

# INTERNET MARKETING NEWSLETTER

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editor@nick-james.com

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# How To Sell 10,000 Products on eBay

Imagine you can sell 10,000 different products on eBay, and the best part is, you don't need to create, store, or ship any of them. Sounds intriguing, right?

I'd heard of this idea before, but never on this scale.

Here's how it came across my radar this time: I was looking for a book, and when I Googled it, I found it listed on eBay. So, I made the purchase. Two days later, the book arrived in the mail, but guess what? The return address was not some random eBay seller but Amazon. That got me curious.

I dug deeper into the eBay seller's profile and here's what I found: They have more than 10,000 products listed, and every single one seems to be an Amazon item, priced \$5 or more above what you'd pay on Amazon.

You know this person is making a lot of money because who in their right mind would find and list 10,000 items if they weren't making serious bank?

Even if they just clear a buck from each listing per month, that's \$10,000 profit per month, just for listing and selling. Who knows, they might clear \$1 per listing weekly, or even daily. The point is, they are clearly making money.

Now, let's explore how this Amazon reverse arbitrage thing might work:

- **Finding Products:** Start by looking for simple products on Amazon, like books.
- **Listing on eBay:** List those products on eBay at a price higher than what you'd pay on Amazon, ensuring you make a profit.
- **Making a Sale:** When someone buys the product on eBay, you can then purchase it on Amazon and have it shipped directly to the eBay customer.
- **No Financial Risk:** Here's the cool part - you don't have to order the product from Amazon until someone buys it on eBay. This means no upfront costs or financial risk.
- **Shipping Covered:** You won't have to worry about packaging or shipping costs because Amazon takes care of that for you.

**Handling Returns:** If someone returns an item to you on eBay, you can simply return it to Amazon for a refund.

It's like running your own online store without ever having to touch the products. It's an interesting way to make money online with minimal risk. If you're interested, give it a try and see what happens.



A photograph of a middle-aged man with glasses and a goatee, wearing a white short-sleeved button-down shirt, sitting and reading a newspaper. The image has a warm, orange-toned overlay. The text 'RESOURCES AND NEWS' is overlaid in the top right corner in a white, italicized, sans-serif font.

# *RESOURCES AND NEWS*

## **Google's Latest SEO Update: Helpful Content 2023 Is Out Now**

There are quite a few changes with this new update and we're still learning what they are.

Bottom line, Google recommends that if you believe this recent content update has had a detrimental effect on your website, you should conduct a self-assessment of your content. Google emphasizes that if your content is genuinely helpful, there's no need for immediate action, as this system is designed to benefit websites that provide valuable content.

Here's what we know about the changes so far:

<https://searchengineland.com/whats-new-with-the-google-helpful-content-update-431994>



## YouTube Launches New AI-Updates for Video Ad Solutions

YouTube says that AI-powered solutions are enhancing ad creativity and expanding reach. Don't be surprised if Google contacts you to tell you that your video could be improved if you don't have a voiceover, your brand logo doesn't appear in the first 5 seconds, or they don't think the video length is right. More here:

<https://blog.google/products/ads-commerce/youtubes-ai-powered-solutions-enhance-ad-creativity/>



## Elon Musk Says X Will Have Voice And Video Calls

Elon Musk announced that his social network X, formerly Twitter, will soon introduce the capability for users to engage in voice and video calls directly on the platform. Musk has a track record of announcing forthcoming features and policies that may not always materialize and did not specify a timeline for the availability of these features.

Furthermore, the company has updated its privacy policies to encompass the collection of biometric data, employment history, and other forms of information. Musk shared on the former Twitter platform that the voice and video call functionality will be accessible on both Apple and Android devices, as well as on computers, without the need for phone numbers.

<https://qz.com/elon-musk-says-x-formerly-twitter-will-have-voice-and-1850792977>



## Monkey See, Monkey Do Marketing

Successful people leave a roadmap. Your job is to study the map until you know the route to take to your own success, because success leaves clues.

Here's how to get an unofficial mentor, learn the ropes of online success and build your own super successful online business:

Begin by seeking out real-life success stories within your desired field. Identify one individual who exemplifies what you want to achieve.

Ensure they're the real deal and are genuinely succeeding and not just playing. You can purchase their products if you wish but don't stop there.

Transform yourself into an insatiable student of their journey. Here's your step-by-step plan:

- a. Dive deep into their methods and techniques.
- b. Study their strategies meticulously.
- c. Examine their business operations until you've soaked up their secrets like a sponge.

If your budget permits, invest in and thoroughly study their products. Pay close attention to the nuances they might not explicitly mention in their offerings.

Throughout this process, take copious notes. Eventually, you'll compile your own course based on what you've learned and implemented. Customize it to suit your unique path.

After a few months of dedicated learning and application, you'll find yourself earning enough to cover your bills, all thanks to the skills you've acquired and put into practice.

Repeat this self-study process with various other experts, entrepreneurs, and trailblazers within your chosen field. Observe them like a hawk and "borrow" their successful methods, tailoring them to craft your unique strategy.

Watch as your business grows year after year. Even if you choose not to purchase their courses (although I highly recommend you do), you can still apply their strategies in your own creative way.

So, if you're feeling stuck or have an insatiable desire to join the elite group that dominates the online world (or any field), seek out unofficial mentors. Study their journeys as if your success depends on it (because, truthfully, it does), and then put their strategies to the test.

Always remember, it's a "monkey see, monkey do" world out there. Don't waste time reinventing the wheel when you can ride the wave of success paved by those who've gone before you.





## You Don't Need Talent; You Just Need Consistency

In the world of online marketing, success often hinges on consistency rather than pure talent. In fact, approximately 80% of your achievements in this field come from a fundamental principle: Consistently showing up and putting in the effort, regardless of the circumstances.

Consider this scenario: You're running an online marketing campaign. You might think that having a natural knack for marketing is the key to triumph. However, what really sets you apart is your unwavering consistency. It's about consistently implementing your marketing strategies and tactics, day in and day out, without faltering.

Here's the crucial insight: The majority of your accomplishments in online marketing result from your persistence and dedication. This means consistently delivering quality content, engaging with your audience regularly, and optimizing your strategies, no matter the challenges you face.

Let's illustrate with an example: Imagine two online marketers. One is naturally gifted, but they only sporadically create content and engage with their audience. The other marketer might not have the same innate talent, but they diligently produce content, maintain an active online presence, and adapt their strategies as needed.

Surprisingly, the dedicated marketer who consistently puts in the effort often outperforms the more naturally talented one who doesn't invest as much time and energy.

In the realm of online marketing, success isn't solely determined by your innate abilities; it's about your commitment to continuous improvement and your unwavering consistency. By persistently refining your strategies and showing up consistently, you can surpass even the most naturally gifted marketers and achieve remarkable results.

## Are You Making This Marketing Mistake?

Brands and marketers are failing to represent consumers in the over-60 age group, leading them to miss out on a lucrative audience, according to the latest research from creative data platform Creative X. Only 4% of people featured in the adverts were over the age of 60, despite this age group making up almost a quarter (23%) of the UK population.

Do people over 60 use your product? Or would they buy it if they knew it existed? Maybe it's time to start targeting this lucrative and relatively untapped market.

<https://www.marketing-beat.co.uk/2023/08/22/data-over-60-adverts/>



## Google Gemini: What We Know So Far

At the Google I/O developer conference in May 2023, CEO Sundar Pichai announced the company's upcoming artificial intelligence (AI) system, Gemini.

The large language model (LLM) is being developed by the Google DeepMind division (Brain Team + DeepMind). It could compete with AI systems like ChatGPT from OpenAI and possibly outperform them.

While details remain scarce, here is what Search Engine Journal has pieced together from the latest interviews and reports about Google Gemini.

<https://www.searchenginejournal.com/google-gemini-what-we-know-so-far/496494/>



# A Step-by-Step Guide to Going Live on TikTok



*In the exciting realm of social media, TikTok stands out as a fantastic platform where content creators can truly express themselves, entertain a global audience, and even make some serious income.*

It's mind-boggling to see influencers pulling in seven figures a year on TikTok.

Now, if you're wondering how to get a piece of that action, it's all about building and engaging your audience, and TikTok Live is one of your best tools for achieving just that.

When you go live, you're stepping into the spotlight, right there in front of your followers. It's like having a real-time chat with your audience, answering their questions, flaunting your talents, sharing your thoughts, and forging a closer bond with your fans. Plus, you can set up a virtual tip jar for followers to support you financially, and even promote your products and affiliate goodies.

In this guide, we're going to hold your hand through the whole process of going live on TikTok. Let's dive in and get you on your way to TikTok stardom.

## **Step 1: Check Eligibility and Update App**

TikTok has certain eligibility criteria for going live. To qualify, you need to be at least 18 years old as determined by the birthday you enter when you create your TikTok profile. In the past you've also needed a minimum of 1,000 followers, although there are reports this minimum is being reduced for some users when they fill out a support ticket asking to go live.

Additionally, your account should not have any violations of TikTok's Community Guidelines or Terms of Service.

Make sure you're using the latest version of the TikTok app. Regular updates often include new features and improvements that enhance the live streaming experience.

## **Step 2: Prepare Your Content**

Before you go live, it's essential to plan your content. Determine what you'll showcase, whether it's a Q&A session, a behind-the-scenes look, a performance, or simply hanging out with your followers. Prepare any props, equipment, or notes you might need during the live session to ensure a smooth experience. Do a practice run before you go live.





### Step 3: Promote Your Live Stream

It's no fun to go live and realize no one is watching. Let your followers know when you're going live. You can do this by posting a TikTok video or story on your profile, as well as sending out a reminder on other social media platforms.

Use hashtags to help people find your live stream. When you use relevant hashtags, your content is more likely to be found by potential followers.

### Step 4: Access the Live Feature and Adjust Privacy Settings

Open the TikTok app and navigate to the home screen. Tap on the "+" button located at the center bottom of the screen. This button is used to create new content, and it's where you'll find the option to go live.

After tapping the "+" button, you'll be presented with various content creation options. Select "Live" from the list. TikTok will guide you through a brief checklist to ensure you're ready to go live.

When prompted, add a captivating image and descriptive title for your live stream. Your title should give viewers an idea of what to expect and encourage them to join. Keep it concise and engaging.

TikTok offers three privacy settings for your live session: "Everyone," "Friends," and "Off." Choose the setting that aligns with your goals. If you're looking to reach a wider audience, "Everyone" is a suitable option. If you want to connect with a more intimate group, consider the "Friends" setting.

### Step 5: Go Live!

Once you've set up your title and privacy settings, tap the "Go Live" button. You'll be prompted with a countdown, giving you a few seconds to prepare before the live session starts. Remember to smile, be yourself, and engage with your viewers throughout the session.

While live streaming, you can add filters or special effects, turn comments on or off and even select a charity to support. And you can also share your live stream through your other social media platforms.

### Step 6: Interaction and Engagement

The heart of a live session lies in interaction. Encourage viewers to ask questions, leave comments, and interact with you. Address your viewers by their usernames to create a personal connection. Respond to comments verbally and through text to make everyone feel involved.



## Step 7: Wrap Up and Save

When you're ready to end the live session, thank your viewers for joining and let them know when you'll be going live again in the future. You can save the live video to your device by tapping the "Save" button, ensuring that you have a copy for future reference or to share across other platforms.

## 7 Methods to Monetizing TikTok Live Streams

Here are the most popular methods to make money with your TikTok Live Streams. Keep in mind that you can do just one of these, several or all of them. It's up to you.

**Live Subscriptions** – This feature allows you to capitalize on your fans' engagement and cultivate stronger connections with your community. Opting for this subscription unlocks the ability to receive recurring payments from user subscriptions for your TikTok content.

**Virtual Gifts** - Enthusiasts can purchase virtual gifts and present them to you during your live broadcasts.

**Sponsorships** - With a substantial follower count, you become eligible for sponsorships from companies seeking to showcase their products through your streams. With enough active followers, this can become a major source of revenue for you.

**Merchandise Sales** - This entails establishing an online store to vend items like t-shirts, hats, and merchandise relevant to your content.

**Product and Affiliate Sales** – You can promote your own products or links to affiliate products through your shop.

**Ticket Sales** – You can sell access to your streams through ticket sales.

**Streaming Gaming Tournaments** - Partner with game developers and broadcasting their tournaments. This approach opens doors to income through advertisements, sponsorships, and even ticket sales for the tournaments.

Going live on TikTok is an exciting way to connect with your audience in real-time, showcase your personality, and create memorable moments. By following these simple steps, you can navigate the live streaming process with confidence.

Remember, the key to a successful live session is authenticity, engagement, and providing value to your followers. Get ready to gear up, plan your content and dive into the world of live streaming on TikTok.





# \$11 Million in 1.5 Years from One Simple Marketing Strategy

Meet Oliver Brocato, the 21-year-old entrepreneur who turned a small box of chocolates into a whopping \$11 million within just a year and a half. How did he pull off this sweet success story? Here's what he did:

## 1. Viral Product Idea

First things first, let's talk about Oliver's unique product, which he affectionately calls "Tabs" or "sex chocolate." Picture this: a minimalist brown box containing three tiny squares of chocolate that can be shared with a partner. What's so special about it? It claims to spice up the bedroom action, enhance sensations, and build sexual excitement. Ooh la la!

Now, whether this "sex chocolate" truly works as advertised isn't our focus here. What matters is that Oliver recognized the potential for his product to go viral because it was, well, controversial. It grabbed people's attention and ignited conversations on social media.

## 2. The Marketing Magic

But here's where things get interesting, and it's a strategy you probably haven't tried yourself. Oliver hired "UGC creators" to craft TikTok videos showcasing his product and share them on their very own "branded accounts." What's UGC? It stands for "user-generated content."

These UGC creators are often micro-influencers with small to moderate social media followings. Some of them might not even have their own social media accounts; they're like everyday folks. What makes UGC so effective is that it doesn't feel like you're watching a typical ad.

Oliver's masterstroke was in hiring just about anyone with a phone to make videos about his product. These creators would set up a TikTok account in the brand's name and post their videos there, sparing the business from managing all that content.

Oliver didn't give the creators strict video-making rules because, as he wisely put it, "you never know what will go viral." And guess what? Some of those videos did indeed go viral, racking up millions of views.

## 3: The Mind-Blowing Part

Now, I know that posting a bunch of product videos on TikTok isn't exactly groundbreaking. But it's what Oliver Brocato did next that had my mind doing somersaults.

Those initial videos created by the UGC creators weren't trying to generate sales; they were all about raising awareness of the product.





When folks on TikTok saw these UGC videos, they started flooding the comments section with questions like:

"Where can I buy this?"

"How does it work?"

And when viewers left questions, the UGC creators didn't just leave them hanging. They whipped up follow-up videos and used TikTok's nifty "respond to comments" feature to post them.

Now, here's the real "Aha!" moment:

When you post a video responding to a comment like this, it doesn't just disappear into the ether. It gets shown to the same folks who watched the original video. Yeah, you read that right.

Let's say a cool 2 million people watched the initial "awareness" video. Those same folks would also catch wind of the follow-up video, answering the commenter's questions.

***It's like free retargeting and social proof bundled into one mesmerizing strategy.***

I feel compelled to say that again...

It's like free retargeting and social proof bundled into one mesmerizing strategy.

Honestly, this approach seems way cooler than your run-of-the-mill TikTok ads (the ones most people casually swipe past). When a brand pops up to answer a viewer's question, it doesn't feel like an ad so you're more likely to stick around and watch.

Plus, when people see others getting curious about a product, they can't help but get curious themselves. Fear of missing out, anyone?

Just to drive home how powerful this is, Brocato spilled the beans about one of their "awareness" videos going viral on TikTok. It snagged a cool 30 million views and brought in \$40,000 in sales. But here's the kicker: After several follow-up videos in response to viewer comments, their sales skyrocketed to \$130,000 within days, and they hit seven figures in sales for that month.

Mind = blown.

#### **4: Making It Work for You**

After learning all this, I couldn't help but wonder how I could unleash this strategy in my own biz.

First, where do you find these UGC creators? It turns out there are over 4,000 UGC services on Fiverr, starting at just 10 bucks and going up to over a hundred per video.

And TikTok's got its very own Creator Marketplace, where you can hunt for video creators, shoot them collaboration invites, and track the results of your campaigns.

But I get it; not everyone's rolling in dough to hire creators. I mean, I'm all for spending smartly on tasks that'll boost my business, but my inner penny-pincher kicks in too.

So, I'm thinking, why not try making these videos myself to test out that "respond to comments" feature?

Who knows, I might just surprise myself.





# Mo Latif

## Interview



**Editor:**

This time we're talking with a guy who's been at the forefront of tech and marketing for well over a decade now. He's the man behind many of the most successful software as a service products, including ClickDesigns, which has really taken the industry by storm. Now, don't worry if you've not heard about ClickDesigns yet because we're going to find out much more about that and the man behind it. Mo Latif, welcome.

**Mo Latif:**

Thanks a lot. Thanks for having me.

**Editor:**

Well, it's great to have you with us, Mo. Now, I've been looking forward to this because ClickDesigns is such an impressive product. So before I ask about you and how it all came about, maybe you could just explain a little about what ClickDesigns is.

**Mo Latif:**

So ClickDesigns is basically a design tool that replaces a designer. So for example, let's say you're actually building a site or a website or a blog or anything online and you're looking to have graphics for your website. And before I even actually created the software, we would actually be outsourcing our graphics, hiring people in-house. And it's just a nightmare, communicating back and forth revisions, endless back and forth actually.

**Editor:**

Yeah.

**Mo Latif:**

And I've been doing this for maybe 15 years until I got to a point thinking, "Okay, you know what? This is enough. I've got to figure out a way to eliminate the designer instead of begging to get stuff done, not miss deadlines." And I think that is what pushed me to actually create ClickDesigns.

**Editor:**

So that was the key driver behind it. And ClickDesigns is like an online graphic repository, isn't it? Where you can actually edit your own graphics really easily. So it takes away the pain point, as you say, of having to hire a designer. I'll be honest, Mo, I've got the design skills of a five-year-old at best. So how have you been able to make this so easy to use?



**Mo Latif:**

Well, luckily for you, it's perfect for five year olds as well. So because I've been doing projects for two decades now, the way we did everything, I mean, we started up with a logo. From a logo, we'll go to a book cover. From a book cover, we'll go to a [inaudible 00:02:07], we'll go to different illustrations. And it's actually a process that we just repetitively do every other month for our projects. And it just came to a point thinking, "Okay, you know what? I'm going to start with the logo, then I'm going to need this, then I'm going to need this, then I'm going to need this." I know what I need. So if I'm doing this and there's millions of other people doing the exact same thing. So I started designing and creating a software that actually allows me myself to go in, create my logo, create my box covers, create my book covers, create my designs for my web pages, my sales pages, my offers without literally wasting time chasing, communicating.

I mean, we had designers across in different countries. Sometimes it's the communication issues, sometimes it's internet issues, there's always an excuse to be honest with you. And we were like, what actually gave real buzz to it is, I would say ClickFunnels, I think. And we actually had programmers at the time as well. So from programmers, we were like, "Do you know what? We need to eliminate the programmers." And obviously an old friend, Russell Brunson, he had a ClickFunnels, I started using it and then I realised this does absolutely, well, kind of everything that I need except for the designs.

**Editor:**

Right, yeah.

**Mo Latif:**

So it fixed the programming and the website problem, but the biggest problem was the actual graphics for my own sites. They do provide, I mean, every single site builder. They provide templates, so you can literally come in and start editing, however you're stuck at the design process.

And that's when people kind of either cancel their subscription to these site builders because they're like, "You can't change or edit." So what we do instead is we work seamlessly with the site builders. So what happens is once you create a graphic, you can just literally stick it into the site builder and it's done





You don't need slicing, you don't need editing, you don't need absolutely nothing because every site builder is built on elements and frames and when you create something, it basically says when you go to a site builder, it says, "Image. Insert your image here." You can just literally insert your image and it just fits in. So all you have to do is select a template inside ClickDesigns, customise it to your brand, and just stick it straight into site builder without any help. Because if you can use the site builder, you can use ClickDesigns.

**Editor:**

Yeah, and it is seriously impressive and very simple to use. For anybody who's not discovered ClickDesigns before, first of all, where can you find ClickDesigns?

**Mo Latif:**

ClickDesigns.com.

**Editor:**

Simple as that.

**Mo Latif:**

Yep.

**Editor:**

Nice and simple. Now I'm sure I'm going to have many more questions to ask about ClickDesigns, but first let's find out a little bit more about you, Mo. What's your background?

**Mo Latif:**

My background, I mean, I started working as an accountant/investment banking background. Then got literally bored of the still life in London, Liverpool Street, Bank Street, no, Bank Station.

**Editor:**

Yeah.

**Mo Latif:**

And from there, I think it was 2000 and no, 1998, I think it was. Then obviously Google gave birth and I was like thinking this is a new thing and I hate actually going to work, I hate the commute. So I actually believed in the fact that the internet was going to stay. So what I basically did is I started planning on how I can actually move away from a corporate job onto working from home or just working for myself. So I think it was in 2002 when I registered my first domain name.

I was like, "Okay, this is expensive, but is this thing for real? Is it going to actually follow through?" Fast-forward 20 years later, look where we are. We are still here, and the internet is still booming. Obviously there's technology advances. But I'll say from 2000, and so when I started 2002, it took me three years to say, "You know what? Let's do something."

**Editor:**

Yeah.



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





# Case Study: How One Man Built a Fortune With Free Reports

This is the story of George (not his real name) who earns a high five figure per month income with free reports. George is allowing me tell you how he does it so long as I don't reveal too many specifics.

Ready? I think you're going to enjoy this.

## How George Got Started

When George retired from his career nearly 20 years ago, he was bored and underfunded. He knew he wanted to do something to make more money for his retirement years but he had no idea what. He scouted around for a few months until he happened on a free report that told how to make money with free reports. Oh, the irony, right?

He took this report to heart and quickly wrote his own report. Not knowing much about internet marketing, he cobbled together a report titled, "The Ultimate Guide to Building Your Own 6-Figure Internet Business in Your Spare Time."

## \$1,000 a Month with No Experience

He's a little embarrassed that internet marketing was his first topic, since he really didn't know what he was talking about yet. He had no experience in the niche and had to rely on what he read on internet marketing websites.

Still, the first edition of that report garnered him a list of over 4000 people in six months and a monthly income of over a thousand dollars. Despite not knowing what he was doing, he was doing just fine.

## More Reports, More Money

Since then, he has gone on to create reports in many, many different niches. Odds are you've downloaded at least one of his reports at one time or another. He no longer writes his own reports, but instead hires someone familiar with the niche to write the "Ultimate Guide" on the chosen topic.

His reports are always free, and he gives them away through social media, as bonuses to other people's products and through a few other venues.

He's building a list in each one of these niches, and when someone joins his list, they receive an autoresponder sequence that mails 4 times per week for 3 years. He also sends out special offers to his lists. Most of this writing is done by outsourcers because he spends his time on the golf course.

## Now Here's The Trick

You've probably noticed we said that all of his reports are the "Ultimate Guide" to whatever the topic is.

Each report is written by a pen name who is also the author of the emails sent as well as social media posts. Initially it was just him but now he has virtual assistants who handle the social media posting, customer service and act as the pen name authors for him.

If you're getting the idea that George has set this up in such a way that he does very little work, you're right.



These ultimate guides teach how to do something valuable. Remember his first report was on how to start an internet business? Inside the report he tells how to set up a website, which webhost to use (affiliate link) which autoresponder he's found is the best (affiliate link) and so forth. He gives these reports in PDF but also posts these reports online for subscribers. People click the links and sign up for the services.

### **Recurring and High Paying**

Notice that hosting and autoresponders are billed monthly. 85% of the products George promotes through the reports are monthly recurring products and the other 15% are high paying products such as a \$997 live course paying 50% commission.

He's getting dozens of streams of monthly income from dozens of different sources along with some big one-time commissions.

### **Start with The Affiliate Program**

The way George picks a new niche or topic is he finds something with monthly billing and an affiliate program that converts well, and then has the report written in such a way that it's simply a no brainer to sign up for that program through his affiliate link.

His autoresponder messages are good information, usually from the reports, along with evergreen offers. The messages reemphasize the importance of getting the programs promoted in the report, too. The more times someone reads something, the more likely they are to take action on it.

And he sends out special offers to each niche every week or two.

He is actively working two of the pen names, and ironically one of them is a woman. His wife helps him write those emails.

All the rest of the pen names – one for each niche – are worked by half a dozen virtual assistants who post on social media. Each virtual assistant is assigned 5 to 10 pen names, depending on what they can handle and also their areas of knowledge. Every pen name has its own social media account. This could get confusing if you're not organized.

### **He Does Little Work but Makes Great Pay**

He outsources the writing of the autoresponder sequences, special emails and new reports.

And when I say he's earning a high five figure income per month, that is after he pays all expenses, including virtual assistants and writers.

Each report has its own blog where the report can be found by subscribers along with other articles and product recommendations. And his reports are updated as needed.

### **Things to Consider**

George has been doing this for 20 years. He wasn't an overnight success, but he stuck with it, and it has really paid off for him. At the end of six months, he was earning \$1000 a month, and in today's money that would be more like \$1663. The point is, it might not take long to see some income, but don't expect to get rich overnight.





Choose your product first – it should convert well and pay well – and then write your report in such a way that it naturally converts into a sale of the product(s). The reports are NOT sales letters, but rather very good step by step instructional reports that George could easily charge \$47 or more for.

You might want to start with a niche that you know something about since that will make it easier. Don't take on a virtual assistant until you know what you're doing and how to do it. Then you can create a system for the VA to follow.

I couldn't tell you all the places where George gets his traffic since he wouldn't let me, but I can tell you that you just need to keep your eyes open when you're on the net and you'll likely discover these places yourself as well as others.

### **Here's How You Can Improve on George's System**

One thing George isn't doing that I think would boost his income into the stratosphere is short videos on YouTube and TikTok. You might consider adding those to this plan if you decide to move forward with it.

Also consider using small influencers to create user generated content such as video on TikTok to drive traffic to your landing pages.

I think that about wraps it up.

Imagine earning 6 figures per year simply by giving away free reports. It sounds crazy but I can tell you for a fact that George is one of many who are doing this right now.

And if they can do it, so can you.



## 13.3 Signs Your WordPress Site Is Hacked

These are some common telltale signs that may help you figure out if your WordPress site is hacked or compromised.

1: Bad Links Added: Hackers may inject spammy links into your site's content.

2: Hijacked Search Results: Incorrect search results in search engines may indicate a hack.

3: Unusual Server Logs: Check for unusual activity and errors in your server logs.

4: Unknown Files on Server: Scan for unfamiliar files and scripts in your WordPress directories.

5: Suspicious User Accounts: Unauthorized user accounts, especially with admin privileges, suggest a hack.

6: Email Problems: Hacked servers may disrupt WordPress email functionality.

7: Suspicious Scheduled Tasks: Unauthorized cron jobs can run unnoticed.

8: Homepage Defacement: Visible changes to your homepage can be a clear sign of a hack.

9: Popups or Ads: Unauthorized popups or ads targeting search engine visitors.

10: Login Issues: If you can't log in, hackers may have tampered with your admin account.

11: Changed Core Files: Modifications to core WordPress files are a clear sign of a hack.

12: Sudden Traffic Drop: A significant decrease in website traffic may indicate a hack.

13: Website Slowness: DDoS attacks or hacking attempts can make your site slow or unresponsive.

13.3: Random Redirection: Visitors being redirected to unknown websites.



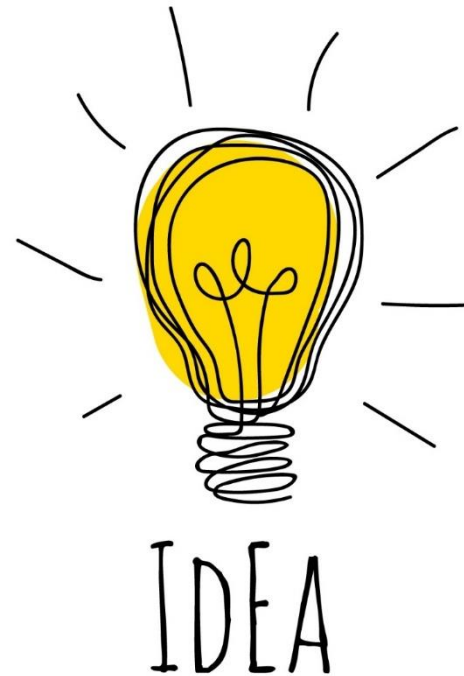


## TikTok Shops Officially Launch in US to All Businesses

From the website: TikTok Shop will now bring shoppable videos and LIVE streams directly to For You feeds across the country – and give brands, merchants, and creators the tools to sell directly through shoppable content on the TikTok app.

TikTok Shop empowers brands and creators to connect with highly-engaged customers based on their interests, and it combines the power of community, creativity, and commerce to deliver a seamless shopping experience.

<https://newsroom.tiktok.com/en-us/introducing-tiktok-shop>



## Pinterest Unveils New Product Updates and Ad Solutions

From Pinterest's chief revenue officer: “We are innovating faster than ever before with a robust slate of relevant, personalized products to reach consumers with intent, and we’re building with the goal to be the industry's best full funnel solution,” said Bill Watkins, Chief Revenue Officer, Pinterest. “We’ve made Pinterest more measurable from first impression to last click and we’re excited to share more about our new products that span the consumer journey, all in a more positive place online.”

Here are the details:

<https://newsroom.pinterest.com/en/post/pinterest-unveils-slate-of-new-product-updates-and-ad-solutions>



# How Brett Turned \$29 Into \$1.3 Million

Meet Brett, an everyday guy who's changing the game with his unique approach to online business with his company DesignJoy.

Working as a graphic designer, he realized there had to be a better way to work with clients so he set out to find it. Here's what you need to know:

## **The Common Misconception: Talent is Everything, Right?**

Well, not quite. Many believe they can step into an industry they know nothing about, just like Elon Musk, and revolutionize it. But that's not the whole story. The truth is, most of the time, success is a product of consistency, not innate talent.

## **Learning the Ropes: What Brett Did Right**

Brett didn't wait around for credentials or permission. He didn't need tons of capital or a massive team either. He started small, with a mere \$29 landing page, and launched his idea on Product Hunt – all while still working his 9-to-5 job.

## **The Power of the MVP (Minimum Viable Product)**

Instead of guessing what his clients wanted, Brett collected real-world data. He built his service in public, tested assumptions, and iterated based on what he learned. This approach drastically reduced guesswork and accelerated his success.

## **Speed to Success**

In the online world, the speed of value delivery is crucial. Brett understood this and applied it to his business. While traditional design agencies took weeks or even months to deliver, he slashed the time to just 48 hours or less. It's all about delivering value as quickly as possible.

## **Productizing Your Skills**

Everyone wants to create the next Tesla or Apple, but that's a tough feat. Brett took a different route. He transformed his skills and knowledge in design into a service-based business with low startup costs, low overhead, and no inventory or employees.

The result? Nearly \$100k in profit per month, with just \$176 in monthly expenses.

## **Keep It Simple, Stupid (KISS)**

Brett's tools are surprisingly simple: Trello, Airtable, Webflow, Figma, Shutterstock, and Zoom. He keeps it straightforward so that anyone, even those unfamiliar with design, can understand his process.

Remember, simplicity can be a key to success.





### **Meetings: Less is More**

Brett made all client communication asynchronous, minimizing live meetings. This approach allowed him to focus on high-value tasks and protect his energy. While your customers may require more interaction, the principle remains: Keep live meetings to a minimum.

### **Positioning Beats Talent**

Brett admits he's not the best designer out there, but that's not what sets him apart. It's his positioning and offer. He thinks of business model as the Netflix of design, offering unlimited requests and revisions; a rarity in the industry. He's created a unique value proposition that stands out.

### **Solve Your Own Problem, Then Share It**

Brett packaged his knowledge into an online course filled with frameworks, mental models, and strategies. He's part of a growing movement where successful individuals openly share their secrets to help others. It's about providing value and helping others succeed.

### **Referrals: The Rocket Fuel**

Brett swears by referrals as the number one growth tool for DesignJoy. His secret is having a stellar product that people can't help but talk about. Notably, big clients like Dave Gerhardt have become advocates. Moreover, they introduced a refer-a-friend feature that brought in \$1500 on its very first day.

Brett credits Rewardful for simplifying the process of setting up a legitimate referral system, allowing affiliates to start referring immediately.

### **Pricing for Prosperity**

A recent strategic move involved raising the monthly prices for each tier by approximately 50%. While the primary goal was to manage growth and workload, the result was twofold: Increased revenue and attracting higher-quality clients.

It's a testament to how pricing strategy can shape a business. (Is it time you raised your prices?)

### **Timing Is Everything**

Brett's got an amazing talent for spotting trends before they become the next big thing. Take, for instance, the rise of Webflow. Brett saw this and decided to make DesignJoy a major player in that arena. It's impressive how having foresight and perfect timing can launch a business to new heights.

### **Side-Project Magic**

Brett's side project, Scribbles on Gumroad, has turned into a goldmine of traffic for DesignJoy. This demonstrates how diversifying your entrepreneurial ventures can have a beneficial ripple effect on your primary business.



### **Product Hunt and Hacker News: Launchpad to Success**

DesignJoy reached \$5k in monthly recurring revenue thanks to a successful Product Hunt launch. Next, it also gained some attention on Hacker News, which helped boost its visibility. This goes to show the power of utilizing online platforms and communities strategically.

### **The Art of Hard Work**

Brett openly admits to putting in an intense amount of work and genuinely enjoying the grind. This dedication is evidently paying off. However, everyone has their limits, and it seems Brett is considering bringing someone else on board soon to maintain this impressive growth trajectory.

### **Solo Founder Strategy**

Managing DesignJoy as a solo founder might sound intimidating, but Brett's approach is straightforward (albeit a little scary). He prioritizes output over client communication, admin work, and emails.

While this approach does result in some churn, Brett believes it's a worthwhile trade-off. Additionally, there's a zero-tolerance policy for clients who slow down the process.

However, it's crucial to note that impeccable output is non-negotiable for this strategy to succeed. Not everyone can do this.

### **Key Takeaways**

Brett's journey teaches us that being consistent and dedicated can lead to success. He began with small steps, didn't make things too complicated, and made sure to provide something special.

His story tells us that success often comes from doing regular things well for a long time. So, if you want to succeed like Brett, start small, don't guess too much, keep it simple, and focus on the important stuff.





# Building a \$3000 a Month Blog in 12 Months - It's Easier Than You Think!

Starting a blog and making \$3,000 a month in 12 months may sound tough, but it's totally doable. It takes time and effort, but once you get going, you can even hire a writer to help you out. Believe it or not, some college students have started blogs from their dorm rooms that earn far more than \$5,000 a month before they even leave college. If they can do it, then so can you.

You don't need anyone's permission to start a blog. All you need is a domain name, hosting, and a blogging template. You can begin with a simple WordPress theme and get someone on Fiverr to set it up for you.

Once you've got your blog, just follow this month-by-month plan to get it to a minimum of \$3000 per month in 12 months.

Quick Note: You can apply this plan to free platforms like Medium or Hubpages, too. Just skip the ad networks and concentrate on creating a digital product to make money from your page.

## Month 1

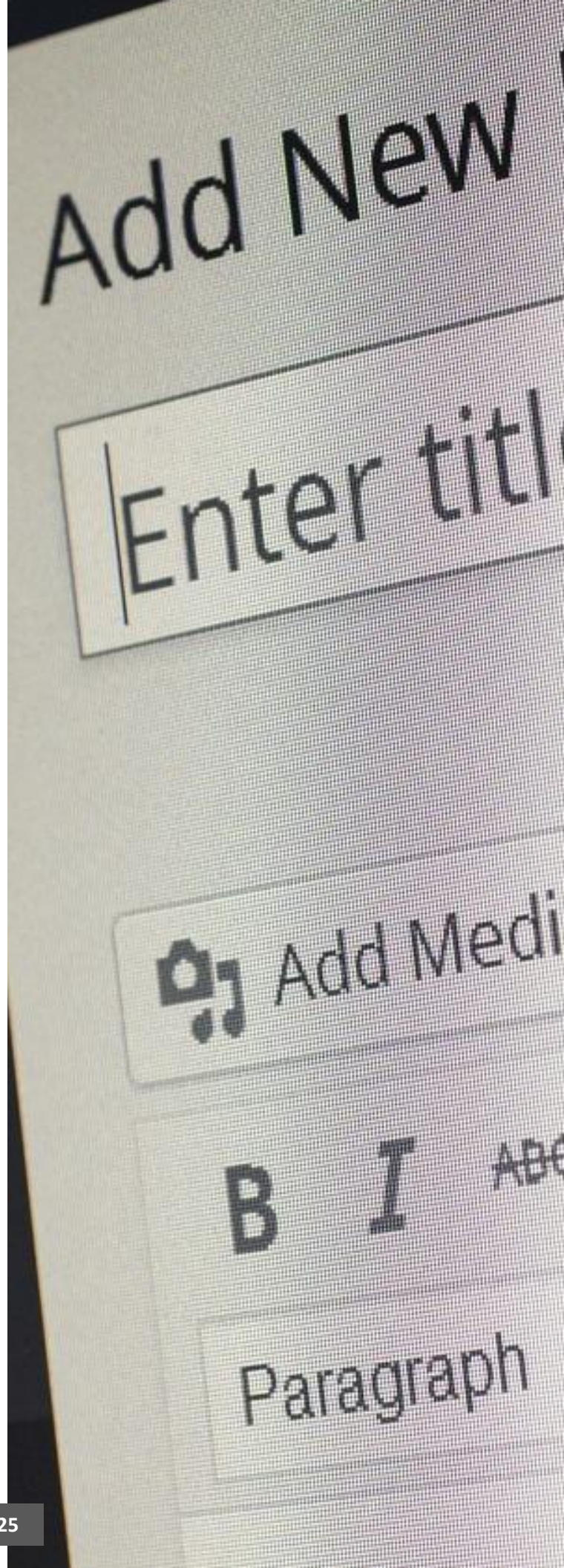
Start by doing some keyword research using tools like Ahrefs or Zutrix. Your aim is to find 2 to 3 subcategories with a total of 30 topics related to your niche. Look for low-competition topics with lots of searches.

When you use these keywords, your website has a better shot at showing up at the top of search results. This brings more traffic and helps you stand out. Even though it takes time and effort to rank these keywords, it's worth it. Once you rank high, you're ahead of the game.

Remember, your goal is to hit \$3000 a month within a year, so you can't compete with big websites. Google takes around eight months to rank your content, making what you create early on crucial. Be sure it's top-notch content with images, data, sources, and valuable info.

Your goal is to create 30 blog posts this month. Focus on optimizing your snippets. Snippets are those short descriptions under the clickable title on Google's search page. Usually, the top-ranking article shows the snippet above the title.

Under each subcategory, link your articles together. Reference them within the article and add links in "Related content. If you create a series of ten articles on one topic and link them all, you'll have a better chance at ranking your keywords.





Think about what you want to give away in exchange for email addresses. The sooner you start list building, the better. Your first month is all about building so you won't see much traffic. But you do want to get ready to start building that list as soon as possible.

#### **Month 2:**

Now, let's start thinking about how to make money from your blog. Look for affiliate programs that match your blog's theme. For example, if you're blogging about weight loss, find an affiliate program related to weight loss products that you'd like to promote. If you already know the product you want to talk about, search Google for that product's name along with the word 'affiliate.'

If your blog is all about online marketing, consider signing up for affiliate programs related to web hosting and autoresponders, things new marketers often need. In the long run they can earn you more money than Clickbank products because they pay monthly and sometimes for many years.

Add your affiliate links as you go along rather than waiting until all of your posts are done. Also, don't bother with product reviews. Instead, simply recommend products that fit naturally into your blog posts.

During this month, your goal is to write another 30 top-notch, informative posts. Keep an eye on your competitors because your content should outshine theirs. Make it more informative, longer, and easier to read than what your competitors are putting out there.

Create your lead magnet to give away in exchange for email addresses. Set up your autoresponder and add your lead capture form to your site.

Yes, I know this is a lot of work, but it's worth it. Remember, you've got this!

#### **Month 3:**

Time to kick things up a notch. Start by hunting for more keywords. This time, aim to expand your subcategories to 4 or 5. Then, roll up your sleeves and create another 30 articles that fit these new subcategories.

Don't forget to link these articles together within each subcategory. And, of course, sprinkle in those affiliate links where they make sense. Your goal? Make your content the go-to resource in your niche. If you want, you can even consider outsourcing some of this work.

#### **Month 4:**

Get ready because this month is going to be exciting! First, cut your article count in half. You only need to create 15 new articles this month, because you're going to be spending the rest of your time making YouTube videos.

Aim for 5 to 10 short, snappy videos. Your YouTube channel should cover the same topics as your blog, and make sure to link back to your blog in the video descriptions.

Now, if you're thinking about ads, it's time to sign up for an ad network to place ads on your blog. Google AdSense, Ezoic, and MediaVine are some options to consider, but there are plenty of others out there. Typically, you'll get a percentage of the ad revenue.



Oh, and if you haven't already, start adding visuals to all your posts. These could be pictures, graphs, infographics, and videos. They not only make your content visually appealing but also boost your SEO game.

#### **Month 5:**

Guess what? It's time for another round of searching for 30 fresh topics for future blog posts. You're building authority in your niche, and Google is watching! Google loves:

- Loads of top-notch, well-researched content.
- Posts that link together related topics.
- Visuals like images, graphs, and solid sources.
- Updating and enhancing older articles.

Write 15-20 high-quality posts and don't forget to promote your content on social media. Sneak those affiliate links into your articles when they fit naturally and recommend some products.

And let's not forget about YouTube – add 5 more videos to your channel.

#### **Month 6:**

Keep the momentum going! Write another 15-20 top-quality articles, link related ones together, and post 5 new videos on YouTube.

#### **Month 7:**

Back to the drawing board for another research analysis session to find 30 new article ideas. Write and post 15-20 fresh articles. Now, it's time to dig into your affiliate products:

- Analyze your traffic.
- Check those stats.
- Consider adding new products to the mix if the current ones aren't giving you the results you want.

You might be wondering why you're doing keyword research so frequently. It's twofold: First, you're learning and discovering new topics as you go along. Second, things change, and new topics suddenly become hot.

And if you're one of the first to write about these fresh topics, Google will love you.

#### **Month 8:**

Time for action! Create 15-20 articles and pump out 5 or more videos. Why so many videos? Because they can help you rank faster.

You've probably noticed that videos often pop up in Google's search results, and that's exactly what you're aiming for. When you embed these videos into your articles, you boost your chances of ranking high.

Plus, you're giving your readers an extra resource. I get it, videos might not be your favorite, but trust me, they're a must.

#### **Month 9:**

You're two-thirds of the way to your goal, so keep the momentum going! Post another 15-20 articles and research 30 more content ideas. Remember to link related content together and keep sharing your work on social media.

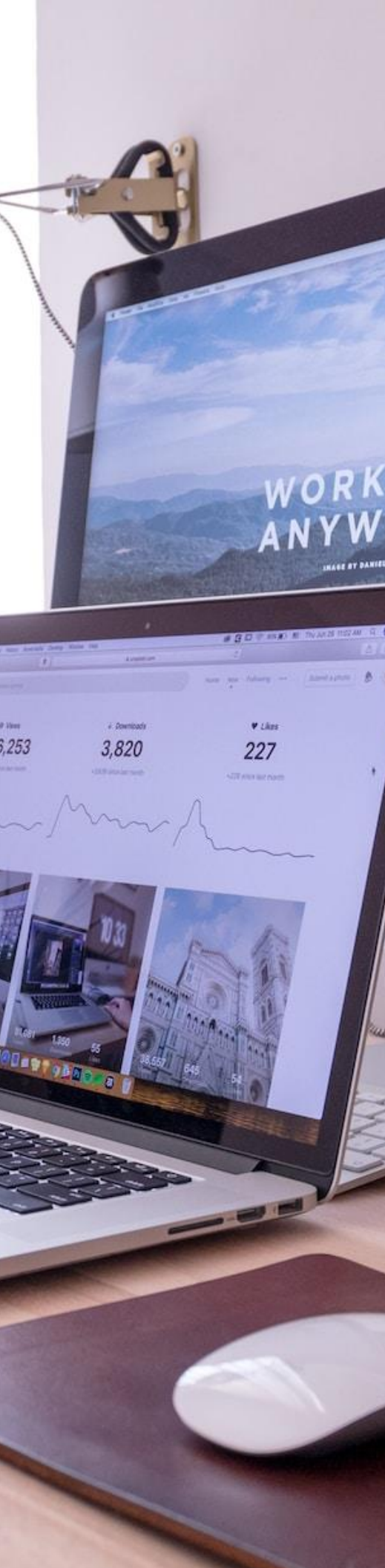
#### **Month 10:**

You've got the rhythm now, right? Post 15-20 articles and add five more videos to your collection. Keep sharing and linking relevant posts together.

#### **Month 11:**

You're closing in on your \$3000 per month goal. Prepare another list of 30 article topics and get that content rolling. Write 15-20 articles and make 5 or more videos. Don't forget to link related posts and share your work on social platforms.





## Month 12:

Last stretch! Post your final 15-20 articles and create five or more videos. Now, here's the best part – CELEBRATE! You've done it, and you deserve to pat yourself on the back. Throw a party and let the good times roll!

### Final Notes:

Starting out, this might seem like a lot of work, and it is. But here's the good news: As you go along, it gets easier and easier each month. The most challenging part is those initial 30 articles. After that, it's about staying on track and watching your traffic grow.

If you're interested in diving deeper into SEO, you can take a course to learn more about ranking your articles high on Google.

Building a profitable blog and ranking on Google isn't a walk in the park, but it's entirely possible when you stick to a plan and focus on key tasks. Here's what you need to keep in mind:

- **Find Your Niche:** Start by selecting a profitable niche or targeting a specific audience.
- **Keyword Research:** Dig deep into keyword research and understand your competition.
- **Consistency:** Maintain a consistent posting schedule.
- **YouTube:** Create YouTube videos to complement your content.
- **Test different lead magnets** presented in different ways at different times and places on your site. See what works best for list building. Consider having several different offers, such as free PDF's of your most popular articles, lists of resources and even special videos just for list subscribers.
- **Monetization:** Use ads and affiliate links to make money from your blog.
- **Optimization:** Optimize your content with images, data, and infographics.
- **Sharing:** Share your articles on platforms like Pinterest, Twitter, and Flipboard.
- **Internal Links:** Link related posts together for a better user experience.

If your goal is to earn \$3000 a month in 12 months, remember that it requires consistent effort throughout the year; otherwise, you might be disappointed with the results.

Also, don't forget to equip yourself with some essential tools:

- **Keyword Research Tool:** Ahrefs is excellent, but if it's not within your budget, consider Zutrix.
- **Analytics:** Use Google Analytics to analyze your traffic data.
- **Graphics:** Canva is handy for creating blog images and social media posts.
- **Video Editing:** Inshot or iMovie are great for crafting YouTube videos.
- **Screen Recording:** If you plan on creating on-screen tutorials, OBS Studio and Recforth are both effective choices.

Lastly, building an email list is crucial. Send valuable content to your subscribers weekly. Get Response is a good option, but if you're on a budget, Mailchimp works too. Stay focused and keep pushing forward.

Oh yes, and I saved the best part for last. If you reach your initial goal of \$3,000 per month in 12 months, and if you keep working at the same pace, then there's no reason why that \$3,000 couldn't double the second year and even quadruple the third year.

I've seen people go from \$0 blog income to six figures in 2 years, so it can happen. But it does take work and dedication. Are you ready?





## Google Increases Ad Prices Without Informing Advertisers

Google has admitted to quietly tweaking advertising auctions to meet revenue targets.

From SearchEngineLand: The search engine “frequently” changes the auctions it uses to sell search ads, increasing the cost of ads and reserve pricing by as much as 5% for the average advertiser.

For some queries, the tech giant may have even raised prices by as much as 10%, according to Google Ad executive, Jerry Dischler at the federal antitrust trial.

Google tends “not to tell advertisers about pricing changes”, he added.

Why we care...

Google's acknowledgment has reverberated throughout the digital marketing industry, leading some to raise concerns about whether the search engine is manipulating Smart Bidding for financial gain.

Digital marketing expert Anthony Higman shared on X: “So I always knew this was the case, but to see it actually stated by the VP of ads is astounding! And what do you think smart bidding is? A smart way for Google to be able to easily manipulate ad prices! SMH.”

Why is Google on trial?

Google is facing a legal trial over allegations of employing questionable tactics to maintain its position as the world's top search engine. The U.S. Justice Department contends that Google, holding a dominant 90% market share in search, entered into substantial financial agreements with companies such as Apple to secure its status as the default search engine on devices like the iPhone.

Google's original motto was, “Don't be evil.”

They later changed this to, “Do the right thing.”

If they have a new motto, it might be, “Profit over principles.”

<https://searchengineland.com/google-quietly-increases-ad-prices-targets-432155>

# THE **BIG** SECTION





# Unleashing The Power Of Irresistible Short Reports

In the previous two issues we covered 35 different types of reports you might want to create, along with numerous tips on how to use them to build your business.

Today we present the final 15 along with a cheat sheet of all 50. The next time you're stumped for a topic, you can use the cheat sheet to help you brainstorm ideas.

One more thing... don't miss the case study on how one man built a fortune with free reports - it may just be the key you've been looking for.

## **36: Benefit X and Benefit Y**

This is the "how-to" format but with a twist, emphasizing two distinct benefits. While everyone else is giving one benefit in their titles, you're giving two. Lose weight and feel great. Save time and money. More examples:

- Shed Pounds and Boost Energy with This Revolutionary Fitness Routine
- Have the Most Gorgeous Lawn in Your Neighborhood with Less Work
- Save Time and Money by DIY Bathroom Remodeling
- Ace the MCAT and Secure Your Spot in a Prestigious Medical Program
- Double Your Salary and Get Your Dream Office Space

## **37: Science-Backed**

If your topic is backed by science, then you can use it in your title to enhance your credibility.

A valuable starting point for your scientific investigation is Google Scholar (<http://scholar.google.com/>). It serves as a searchable repository of numerous academic and scientific journals. While you might often encounter only the abstract (a summary) of the article, some journals might request payment for the full transcript. Nevertheless, before contemplating that, perform a search for the article's title and author names. Occasionally, authors themselves host articles on their personal websites, such as university pages. Examples of science reports:

- The Science of Safe and Swift Weight Loss
- The Scientific Solution to Look a Decade Younger
- Muscle Mastery: The Scientific Approach to Bodybuilding Excellence
- Unraveling the Science of Becoming a Top-Notch Pool Player
- The Science Behind Positive Thinking and Achieving Success and Happiness

## **38: Specific Money Amounts**

Using an actual number is eye catching, and even more so when you place a pound, euro, or dollar sign in front of it. Instead of saying, "Enjoy a luxurious vacation on a budget," provide specific and eye-catching figures like "Indulge in a Luxury Getaway for Just \$50 a Day." More examples:

- How to Travel Europe on \$50 a Day
- How to Build a \$5,270/mo Income through Self-Publishing
- How to Slice \$200 Off Your Monthly Grocery Expenses
- How to Buy Your Dream Home for \$125,000 or Less
- How to Retire and Live Like a King on \$3,000 a Month

## **39: Success Stories**

Everyone loves a good success story because they want to believe that, "If this person can do it, then so can I." These reports are inspirational and highly likely to be immediately devoured by your readers. You can share one success story or a multiple, showing the steps and strategies used to achieve success. Examples:

- From Basement to Billionaire: 5 Inspiring Tech Startup Success Stories
- From Rejection to Best Seller: 10 Real Life Author Success Stories
- 5 Home Schooled Children Who Went on to Become World Leaders
- Turning the Tide: A Success Story in Combating Climate Change
- How a Homeless Man Became an Entrepreneurial Tycoon in 36 Months

#### **40: #1 Secret**

People love to learn secrets and what could be better than the #1 all time best secret?

- Unlocking the #1 Secret to Financial Prosperity
- The #1 Secret for Building Lasting Relationships
- Finally Revealed: #1 Secret to Mastering Home Gardening
- Discover the #1 Secret to Perfecting Your Golf Swing
- The #1 Secret to Raising Confident, Successful Children

#### **41: Kick Ass and Bad Ass**

In certain niches these two terms can capture attention like little else. You're saying that your report will take on any other report and kick its ever-living butt. Think of kids talking smack on a playground - adults never quite grow out of that mindset. Examples:

- The Kick Ass Guide to Home Built Rocket Launchers
- 12 Bad Ass Secrets to Winning Negotiations
- 5 Kick Ass Marketing Moves to Make Right Now
- Bad Ass Marketing Strategies for Explosive Growth
- Kick Ass Fitness: Achieve Your Peak Performance

#### **42: Extreme**

This is another term that captures attention and conjures images of being super successful and able to do anything. Examples:

- Extreme Sports Mastery: Pushing Your Limits to the Edge
- Extreme Survival: Thriving in the Harshes Environments
- Extreme Wealth: Strategies for Financial Domination
- Extreme Fitness Revolution: Sculpting Your Body Beyond Belief
- Extreme Leadership: Unleashing Your Inner Trailblazer
- Extreme Creativity Unleashed: Ignite Your Artistic Genius

#### **43: Bulletproof**

Imagine something so tough and resilient that even bullets cannot touch it. This is the top of the top and the best of the best, and it grabs attention and gets read. Examples:

- Bulletproof Finance: Secure Your Wealth for Life
- Bulletproof Business Strategies: Thriving in Any Economy
- Bulletproof Confidence: Conquer Your Fears and Doubts
- Bulletproof Nutrition: Fuel Your Body for Peak Performance
- Bulletproof Cybersecurity: Protecting Your Digital Life

#### **44: Best Practices**

The term "best practices" appeals to professionals and those working within specialized fields. Examples:

- "Mastering Best Practices in Financial Management: A Comprehensive Guide"



- "The Best Practices for Effective Project Management Unveiled"
- "Unlocking the Best Practices in Data Security for IT Experts"
- "Best Practices in Healthcare: Elevating Patient Care to New Heights"
- "Strategic Marketing: Implementing Best Practices for Business Growth"
- "Legal Eagles: Navigating the Best Practices in Corporate Law"

#### **45: Hidden Truth**

We all suspect there is more going on than we know about. Are we living in the Matrix? Is the truth hiding right there in plain sight? Is there more to a topic than the experts are telling us?

Examples:

- The Hidden Truth About Your Health: What Your Doctor Isn't Telling You
- The Hidden Truth of Artificial Intelligence: Can Machines Think?
- Behind Closed Doors: The Hidden Truths of Celebrity Lifestyles
- Unmasking Government Secrets: The Hidden Truths of Espionage
- Time-Traveling Socks? The Hidden Truth of Lost Footwear

#### **46: Untold Story**

People love a good story, and if it's untold it's all the better. What do you know that others don't?

What can you reveal that will capture their interest? Examples:

- The Untold Story of a World War II Hero's Daring Escape
- Behind the Headlines: The Untold Story of a High-Profile Scandal
- The Untold Story of Canine Heroes: Courage Beyond Imagination
- From Rags to Riches: The Untold Story of a Self-Made Millionaire
- The Untold Story of a Forbidden Love that Defied All Odds

#### **47: Dark Secrets**

We had the #1 secret, but now we've got the 'dark' secrets. This one might even be more appealing than the #1 secret since it has a hint of salacious scandal to it. Examples:

- The Dark Secrets of Today's Self-Made Millionaires
- Inside the Dark Secrets of Cyber Espionage: A World of Hacking and Intrigue
- The Dark Secrets of Corporate Espionage: High-Stakes Games and Hidden Agendas
- Rags to Riches: The Dark Secrets of a Business Tycoon's Rise to Power
- The Dark Secrets of Conspiracy Theories: What the Government Doesn't Want You to Know
- The Dark Secrets of Your Investment Manager: What He's Hiding From You can Make You Broke

#### **48: The Strategy**

Wouldn't you like to know the exact strategy to get the outcome you desire? So would your readers. Examples:

- Cracking the Code: The Strategy for Mastering Online Marketing
- Effective Leadership: The Strategy for Inspiring and Leading High-Performing Teams
- Financial Freedom Blueprint: The Strategy to Retire Early and Live Life on Your Terms
- The One SEO Strategy That Dominates Search Rankings
- The Winning Negotiation Strategy: Get What You Want in Any Situation
- The Social Media Strategy That Skyrockets Engagement and Brand Awareness

#### **49: Strange and Bizarre**

This one takes curiosity to the next level and walks a fine line between clickbait and being irresistible. If you think of combining two or three things that don't seem to go together, or

something that is incredibly sensational, you'll get the idea. Be careful to deliver on what is promised.

Examples:

- Say These 3 Words While Holding a Common Kitchen Item to Melt Your Man's Heart
- How I Earned \$50,496 with Just a Pen, a Napkin and a dime
- Inside the Secret Society of Extreme Lawn Gnomes
- How to Stop a Headache in 10 Seconds with This Terrible Tasting Treat
- Dating Apps? Add This Item to Your Photo and Girls Will Fight to Go Out with You
- Haunted Toilets? Exploring the Weirdest Paranormal Phenomena

#### 50: Ultimate Guide

This is the one and only thing your reader needs to find their solution because it's the 'ultimate' guide. After all, if you have the ultimate guide, what else do you need?

- The Ultimate Guide to Starting Your Own Profitable Online Business
- The Ultimate Guide to Crafting Irresistible Social Media Marketing Campaigns"
- The Ultimate Guide to Traveling the World on a Shoestring Budget
- The Ultimate Guide to Buying Your First Home
- The Ultimate Guide to Unlocking Your Inner Creativity and Innovation
- The Ultimate Guide to Financial Freedom for Young College Graduates

## Unleashing the Power of Irresistible Short Reports Cheat Sheet: 50 Report Ideas

1: Expert Interviews	18: Current Events	34: Why You Can't
2: Detailed List	19: Insights from Pop Culture	35: X-Minute Guide Series
3: Case Study	20: Money-Saving Strategies	36: Benefit X and Benefit Y
4: Resource Directory	21: Age-Specific Guides	37: Science-Backed
5: How to Achieve a Goal	22: Barriers and Mistakes	38: Specific Money Amounts
6: Step-by-Step Tutorial	23: Busy Person's Guide	39: Success Stories
7: Frequently Asked Questions	24: Faster and Easier	40: #1 Secret
8: Idea Generators	25: Monetize Passions	41: Kick-Ass and Bad-Ass
9: The First Year	26: The Proven Way	42: Extreme
10: Niche Business	27: The Simple Way	43: Bulletproof
11: The Bridge	28: Surprise and Curiosity	44: Best Practices
12: Shortcuts	29: Survival Strategies	45: Hidden Truth
13: Advanced Guide	30: Top 10	46: Untold Story
14: Time Frame	31: Transforming the Familiar	47: Dark Secrets
15: Personal Profile	32: Unlocking Professional Insights	48: The Strategy
16: Planner	33: Uplifting Tales of Triumph	49: Strange and Bizarre
17: Problem / Solution		50: The Ultimate Guide



# THE **BIG** SECTION

## 2



# Gumroad Unleashed: Proven Methods for Building a Lucrative Online Business

If you're not using Gumroad in your marketing, you might be wondering what all the fuss is about. Here's one case study of someone using Gumroad to earn over \$35,000 per month (your results will vary, as they say).

Next, we do a deep dive into the positives and negatives to see if Gumroad might be a good fit for you.

Then we cover 45 tips to getting the most of Gumroad if you should decide it's right for you. And finally we answer the top ten Gumroad questions that you might have.

## Meet Bob: The \$35,000/mo Gumroad Guru

Let me introduce you to Bob (not his real name) who is your average regular guy who's just happened to have figured out a super cool way to make some serious cash using Gumroad.

Keep in mind that Bob isn't some tech wizard or business tycoon. He's just an everyday guy with a knack for making money online.

For those who don't know, Gumroad is a cool website where people who create stuff can sell it to folks all over the world. You can sell digital things like software, ebooks, or online courses. And guess what? You can even sell memberships that people pay for regularly. Sometimes, folks also sell real things, but that doesn't happen as much.

Bob is quick to say that Gumroad is NOT the ultimate platform online, but it's user-friendly and if you figure it out, it's also highly lucrative.

Bob has managed to create not one, not two, but five Gumroad pages, each pulling in a cool \$7,000 - \$9,000 every single month. And it's not rocket science; it's just a simple three-step plan.

### Bob's Three-Point Strategy

Here's how Bob does it:

#### Step 1: Bob's Niche Obsession

First off, Bob dives deep into something he's passionate about. It could be anything—like cooking, gaming, or fashion.

Then he creates a Medium.com page all about that topic.

#### Step 2: Bob's VIP Club

Next, Bob starts building a fancy newsletter using Gumroad. It's like his own VIP club, where he sends out exclusive stuff to his subscribers.

They love it!

#### Step 3: Bob's Digital Treasure Chest

Now, this is where the magic happens. Bob cooks up digital stuff that people really want.

We're talking product creation of e-books, online courses, or other digital goodies that match his niche.

#### Bob's Money-Making Mojo

So, how does Bob turn all this into cash? It's actually pretty simple. He grows his audience on Medium by doing a content explosion. Bob comes up with loads of article ideas and writes 20 - 30 articles in one go.

Then, he publishes them one after the other, creating a buzz.

At the end of each article, Bob adds a little message telling people to sign up for his newsletter. That's how he ropes them into his VIP club.



Later on, Bob starts promoting his digital products on Medium and through his newsletter. People are into what he's offering, and they can't resist buying.

And here's a bonus tip: Bob also runs faceless YouTube channels for each of his niche pages. It's not just about the YouTube money; he uses short and snappy YouTube Shorts videos to get more folks interested in his newsletter.

### **Scaling the Bob Business**

Now, if you're thinking of doing what Bob does, he's got some advice. If you want to go big, you might need a team to help you out.

But if you're happy with just one Gumroad page, you can totally handle it solo and get some help with the boring stuff down the road.

So, there you have it, folks—a regular guy named Bob who's making a ton of money with Gumroad, Medium, and a whole lot of creativity. Give it a shot, and you might be counting the cash in no time.

## **Should You Consider Using Gumroad?**

Yes! Maybe. It depends.

Gumroad is fantastic for some marketers because of these benefits:

1. **Easy Startup** - You can create your Gumroad account and start selling your awesome stuff in just 30 minutes or less.
2. **No Need for a Fancy Website** - You don't have to have a complicated website to sell your Gumroad products. It's all right there.
3. **Control Everything** - You get to decide the prices, quantities, and even use coupons to attract more buyers. It's all in your hands.
4. **Get Exposure to Lots of People** - Gumroad brings in over 206,000 visitors every month. Activate the discover option, and your products may be seen by those people.
5. **Low Fees** - Gumroad won't break the bank. It's super affordable.
6. **Built-in Affiliate Program** - You can pay people to help you sell your stuff without needing extra tools.
7. **Email Marketing Made Easy** - Send updates, training, and offers to your customers and followers directly through Gumroad.
8. **Effortless Product Delivery** - Upload your products as files or send buyers to special links for all the info they need. You can even create special licenses for your products.
9. **Weekly Payments** - Get paid regularly on a schedule that works for you.
10. **Crystal Clear Analytics** - Gumroad gives you lots of data to help you understand how your products are doing. Perfect for all the data-loving marketers out there.
11. **Customize Your Sales Pages** - You can make your sales pages look pretty and high-converting without needing fancy tools.
12. **Chargeback Support** - If customers start making complaints, Gumroad investigates and fights on your behalf.
13. **Pixel Traffic** - Easily add tracking pixels to retarget visitors who didn't buy. You can reach out to them with ads on Facebook, Instagram, YouTube, and Google.
14. **Recurring Payments** - Create subscription products and charge your customers monthly or yearly. It's like getting paid on autopilot.

## **Gumroad May Not Be The Right Fit For You If:**

**You Sell Physical Products:** If you're in the business of selling tangible items rather than downloadable digital products, platforms like Shopify are likely a better match for your needs.

**You Want a Sleek Online Store:** If you're aiming for a super-polished and slick online store, Shopify is your go-to option. They specialize in creating appealing storefronts. Gumroad, on the other

hand, doesn't provide the tools to build a full online store. It's primarily for selling digital products on your existing website, blog, or social media.

**You Offer a Vast Catalog:** If you have thousands of digital products to manage, you might want a more complex e-commerce platform.

## 45 Tips for Using Gumroad Effectively:

These are the points Gumroad savvy marketers make when telling others how to succeed on this platform.

### **Getting Started:**

**Explore Gumroad:** Start by checking out Gumroad to see what it's all about.

**Create a Cool Profile:** Make your profile look awesome with a short bio and a nice profile picture.

**Find Your Thing:** Think about what you're really into and want to share with others.

### **Creating and Selling Stuff:**

**Make Great Stuff:** Whatever you're selling, make sure it's super cool and helpful.

**Price It Right:** Look at what others are charging for similar stuff and set a fair price.

**Bundle It Up:** If you have a few things that go together, bundle them for a better deal.

**Give Sneak Peeks:** Share a little piece of your stuff for free to get people interested.

**Limited-Time Deals:** Sometimes, it's fun to offer discounts for a short time.

**Keep it Fresh:** If you promise updates or new stuff, make sure you deliver on time.

### **New Features:**

**Use One Click Upsells and Cross Sells:** Upsells refer to offers that upgrade an existing version of a product to a higher tier. Cross-sells refer to offers that add a new product to your cart. You can add an optional discount in both cases, as well as customize the text copy of the modal.

**Increase Membership Prices:** If you need to increase prices for current members, you can now do it without unsubscribing and resubscribing members. Notifications are sent out to existing members who have 7 days to cancel if they choose not to pay the higher price.

Gumroad is continually improving their service.

### **Engaging Your Fans:**

**Grow Your Fan Club:** Get people to join your email list so you can keep in touch.

**Send Newsletters:** Send emails to your fans with updates, special stuff, and discounts.

**Chat on Social Media:** Share your Gumroad stuff on social media and chat with your followers.

**Be Nice to Fans:** When folks have questions or comments, be friendly and reply.

### **Making Your Gumroad Page Look Cool:**

**Personalize Your Page:** Make your Gumroad page look like your own by adding pictures and colors.

**Catchy Titles and Cool Descriptions:** Make your product names interesting and write descriptions that make people really want to know more.

**Tell the Story:** Write descriptions that tell people why your stuff is awesome.

**Add Tags:** Use keywords to help people find your stuff easily.

### **Promotion and Marketing:**

**Team Up:** Partner with other creators for fun projects and share each other's work.

**Think About SEO:** Use words that people might search for to help them find your stuff.

**Advertise a Bit:** If you can, try running ads on places like Facebook or Instagram to show off your stuff.

**Plan Ahead:** Make a schedule for when you'll release new stuff and tell your fans about it.

### **Keeping Your Fans Happy:**

**Give Out Free Stuff:** Offer freebies like guides or templates to get people interested in your other stuff.

**Special Treats for Fans:** Give special discounts or exclusive stuff to your loyal email subscribers and social media buddies.



**Offer Initial Membership Discount:** This is a great way to entice new people into your membership before paying full price.

**Offer Discount on Minimum Qualifying Price:** Customers get a discount for purchasing a minimum dollar amount of products.

**Offer Discount on Volume:** Customers get a discount for purchasing a minimum number of products.

**Keep Providing Value:** Keep making cool stuff to keep your fans interested.

#### **Understanding the Numbers:**

**Check Your Stats:** Look at the numbers Gumroad gives you to see how things are going.

#### **Legal Stuff:**

**Know the Rules:** Read the rules Gumroad has, and make sure you follow them.

**Tax and Legal Stuff:** Learn about taxes and other legal things for selling digital stuff where you live.

#### **Helping Your Customers:**

**Help Quickly:** When people have questions or problems, try to help them out superfly fast.

#### **Growing Your Business:**

**Get Some Help:** As your business gets bigger, think about getting help with things like marketing.

**Try New Things:** Don't be afraid to try out other ways to make money alongside Gumroad.

#### **Keep Learning:**

**Stay Updated:** Keep an eye on what's new in your field, learn new marketing tricks, and stay in the loop about Gumroad updates.

**Think About Mobile:** Make sure your Gumroad stuff looks good and works right on phones because lots of folks use them to shop.

**Try Different Prices:** Test out different prices to see what gets you more buyers.

**Email Magic:** Build a list of emails from your fans and use email to tell them about your new stuff and cool deals.

**Show Off with Images and Videos:** Use good pictures and videos to make your products look awesome.

**Influence with Influencers:** Get help from famous folks in your field to tell their fans about your products.

**Mix Up Your Products:** Try different types of digital things like e-books, courses, or printables to see what people like most.

**Suggest More Stuff:** When someone buys something, recommend other things they might like during the checkout.

**Keep Learning:** Stay curious and learn more about what's new in your area and how Gumroad works. It's all about growing and getting better.

Remember, making it big on Gumroad takes time, but with effort and creativity, you can do it.

## **Frequently Asked Questions About Gumroad**

### **1: Does Gumroad make buyers feel safe?**

People generally feel safe putting their credit card details into that little Gumroad popup box that pops up when they click "buy."

There's a reassuring "secured by Gumroad" message at the bottom of that box with a link to an official security statement.

Some sellers even report that their sales have gone up since they switched from PayPal to Gumroad.

### **2: Does Gumroad look good on any website?**

Gumroad blends right into your site without any extra fuss. You don't have to mess with the design much, except for changing the color of the "buy" button to match each site's style.

### **3: Does Gumroad always work without glitches?**

Nothing works perfectly all the time.

A small percentage of customers don't receive their email with the download link, but this could be because it's going in their spam folder.

And occasionally customers have a problem with failed payments if they are using a proxy server.

### **4: Do customers have to jump through hoops to purchase my product?**

Gumroad keeps things super simple. All the buyer needs to do is click "buy," enter their name, email, and credit card info.

After that, they get an email with a direct link to their purchased item.

### **5: Gumroad charges a fee for every transaction. Does this make it more expensive than alternatives?**

There are plenty of other tools out there, but most of them cost a ton, making Gumroad the cheaper alternative.

Most creators agree they're getting a good deal without a lot of hassle or problems.

### **6: What problems do creators encounter along the way?**

One of the challenges is getting enough "social proof," which is important because it helps others trust what you're selling.

On Gumroad, the only way to get social proof is by asking people to leave a review or setting up a system for it. But here's the catch; there aren't any comments in the review, just star ratings. So, it can be a bit tougher to gather social proof compared to, say, Shopify, which has special tools for getting more testimonials.

Another challenge is figuring out how to connect with your audience. Tools like Gumroad don't have all the fancy email features that some other pricier tools have, so you'll want to keep in touch with your customers using your own email program.

### **7: Is Gumroad actively maintained?**

Definitely. While there are some tools out there that don't seem to be improving much, the team at Gumroad is always making improvements.

### **8: Do you get buyers from Gumroad?**

Yep, sometimes you do. Gumroad has this cool thing called a marketplace. People who are just browsing around might stumble upon your product and buy it without you having to do anything.

It's like getting unexpected sales, and while it might not be your main way of making money, for many creators, it's enough to pay for using Gumroad and maybe even make a little extra cash.

### **9: How is Gumroad different from Shopify?**

Shopify is a pretty awesome platform. They've got tons of cool stuff like templates, web design tools, and plugins – all the bells and whistles.

But with Shopify, you've got to build a whole website, add a bunch of plugins and do more work. Not everyone wants to dive into all that.

If you're the kind of creator who just wants to upload your course, hit save, and share the link with people, then Gumroad is your speedy, no-fuss option.

### **10: How Can You Share Your Products on Gumroad?**

When you've got a product or a course on Gumroad, all you need to do is share the link. You can pop it on your social media profiles, send it in messages, add it to your videos, and even include it in your emails.

It's super easy for people to access, and it works great on mobile too.

## **Final Thoughts - What Gumroad Does Really Well**

One thing Gumroad nails is making it super easy for folks to get their hands on your products. Buying stuff is a breeze. Customers don't have to fill out a bunch of forms; they just pop in their credit card details and boom, they're making



It's as simple as that.

Now, some creators who do this full-time like to have the best tools for every part of their business. They might use fancy things like Zapier to connect Stripe, Shopify, Gumroad, Circle, Mighty Networks, you name it. But if you're all about keeping it simple, starting with Gumroad might be your way to go.

As a creator you can learn more about Gumroad here: <https://help.gumroad.com/>

As well as visiting the Gumroad blog here:

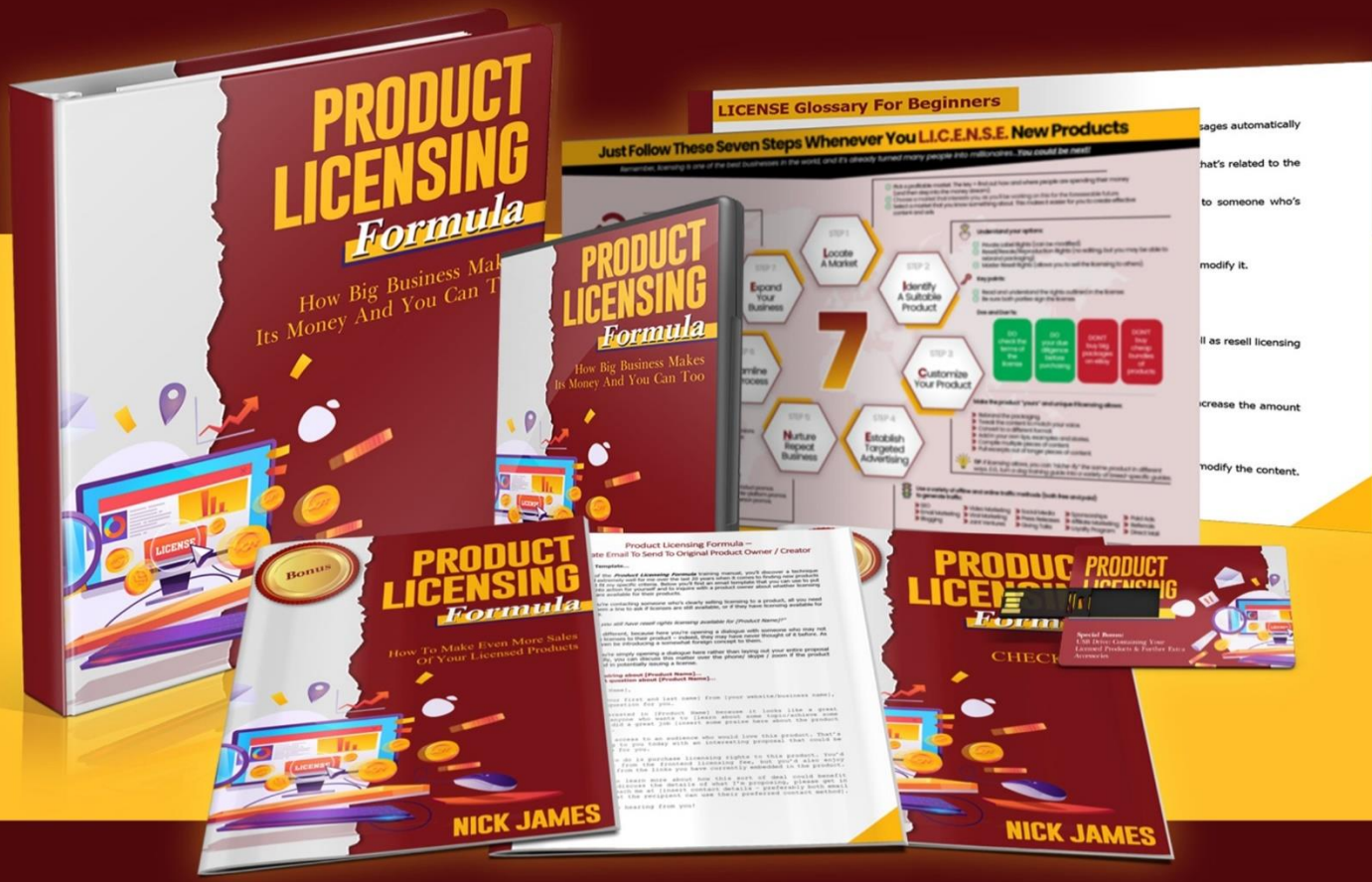
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