diversifying.

Keep your website secure and completely backed up. Have multiple bank accounts. Use multiple stockbrokers. Invest in multiple pieces of real estate. Keep some cash hidden just in case.

Diversify like your financial life depends on it.

#### **6: You Keep Up with the Joneses**

In the US they have an expression: "Keeping up with the Joneses." It means if your neighbor gets a \$100K car then you need to buy a \$110K car to not only keep up, but to also 'beat' them.

It's utter rubbish, but peer pressure makes people do crazy things.

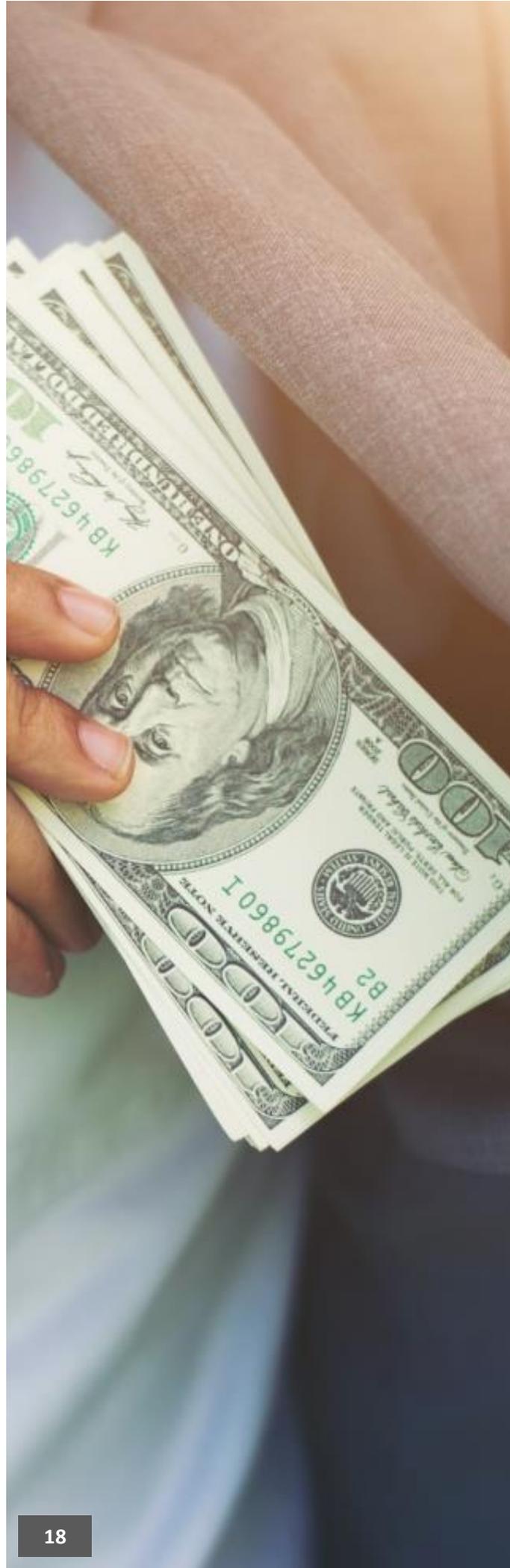
When you're rolling in dough it's going to be super tempting to buy that \$110K car. And for a few weeks you're going to be riding high, too.

But then you get a scratch on the door. And a ding on the fender. And your first trip to the repair shop costs as much as a used car. As you lay awake at night, stressing about how you're going to continue to afford this motor beast, you realize you've done a really dumb thing.

You could have purchased a very nice car for \$30K and invested the \$70K in stocks or bonds or real estate or even buried it in your backyard.

Think about that... burying the money would make more sense than wasting it on a car that costs a fortune to maintain.

To heck with the Joneses.



## 7: You Burn Out

Plenty of business models mean continuous, never-ending work of one kind or another.

Sooner or later, this can burn you out. You simply cannot face writing another email or creating another product or putting together another call.

And so, you take time off. A week maybe. Except that week turns into a month, and the month into 3 years.

And you're broke because in all that time, money only flowed out and never flowed back in.

Realize now that you're going to one day get tired of what you're doing and get ready for that moment.

Maybe it means building your business in a way that you can one day sell it for major bucks and simply retire or do something completely different.

Maybe means creating multiple streams of passive income, such as having a couple dozen books that continue to sell for many years to come.

Even the sun itself will burn out one day. Be ready for the day you decide enough is enough and you want to start something brand new.



# Tapping into the Anti-Influencer Market for Big Bucks

Influencer marketing has begun shifting in recent months and this change is opening up a whole new opportunity for marketers.

Your typical influencer on social media is a twenty-something person who seems to have the ideal lifestyle. They are super-model pretty or handsome, have all the best stuff, clothes and whatnot. They go to exotic locations and do fun activities and their entire lives are...

...a lie.

More and more of these influencers are coming clean and letting the world see what's really happening behind the scenes. They take hours to apply layers of makeup, they use special lighting, filters, major editing and numerous effects to make them look just right. Then there's the staged rooms and fake scenes that are more like movie sets than anything from real life, and the list goes on.

They're living their best fake life and people are getting tired of watching it.

I saw a post on Reddit the other day from a young woman lamenting how the bully at her high school is now on social media pretending to be a nice person. Yup, this influencer was outed, along with hundreds of others.

The fake influencers are being exposed one by one.

Other influencers are sick and tired of being fake and they're going public with what's really happening, which is good news for you.

Because the more people realize all of this nonsense is fake, the less credibility influencers will have on them.

And the more opportunity there will be for REAL people like us to gain a following.

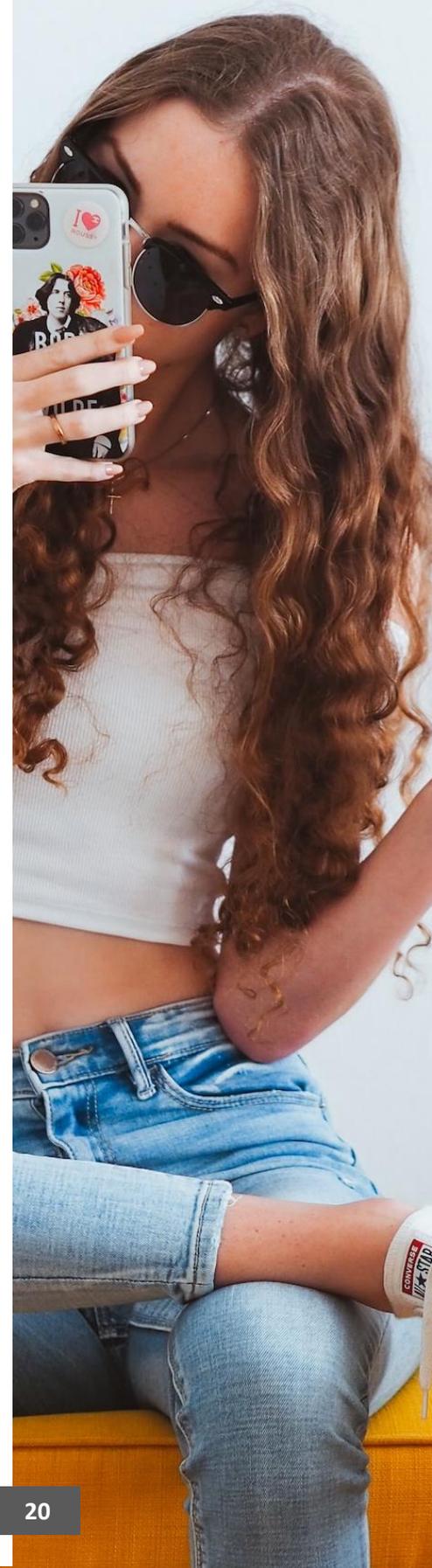
Being an honest and real influencer isn't about looking perfect; it's about being helpful. People are growing tired of getting advice from the Barbie dolls and Ken dolls of the world and now they want tips from someone like their neighbor, who struggled with buying a house or their friend who learned the hard way in business. Real advice from regular folks like you is what's in.

Check this out: Even small YouTube channels from super ordinary people are blowing up. People want content from someone they can relate to, not someone flashing their fancy lifestyle. No more showing off expensive stuff; now, it's about sharing useful knowledge. Educational content from regular people is where it's at again.

And it's not just about looking good; it's about feeling good. Body-positive campaigns are rocking it, challenging fake bodies and photoshopped perfection. Platforms like TikTok are emphasizing real people doing normal stuff, not influencers in their fantasy world. Being real is what gets attention.

So here's the deal: As the era of influencers is fading, guess who's stepping into the spotlight? People just like you. This is your chance to start creating content, sharing your everyday life, and making a real impact. People want authenticity, so be yourself, offer some valuable insights, and watch your audience grow. Now's the time to shine in this million-dollar industry that's changing for the better.

Embrace honesty and authenticity, and you could be the next big thing on social media.

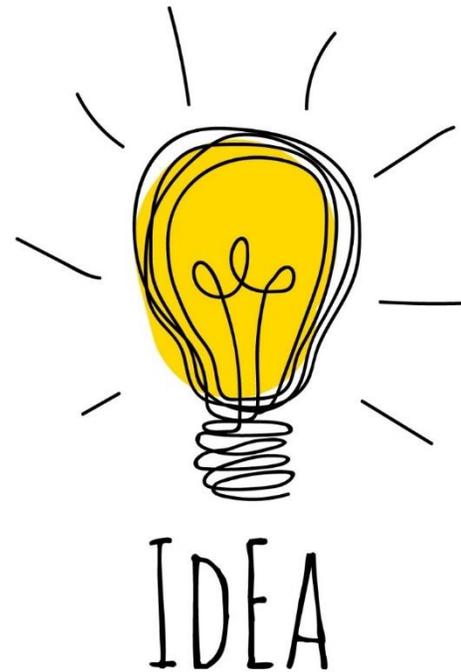


## FTC Proposes a New Bill to Fight Against Hidden Fees in Product Prices

The FTC has introduced legislation to prohibit unfair or deceptive practices relating to fees for goods or services, specifically, misrepresenting the total costs of goods and services by omitting mandatory fees from advertised prices and misrepresenting the nature and purpose of fees.

Hopefully, every marketer reading this is already clearly and openly disclosing all fees to prospects before they purchase. But if not, you'll want to update your marketing materials before this passes into law.

[https://www.ftc.gov/system/files/ftc\\_gov/pdf/r207011unfairjunkfeesnprmfinal.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/r207011unfairjunkfeesnprmfinal.pdf)



## EU Warns All Social Media Apps to Do Better Moderation of Content

Following the militant Islamist group Hamas' attack on Israel and Israel's retaliatory airstrikes in Palestinian enclave Gaza, social media firms have seen a surge in misinformation related to the conflict, including doctored images and mislabeled videos, alongside images of graphic violence.

EU industry chief Thierry Breton told Elon Musk to curb disinformation on his messaging platform X, warning it was being used to disseminate illegal content and false information in the wake of recent violence in the Middle East.

Breton issued a similar warning to Meta (META.O) CEO Mark Zuckerberg on Wednesday, urging the company to ensure strict compliance with European law.

<https://www.reuters.com/world/europe/eu-expands-warning-over-pro-hamas-content-social-media-2023-10-11/>



# How to Build a Six-Figure Money-Making Machine via LinkedIn

If you've ever doubted the power of LinkedIn to revolutionize your business, it's time to reconsider. Even if you feel like an unqualified novice with no extensive networks or capital, fear not.

With the right mindset and strategy, you can turn your LinkedIn profile into a six-figure money-making machine. Here's a step-by-step guide based on extensive interviews with 4 different people who used LinkedIn to build their six figure businesses:

## **Step 1: Master Your Mindset**

I'll bet you're thinking you can skip this step.

"Hey, my mind is just fine, thank you."

Or maybe even,

"Get out of my head and just tell me how to make money."

Here's the problem with thinking you don't have to work on your mindset...

You're lacking confidence. You think you're not an expert. You don't have a network of people. You don't have years of experience. You're afraid of what people will think of you. You don't want to attract attention.

If you're thinking ANY of those things, then it's time to brainwash yourself into thinking differently.

If this means chanting mantras while you exercise or doing affirmations as you fall asleep, do it. Embrace the reality that no one starts out as an expert with a gazillion contacts.

Remember, your attitude determines your altitude.

## **Step 2: Optimize Your Profile**

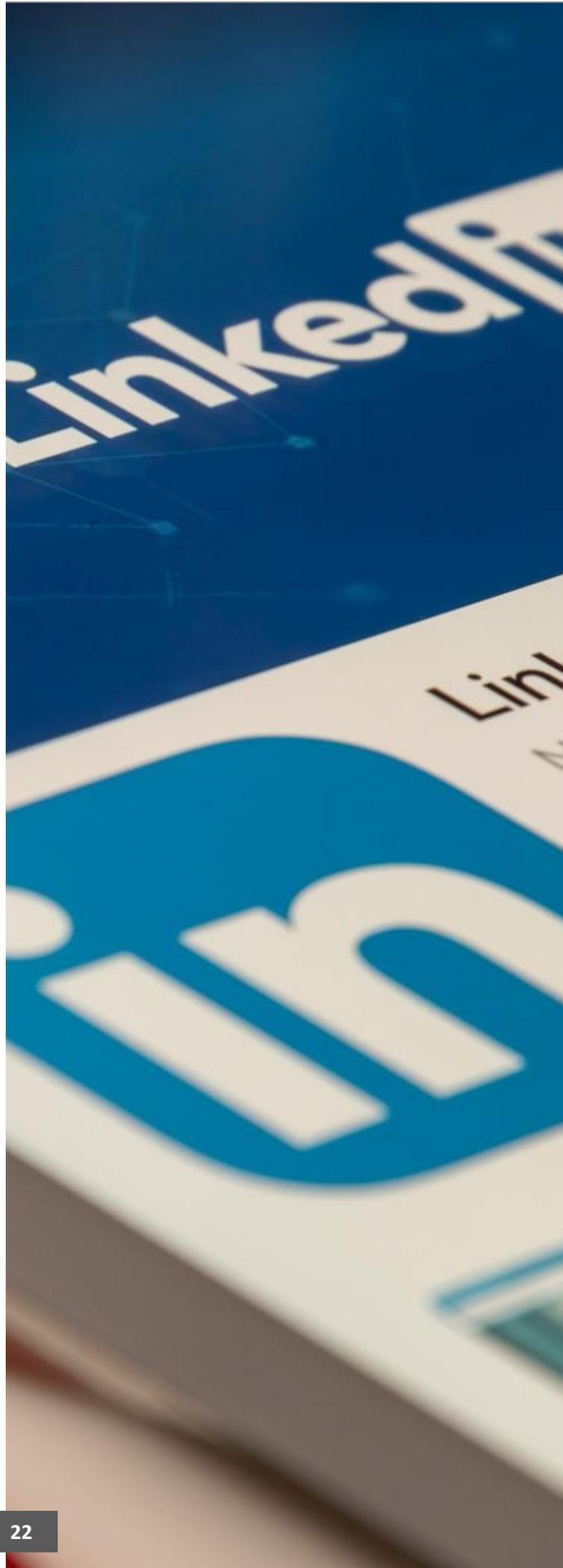
Good news here: Most LinkedIn profiles are terrible, which means you've got the potential to stand apart and above the others.

Think of your LinkedIn profile as your digital storefront. In the blink of an eye, visitors decide whether to engage with you or not.

They want to quickly (QUICKLY!) know why they should follow you.

Follow these profile optimization tips:

Start with a standout profile picture - Begin by uploading a recent profile picture that accurately represents you. According to LinkedIn's Senior Content Marketing Manager, Jane Deehan, your face should occupy about 60 percent of the space.



Personalize with a background photo - Enhance your profile by adding a background photo that provides insights into your personality. While your face isn't crucial in this shot, choose something memorable that reflects your professional identity.

Craft an impactful headline - Your headline is an opportunity to elevate your profile. Instead of merely listing experience, add extra details about your current role, its significance to you, or notable accomplishments. For example..."Conversions Made Easy, Skyrocket Your Sales – Guaranteed Results Every Time"

Avoid buzzwords - Steer clear of generic self-promotional phrases filled with buzzwords and jargon. Instead, focus on clear and specific language to highlight your achievements and professional connections.

Have a Tagline plus Call to Action – You can use the formula, "I help X do Y by Z." I help businesses double their sales by using proven methods of conversion."

Use hashtags - Include relevant hashtags in your profile. For example, "Talks about #marketing #conversions #sales #landing pages #sales copy."

Activate the featured section – This is the gateway to your sales funnel. Ideally you want to offer two options; one paid and one free. For example, you might have a free newsletter and a paid newsletter.

About Section – Here's where you tell a compelling story about your unique experiences before listing your accomplishments.

By implementing these changes, you're already 80% closer to a high-converting profile.

### **Step 3: Create Daily Content for a Year**

Here's where I'm going to lose a lot of people, but all four of my LinkedIn marketers tell me this crucial if you want to turn your LinkedIn into a 6-figure business.

Consistency is key on LinkedIn.

Build the habit of daily content creation, engaging with thought leaders, staying informed, and refining your content based on feedback and data.

The longevity of online content, coupled with its scalability, sets the stage for exponential growth.

And remember that you can always repurpose this content into other avenues and even products later.

### **Step 4: Mine Your Direct Messages for Business Ideas**

As your content gains traction, you'll get more and more views. And as more people see your content, they will begin reaching out to you.



Treat your Direct Messages (DMs) as a goldmine of business ideas. Conduct Zoom calls with those who reach out and ask three critical questions about their challenges, goals, and how you can help. These insights form the foundation of your business offers.

If you want, work with some of these people to solve their problems. You can work with them for free to gain experience, or charge them, depending on where you are in terms of real-world experience.

Document everything, especially the results you achieve and how you achieved them.

As soon as you can prove that you get results, either start charging or charge more.

#### **Step 5: Master the Art of Contacting Others**

Here's where you're going to make it a consistent habit to reach out to other LinkedIn creators who inspire you. Share the impact of their work on you, without making any immediate requests of them. They probably won't reply the first time and that's okay. It could take 5 or more DMs before they respond. Stay friendly, polite and enthusiastic.

Build your relationships over time, and eventually propose collaborative efforts. Organize a Zoom call or start a community on Discord or Slack. Share their work with others.

Keep in mind that building a brand on LinkedIn is a collaborative endeavor. You need others and they will need you, too.

#### **Step 6: Offer Consulting or Coaching Services**

You're going to begin with consulting or coaching services because they are instantly monetizable, have low setup costs, and build your skills and reputation. Avoid working for free (if you are already experienced) and gather testimonials to display on your website.

Offer solutions to the problems you uncovered in Step 4. Keep track of what you do as well as your results so that you can easily duplicate it later.

#### **Step 7: Gradually Build Your Product Line**

As you get more clients, as well as positive results for those clients, you'll also be creating email marketing campaigns, online courses, and e-books. These offerings provide passive income, leverage your expertise, and can sell globally, 24/7.

The idea is to put the experience and results you acquire through coaching and consulting into products and systems that continually work for you to bring in new prospects and convert those prospects into sales.

Learn from your mistakes, celebrate your victories, and always keep records of what you do and how it works out so that you never make the same mistakes twice and it's easy to repeat the successes.

And enjoy the journey!



# 5 Profitable Businesses You Can Start Today

Do you need to start earning some fast cash?

Do you have a skill, or can you outsource to someone else who has a skill? (The answer is always yes, by the way).

Then you can do one or more of these simple businesses and even pull in several thousand a month doing them.

## Unleash Premium Mastermind Experiences

Imagine a unique way of learning that's not like regular classes or groups. It's not about one person creating everything; it's about you putting together interesting, successful people and connecting them into a private mastermind group.

This isn't just any mastermind. This one takes an application and a big fee to enter. It's not about you, but rather it's about the caliber of people you can put together.

People in the group have already experienced some serious success and they want to go even bigger. Maybe they've got a million dollar business they want to parlay into 10 more, or they want to diversify into another realm. Maybe they just want to get to know other successful people to bounce off ideas, contacts, resources and so forth.

People in this group want to learn fast, not go really deep into one topic. And here's the cool part—they usually have a good amount of money to spend. If it's not expensive (at least \$5,000, maybe even \$10,000 or a whole lot more), they might not be interested.

Making this kind of group isn't easy, but the high price makes it super exciting. Why? Because with that much money involved, you're surrounded by energetic and successful people who've probably done well in life.

The trick is finding these people. You'll need to pick them carefully using an application process and maybe a video call. They could be from your email list, or you might get them from someone else's email list. It's all about being creative to make this kind of learning group work.

## Become a Professional Spook

In the military a 'spook' is someone who does something they cannot talk about to others. Usually, they have a high security clearance, and they do things that others can only learn about decades later when it becomes declassified.

In the online and writing world, a 'spook' is also known as a ghostwriter. This is a person who writes the content and books for well-known people, webmasters and anyone who needs writing done for them.





Many Hollywood celebrities publish books under their own names, while very few of them actually do any writing. They hire a ghostwriter to write for them. The ghostwriter gets paid, and the celebrity gets the credit.

By mastering the art of adopting someone else's voice, ghostwriters create content that supplements existing material or even writes exclusively for the client. This hidden marketplace provides a significant business opportunity, and its potential expands when you can guarantee certain results from your writing.

For example, if you get good at writing content that goes viral or that creates sales (such as sales copy), you'll find you can charge far more than if you write more generic material such as articles and books.

One ghostwriting niche that is particularly hot right now is email courses. An email course can be free or paid. It builds credibility for the person who offers it, and it can be used to upsell other products as well as promote products within the course itself.

As a ghostwriter who specializes in creating email courses, you will work with marketers, businesses, and experts to teach their subscribers through a daily email course that might last from 5 days to 60 days.

The profit potential of these courses is huge, and you might even decide to start creating a few extra courses that you can promote yourself to supplement the income you make working for other entrepreneurs.

### **Be a Landing Page Conversion Master**

These days so much is happening in apps and on social media that a new business or marketer doesn't need to put up a website immediately.

What they do need, however, is a landing page. A landing page is a single web page with a single goal, such as leaving an email address to get a freebie.

Creating landing pages that truly convert and convert well is a skill and an art. You'll want to study what works and what doesn't, as well as testing one landing page against another.

Your job is to help entrepreneurs turn their traffic into customers or subscribers. You can charge by the hour, or you can charge a large fee for a successful outcome.

And you don't need to be a coding wizard because anyone can learn to build impactful landing pages.

Consider offering a package of three landing pages and then testing to find and tweak the best one for your client.

## Build a Curated Community

Traditional business models are all about the one-way transaction, where repeat purchases are often few and far between. There's no sense of connection or community and no chance to connect with others sharing similar interests. That business model is so last century.

Now a new wave of one-person businesses is revolutionizing this narrative. Enter the era of creators who are not just curating communities around specific topics but are taking it a step further by building communities around common goals.

Imagine everyone participating in the same hobby or task together. The synergy created in such communities fosters an engagement level that is unparalleled. This is why business models tied to a shared challenge or goal are proving to be incredibly profitable.

Gone are the days of just teaching or talking. The new paradigm involves helping people "do," and the response is nothing short of gratitude. The evolution of communities doesn't stop there—they're becoming gamified. Think badges, unlocks, drip-feed content, live coffee calls, group study sessions on Zoom with music, and more.

At the heart of this new community-centric model is a monthly subscription. However, the savvy move is towards an annual subscription, a strategy that not only secures commitment but cultivates loyalty. The secret? Make the annual subscription a deal that's 10 times better than the monthly option.

Because who can resist a good deal?

Once your community takes root, the possibilities are limitless because numerous business models can be developed. Thriving businesses are born from tightly focused communities of like-minded people. You'll find numerous ways to monetize this, adding income streams, affiliate products, services and so forth.

Build a group, curate all the relevant information and news, be a leader and create a vibrant, engaged community where everyone thrives together. Choose a topic you're passionate about and it will never feel like work, either.

## Start Group Coaching

Just as a psychologist earns far more with their group session than they do in one-on-one counselling, so too can you earn more by coaching a group of people at the same time.

For example, if you coach one person at a time, then you are selling your time and it's not scalable. But if you coach 10 or 25 people at once, you are earning far more for that same hour of your time.

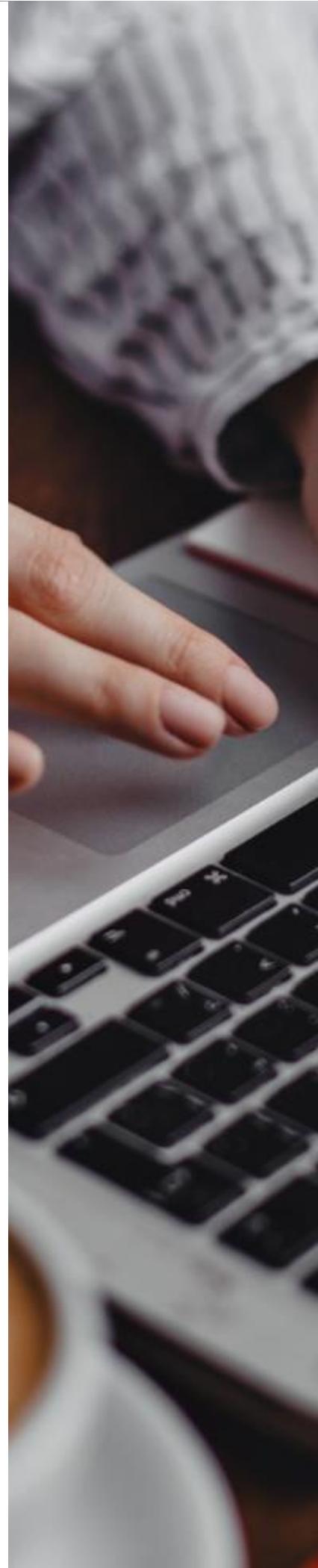
With group coaching you are still keeping people accountable. You can answer questions on the call as well as via email and create a social group where they can interact and network with each other.

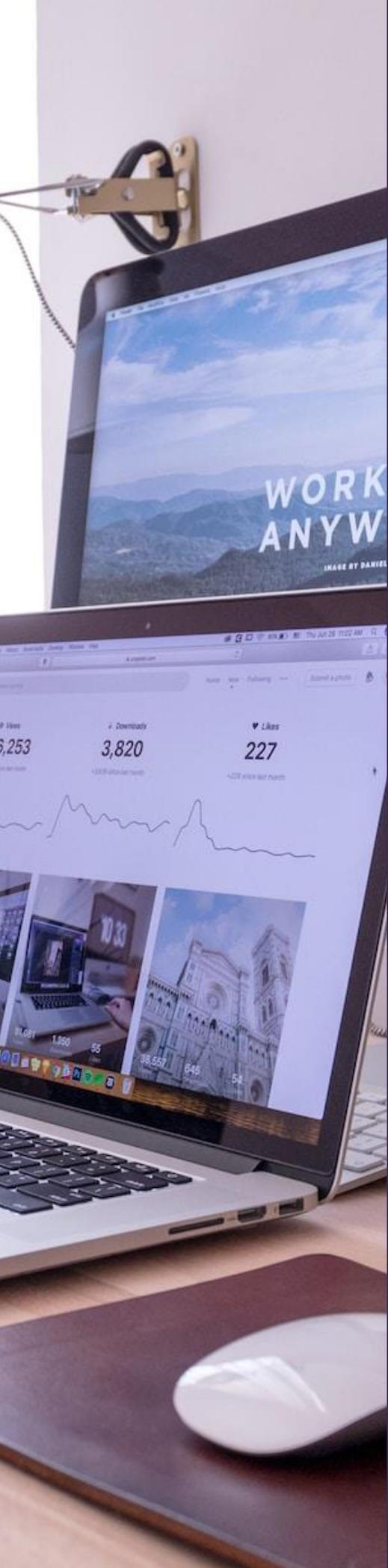
Choose something to coach or teach that is of high value so that you can charge accordingly. Make a guarantee of results and allow your students to cancel after the first session if it's not right for them. This way it should be easy to get people to sign up.

Don't coach on anything that requires certification you don't have. Offer supplemental materials such as videos, transcripts, or books to make the coaching high value.

And limit the number of people in each group to how many you can reasonably work with. This exclusivity will also help you to bring more people into your sessions, since there is competition to be chosen to participate.

Depending on the size of your cohorts, this model can generate substantial revenue ranging from a few thousand to many thousands of dollars per group.





## Case Study – 501 Days from Business Start to Strategic Exit

At 30 years old, Jana recently closed a significant chapter in her entrepreneurial journey – selling her first one-person consulting business. Reflecting on the 501 days it took to reach this point, she shared with me the path she took from inception to selling her business, along with plans to build her next part-time business venture.

### **Embrace Imperfection and Just Start**

For two years, Jana was stuck in the “I-want-to-start-a-business” mindset, endlessly consuming information without taking any real action. She was waiting for the flawless recipe that would show her exactly what to do, how to do it and when to do it.

Finally, she realized this perfect plan would never materialize, and the only way to get started was simply to start. She challenged herself to make incremental progress, to allow herself to pivot as needed, to be comfortable being uncomfortable, and to believe that if she continued to move forward, then the next step would always appear.

Looking back, she says it’s not how you start, but rather that you simply start. If you’re afraid, it’s okay, as long as you keep moving.

### **Consistent Action Beats Reading More How-to Books**

Jana says Henry Ford was right, “If you believe you can do it, then you can do it. If you believe you can’t, well, you’re right about that, too.”

She found that her own beliefs in herself and her business were strengthened through consistent action. Instead of getting lost in reading more books or posts on how to begin, the key is to show up every day and move your business forward by at least 1%.

Consistency compounds over time, reinforcing the belief that you are, indeed, an entrepreneur. Every day of showing up is a testament to your commitment.

### **Follow Your Obsessions**

Jana says to discover what truly captivates you, what makes you unique, and then lean into it, even if you think it’s strange. Embrace the quirks that define you because these can be your unique offerings to others.

What may seem too different from mainstream can often be turned into a scalable business model. Your passions, no matter how unusual, can fuel a successful business if leveraged correctly.

### **Leverage Your Weaknesses and Shortcomings**

Recognize and harness your weaknesses and shortcomings and turn them into assets. Jana was building a business in an industry dominated by old white men, while she is a young African American woman. Jana has a psychological quirk that most people would want to hide, but instead she spoke about it openly and used it to her advantage in the business.

Sometimes the things you think are holding you back are your greatest strengths. But you’ve got to realize that and figure out how to use them to your advantage, setting you apart from everyone else in your niche.



### **Zero in on Your Unique Voice**

Jana discovered that combining your obsessions with your unique assets creates an unfair advantage in your niche. You have no competition because no one can replicate you, and there's immense power in that. When you are true to yourself and build a business around your genuine interests, weaknesses and strengths, you automatically stand out, making the concept of competition irrelevant.

### **Prioritize Long-Term Relationships**

In business, relationships are everything. Jana cultivated meaningful connections and avoided toxic ones. She became adept at judging character and trusting her intuition.

If you can't envision a long-term working relationship with someone, don't engage with them. Building a network of reliable and trustworthy connections is a fundamental aspect of sustainable success.

### **Let Go of Expectations**

Jana didn't start out thinking she would sell her business in 501 days, or even perhaps ever.

She began by learning what kind of help people wanted, needed and were willing to pay for.

Then she worked like crazy to deliver it. She focused on servicing her customers first, building her business second, and long term goals weren't even on her mind at the time.

By focusing on servicing her first customers, she found it easy to get testimonials and referrals. This made building her business easy, too.

But she didn't rely just on referrals. She created a great deal of content that drove people to her podcast and her website, and some of those people became clients, too.

The point is, she focused on what needed to be done each day and let the long term picture take care of itself. This isn't what most experts would tell you to do, but it certainly worked for her.

### **What's Her Next Move?**

Digital products. She's sold her business for six figures plus a consulting contract that runs for three years. During these three years she will continue to occasionally work in the business and mainly consult with the new owner on working ON the business.

Her time commitment for this is 10 to 20 hours per week, leaving her plenty of time to begin creating digital products. Now that she's built a business servicing customers, she looks forward to building a second business where she does the work one time and gets paid over and over for it.

Notice she didn't start with digital products. Getting the experience of helping real people to achieve real results has given her a tremendously firm foundation on which to create and sell digital products from now on.

And because she'll still be consulting, she'll get even more experience in the niche that she can continue to parlay into new products.

# THE **BIG** SECTION



## 7.5 Digital Products You Can Create in a Day

Some of the best products are the ones you can create in a snap and start sharing immediately with your followers and subscribers.

I've created products that took weeks of hard work to finish, and others that I put together in an afternoon.

All of them are valuable, but the quick products fill needs that the labor-intensive products simply can't.

For example, you need a new lead magnet to build your list, or something to share on social media to drive traffic, or a bonus to a product you're going to promote tomorrow.

For that matter, what if you don't yet have a single product of your own? Then if you have Google Doc and a Gumroad Account, you can make your first product today and begin selling it immediately by driving traffic through social media and begin your six-figure journey.

Here are 7.5 digital products you can make in a day:

### 1: 5–7 Day Email Course: The Automation Advantage

Every solopreneur understands the power of automation. An email course is a brilliant, hands-off product that you can whip up in just a few hours. These courses can be offered for free to build your list or you can charge for them. The best part is, when someone takes your course and follows it day by day, they become accustomed to opening and reading your emails, setting you up to make future sales, too.

And if you sell an expensive product, the email course can be the introduction that not only provides good information, but also sells the reader on purchasing the course, too.

#### How to Create Your Own Email Course:

Brainstorm topic ideas: Align your course with your expertise and existing products. What action do you want your course readers to take? Tailor your course to nudge readers in the right direction.

Set clear goals: Is this course leading to an upsell? Is it a lead-in for consultations? Or maybe you are simply establishing authority and rapport with your readers.

Determine length and frequency: A 5-day course is a solid start, but if you have the material, feel free to lengthen it.

Develop a uniform email template: Keep it professional and on-brand. Use the same look, graphics, fonts and so forth to maintain consistency.

Create valuable content: Write in short paragraphs, offer valuable insights, and create a structured sequence. Use personal anecdotes to illustrate your points and build rapport with the audience.

Remember, these email courses can be more than just freebies. They can be powerful tools to monetize your knowledge.

Tools you might use: Email Octopus for automated emails, Pretty Funnels to plan your sequence and Notion to archive lessons. Do your research on autoresponders to get the right one for you.

### 2: Walk and Talk Videos

You could make any kind of video, of course, but we're going to assume you're not a wiz at making professional looking videos but you do have some valuable information to share.

You can make a video on the fly. Choose your topic, create an outline and then start talking. If you have a green space or scenic view nearby, you can make the video while you're walking or sitting in that space.

The key here isn't that you're making a beautiful video with perfect sound quality, but rather you're imparting some sort of information that is absolutely dynamite and not readily available elsewhere.

Be sure to explain whatever it is you're talking about clearly. Ask a friend to view the video to make sure they understand not just what you're saying but also how they could apply that information in their own lives.

Ideally you want to solve a problem for the viewer, and if you're ambitious you could even do several of these in one day.

Tools you might use: Your smartphone for recording, handheld gimbal for stabilization, lavalier microphone for audio, Filmis Pro or Open Camera for video recording and iMovie or Kinemaster for editing.

### **3: Ebook w/ Updates: Beyond the Basics**

Ebooks don't have to be the same old thing they've been for the last 25 years. Instead, you can upgrade your ebook using any of these methods:

Offer your ebook as a subscription with regular updates. Instead of publishing it once and that's it, offer a subscription to the book in which you send out updated versions 2 or 3 times per year. This is especially valuable if your eBook's topic is something that changes regularly, such as the best methods to gain traffic via social media with current case studies.

Include all the relevant links inside your ebook. Maybe your ebook teaches how to do something or references a great deal of case studies. Be sure to include links to everything you talk about, as well as affiliate links to all of the products you recommend.

Make your ebook stand out. Use a unique and compelling concept for your ebook, give it a super captivating title and create a cover design that stops people in their tracks.

Use interactive content. These days you can incorporate interactive elements like quizzes, exercises, or links to additional resources. Engaging content keeps readers involved and encourages them to interact with your material.

Include multimedia elements. These could be videos, audio clips, or interactive images that enhance the overall experience. For example, you might write something like, "If you want to know how to make the best pie crust in the world in 3 minutes flat, I made you a video here that shows you how to do it step by step." Or, "If you want to hear the story of how I fell off a moving train and into a million dollar idea, listen to my podcast here where I spill all the details."

Use your own stories. Whenever possible, share interesting stories of your own to illustrate points and connect with your audience emotionally. This helps to make your content more relatable and memorable.

Include expert interviews. Include interviews with industry experts or influencers related to your eBook's topic. Their insights add credibility and provide a unique perspective. These could be written out inside your ebook or you can add links to the interviews online.

Add relevant visuals. If you add visuals throughout your ebook, it will break up the text and make it more digestible and engaging. These could be photos, illustrations, memes or whatever works for you. If you are any good at creating simple illustrations, you might consider using your own drawings. They don't have to be super good; just highly relevant. I've seen books with atrocious drawings that truly did improve the content because they directly illustrated the points being made, even though they did appear to be drawn by a five-year-old.

Vary your content formats. Try mixing up content formats such as case studies, infographics, pictures, text, headlines, subheadlines, charts and so forth. This adds variety and caters to different learning preferences. Think of a book with 100 pages of small text that looks all the same, versus a 100-page book with illustrations, headlines and subheadlines, pictures, charts, and more. Which one do you want to read?

Add in some surprising twists. Twists aren't just for fiction. If you can find a way to add unexpected twists or revelations, you'll keep your readers engaged. This can be in the form of unexpected facts,

insights, or turns in your narrative. This doesn't need to be major stuff, either.

For example, if you're outlining 20 steps to achieving a goal, you might make step #11 something like, "ZOWIE! You are halfway to achieving your goal, so what I want you to do right now is crank up your music and dance like a maniac in celebration of all you've achieved in steps 1-10. Go ahead, I promise not to watch, and I'll still be where when you get done, you're out of breath and you're feeling all those positive endorphins racing around in your brain. Now go dance, dammit, because you've earned it!"

Add humor. This one is a BIGGIE. If you can add humor in any way, shape, form or manner to your book, then do it. For example, in "Sapiens: A Brief History of Humankind" by Yuval Noah Harari, the author is discussing the agricultural revolution when he lightens the mood by stating that, "humans are essentially domesticated chickens."

Tools you might use to create your ebook: Google Docs for creation, Notion for organizing, and Gumroad for selling.

#### **4: One-on-One Coaching, Consulting or Brainstorming**

This one is a little different in that you're going to offer one-on-one coaching with your client. This is a great offer because you don't have to create any product at all. You simply make the offer and let your customers purchase your time and schedule your call.

The drawback is obvious: You only have so much time in the day, and if you sell a lot of these you are going to be quite busy. It simply isn't scalable, but it can still be highly profitable and enjoyable if you like helping people.

If you already sell a product, you could offer this service as an upsell. For example, if you sell a course on how to build a sales funnel, your one-on-one call could be to help the client choose their niche, choose their products, set up their funnel, optimize their pages and so forth.

A twist on this is to sell a group coaching call or series of calls. This way you can coach many people at one time, record the calls and then sell the recordings as an audio or video product.

If you already have a list or audience and you are in need of some revenue, offering coaching, consulting or brainstorming sessions is a great way to bring in some serious money in the next 24 hours.

Tools you might use: Zoom, Skype or Slack for calls and Calendly or Acuity for scheduling.

#### **5: Niche-Specific Operating System (OS): Your Unique Framework**

Don't panic or skip this one. We don't mean that you need to create the next Windows for computers, but rather a simple system that people can use to get something done. Think of operating systems as recipes or instructions and you'll get the idea.

Operating systems provide structure, and people love systems. Your goal is to identify an unstructured niche and create a framework. Maybe you've created a system for getting something done, or you need to devise a system for doing something new. These operating systems can be as simple as Notion templates or as elaborate as a totally comprehensive system.

Examples just to get you started might be:

Morning management OS – what is the operating system to get off to a great start every single day?

Mental health booster OS – do you have a system for creating inner peace or happiness?

Academic life planner OS – this could be for students or teachers.

Content creation organizer OS – the hardest part of creating content is getting started, and your content creation OS can help them do that, as well as providing a system for content scheduling.

Startup launch and growth OS – there are many fine products on doing product launches as well as how to launch a business, but those need to be broken down into a simple operations system that anyone can follow.

Tools you might want to use: Notion for creation and Lemon Squeezy for selling.

## 6. Cheat Sheets: Quick Solutions for Quick Wins

Cheat sheets are concise, summarized documents that contain key information, tips, or references on a specific topic. They are designed to provide quick, easy-to-access information for users, often in the form of a checklist or a compact set of notes. Cheat sheets are commonly used in various fields, including programming, mathematics, science, language learning, and more.

Here's a step-by-step guide on how to create cheat sheets:

Define the purpose of your cheat sheet. What specific information or tasks do you want to cover?

Choose the format for your cheat sheet. Common formats include bullet points, tables, charts, or a combination of these. Consider the visual appeal and readability.

Organize information by breaking down the topic into key sections or categories. Arrange information logically to make it easy for users to navigate.

Identify the most essential information that users need to know. Focus on the most frequently used or important details related to the topic.

Incorporate visual elements such as charts, graphs, icons, or color-coding to enhance understanding and make the cheat sheet visually appealing.

Keep the content concise and to the point. Avoid unnecessary details that may overwhelm the user. Aim for clarity and brevity.

Pay attention to formatting and layout for readability. Use a consistent font, clear headings, and appropriate spacing. Ensure that the cheat sheet is easy to scan.

Test your cheat sheet with potential users to ensure its effectiveness. Revise based on feedback and adjust improve clarity.

If applicable, provide examples or sample problems to illustrate key concepts. Practical examples can enhance understanding.

Decide whether your cheat sheet will be distributed in print or shared digitally. Adjust the layout accordingly and ensure that the final version is easily accessible to your target audience.

Regularly update your cheat sheet to reflect any changes or additions to the topic. An outdated cheat sheet can lead to misinformation.

If your cheat sheet includes information from external sources, provide proper attribution or references.

Consider using online tools like Microsoft Word, Google Docs, or specialized cheat sheet generators to simplify the process.

## 7. Compilations: Gather Your Best Content into One Product

This could be all your best articles on a certain topic, your best videos or anything you like. You might even do a swipe file if you're teaching marketing.

The key here is to use content you've already created, repurposing it into a product. Consider adding an introduction at the beginning and perhaps a smaller intro before each content piece or blend it all into one longer version.

For example, if you're putting 15 articles about online marketing together, you could simply turn each article into a separate chapter of a book, or add intros to each one, or even add in quotes and interviews from experts to augment your own content. Or you might turn each article into a new video, thereby creating a course on how to accomplish a specific goal.

Just a note here: When you're creating content, you might want to have in the back of your mind the possibility of repurposing the content into a product sometime soon. This will make it even easier to create compilations, courses and books with your new content.

Tools: Notion for creation and Gumroad for selling.

## 7.5: A Future Product

This might just be my favorite product because frankly, it's no product at all.

That's right – you don't make this product today. Instead, you simply write or record the sales message for the product which you will create at a future date.

Make some outstanding promises that you know you can deliver on. Let your audience know that this product isn't available for immediate download, but they will get it in X number of days.

Tests have shown that conversion rates can be HIGHER when the product is not yet available. Maybe that's because people want to be the first to get something new and valuable.

This is an awesome way to test the waters and see if there is an interest in your product idea. It's also a great way to incentivize yourself to make the product quickly once you start receiving orders.

Bonus tip: Let them know you're giving them a discount in exchange for their feedback. Use their feedback to improve the product, and then begin selling it in earnest at a higher price, complete with testimonials you received from the first group of buyers.

### Last Note

Keep in mind that you're not just creating content products; you're crafting valuable assets that will fuel your success, whether you're giving them away to build credibility and your lists, to open the door to getting leads and sales or selling these new products for immediate profit.

# Info Product Creation Cheat Sheet

## 1. Choose Your Target Audience

Identification: Clearly define your target audience, including demographics and interests.

Research: Understand the specific needs, challenges, and desires of your audience.

Tip: It's optional, but you might want to create an avatar you can address as you create the product and all associated sales materials.

## 2. Select a Hot, Valuable, Killer Topic

Relevance: Choose a topic that directly addresses a problem or fulfills a need within your target audience.

Alignment: Ensure the chosen topic aligns with your expertise and passion or find an expert you can partner with.

Tip: Write a few headlines before you go any further. If you can't come up with a compelling headline, you may need to rethink your product's topic.

## 3. Outline Your Content

Structure: Create a well-organized outline to guide the development of your information product.

Segmentation: Break down the content into logical sections or modules for easy consumption.

Tip: The better your outline, the easier it is to create the product. With a good outline you can probably make your product in a day.

## 4. Develop Engaging Content

Informativeness: Craft content that is not only informative but also engaging and user-friendly.

Media Variety: Utilize diverse media formats—text, images, videos, infographics—to cater to different learning styles.

Tip: Use interesting stories to illustrate points. Break content up into shorter paragraphs or videos. Add images, diagrams, cartoons, a picture of your dog helping you make the content, etc.

## 5. Establish Credibility

Credentials: Clearly communicate your expertise and credentials to establish trust.

Testimonials: Include real-world examples, case studies, or testimonials to boost credibility.

Tip: Write an "about me" section and be sure to include some humor in it.

## **6. Choose the Right Format**

**Audience Preference:** Determine the format that best suits your content, considering your audience's preferences.

**Content Nature:** Align the format with the nature of your information—ebooks, webinars, video courses, etc.

**Tip:** If your product does well in one format, consider putting it into additional formats and repurposing it, too.

## **7. Create a Compelling Title**

**Clarity:** Develop a title that clearly communicates the value of your information product.

**Audience Appeal:** Use language that resonates with your target audience, making it compelling and relatable.

**Tip:** This is where you refine the title you worked on earlier. You may find your title is entirely different than before. As long as it captures attention, arouses curiosity and offers a clear benefit, (no small order, I know) you're golden.

## **8. Design a Professional Look**

**Visual Appeal:** Invest time in creating a visually appealing design for your product.

**Consistent Branding:** Maintain consistent branding elements for a polished and professional appearance.

**Tip:** There's plenty of AI software that will help you with this, but I would still recommend using a professional. People do judge your product by the way it looks, and anything short of a super professional cover will lose you sales.

## **9. Include Actionable Steps**

**Practicality:** Provide practical and actionable steps that users can implement.

**Demonstration:** Clearly demonstrate how users can apply the information for tangible results.

**Tip:** If possible, include one or more case studies.

## **10. Offer Additional Resources**

**Enhanced Value:** Include supplementary resources, templates, or bonus materials to enhance the overall value.

**Encouragement:** Encourage further engagement by providing additional tools or resources.

**Tip:** Resources can also include affiliate links. (Hint, hint)

## **11. Set the Price**

**Value Consideration:** Determine a fair price that reflects the perceived value of your information product.

**Competitive Analysis:** Research competitor pricing to find a balance between affordability and perceived value.

**Tip:** There is a sweet spot where you don't charge so much that you lose sales, and you don't charge so little that you lose money. That said, if your product provides enough value to warrant it, don't be afraid to place a BIG price tag on it. Sometimes it's far easier to get one \$5000 sale than 500 (\$10) sales.

## **12. Develop a Marketing Plan**

**Comprehensive Strategy:** Create a detailed plan for promoting your information product.

**Channels:** Utilize various marketing channels, including social media, email marketing, and collaborations.

**Tip:** Find your customers and go where they already are.

## **13. Gather Feedback**

**Initial Launch:** Launch your information product to a smaller audience initially.

**Feedback Collection:** Collect user feedback to identify areas for improvement and refinement.

**Tip:** By doing a beta launch you can use feedback to improve your product before doing the BIG launch.

#### **14. Implement Continuous Improvement**

**Stay Informed:** Keep abreast of industry trends and changes in user preferences.

**Regular Updates:** Regularly update and enhance your information product to maintain relevance and value.

**Tip:** Let buyers know they will receive every updated version that you produce, and then make sure you update the product for as long as you keep selling it, or perhaps even longer than that.



The easiest way to launch  
your **ONLINE BUSINESS**

GET YOUR FREE  
ACCOUNT

# What can you do with systeme.io?



**Build sales  
funnels**



**Run your affiliate  
program**



**Automate your  
marketing**



**Send marketing  
emails**



**Sell online  
courses**



**Build your blog**



**Build  
websites**



**Host evergreen  
webinars**



**Sell physical and  
digital products**

Every feature in systeme.io is **built to work together** seamlessly. Saving you time and effort, so you can focus on what's important — growing your business

**systeme**