



December 2019

The Online Marketing NEWSLETTER

**How to Stand
Out among the
300 Million
Blogs Online**

**Profiting From
404 Error Pages**

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Made Simple
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Tips**



Knockin' On Heaven's Door

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I'm sure you're familiar with the song 'Knockin' On Heaven's Door' by Bob Dylan, arguably it's one of the greatest songs of our time. It has been covered by countless groups and artists since it was first penned. What you might not know is that it was originally written for the film Pat Garrett and Billy The Kid. The song plays in the scene where Sheriff Colin Baker, an ally of Pat Garret has been shot by Billy the Kid; Baker and his wife are down by a riverside in the final moments of his life and his death actually takes place offscreen.

So you could say that the song is about endings and death, but if you change your thinking slightly you could actually say that it's also about rebirth and new beginnings- the next step on the universal journey. It might mean starting the life you were always meant to lead, it could be starting that new business or job, bringing on a new set of products or launching into a new business sector. It might be more personal, moving forward with a partner, getting married, starting a family. But as with all things, for something new to begin something has to end.

In our lives and our businesses, there will be many deaths and rebirths, old ideas and concepts die hard, but they make way for the new ones. Yes, we could be afraid of change, but that fear isn't going to stop those changes from coming to pass. So, why not embrace it as something new with potential to grow?

We started our businesses to change our lives, was it to enrich them? To get away from a scenario that was holding us back? Maybe we wanted to readdress our life/work balance, but in a very real way what we're all trying to do is get our own little slice of heaven. Where things come together and fit just right.

So here's the lesson for us- we're conditioned to see the endings and to be fearful of them, to fight against them, to hold onto what we had before and not let it go, but each and every ending has to happen at exactly that moment for our new beginning to form. Sometimes it might indeed be painful, but it was always going to happen! You can choose to embrace and wallow in pain of loss, or you can choose to take it as a lesson in life, learn from it, analyze its' cause, absorb it, then consign it to where it has to be... the past. Leave it there and move onto the adventure, the new opportunity, apply the lessons the past have imparted on you and before you know it, the next knocking you hear could very well be you knocking on the door of the heaven you have been seeking to create.

How to Stand Out among the 300 Million Blogs Online



If you are thinking of creating a blog or you are about to start one, I have some good news for you-you are one of only 300 million. Now that you know you are statistically like a grain of sand on the beach, how are you going to stand out and get read? In one word, we can summarize the formula for getting noticed- **BRANDING**. You can either come up with standard blog posts, just like anyone else and hope it somehow gets noticed, or you can carefully craft a brand that meets the needs of your readers and keep them coming back for more.

If you copy 99.9% of what other bloggers do and hope that you will succeed, you will spend six months working on your blog and most likely be discouraged and give up.

Building a brand can propel you and keep you at the top. Think Coke, Google, Nike, and Apple to understand how powerful branding is. Brands mean something, stand for something, and create loyalty in their customers. They stand out and overcome competition. Best of all, they stay in the minds of customers and are likely to be remembered first before customers look elsewhere.

To Build a Blogging Brand, Here Are 10 Tips;

Know who you are writing for

Who do you target? Come up with a profile of your ideal reader; their age, problems, hobbies, family, profession, etc. All your blog post will be directed to this one person rather than talking to everyone. Remember, when you try impressing everyone, you interest no one. However, by targeting a certain segment of the population, they will believe you are writing just for them, and thus they will be loyal followers

Know the purpose of writing to your specific readers

What is your goal? It might be to persuade, to educate, to motivate, etc. The most important thing is to keep your focus on the goal at all times.

Stick to one topic

What are you writing about? It might be marketing, dating, physical fitness, etc. Decide what you want to write about and stick to it.

Choose a unique, easy name

Choose a "brandable" name, a name that people are likely to remember easily. If you are creating a fitness blog, for instance, you might choose a one or two-word brand name, rather than a phrase.

HowToEatHealthyAndLosePounds.com is too keyword-rich and too generic. Most of the popular brands in the world have one word. Think of Google, Apple, Coke, etc. You can try things like Skinnycake.com, FitExpert.com- these are "brandable" and memorable names.

Come Up With a Snappy Tagline

For a brand to be memorable a name is not enough - you also need a tagline. A tagline will clarify what you do and make your blog memorable. If you write about bacon recipes, your URL might be HealthyPiggy.com, and your tagline might be Bacon lover's recipes for non-chefs. Your tagline not only defines that your site is about bacon recipes but also narrows your niche to people who don't consider themselves as good cooks.

Get a logo

I'm sure you can picture the Nike logo, Coke logo, Apple logo... A logo is part and parcel of your brand. Therefore, make it clean, unique, simple, and eye-catching. It is worth spending extra money to have your logo crafted.

Incorporate your logo into a favicon

This is an important part of blog branding.

Match Your Website Design To Your Topic

Having a website about grieving that is full of clowns and balloons is not going to work. Dull colors on a kid's website or lack of photos of flowers or plants on a website about gardening won't work. Ensure all your visual elements of your website match your topic.

Have a Writing Style and Stick with It

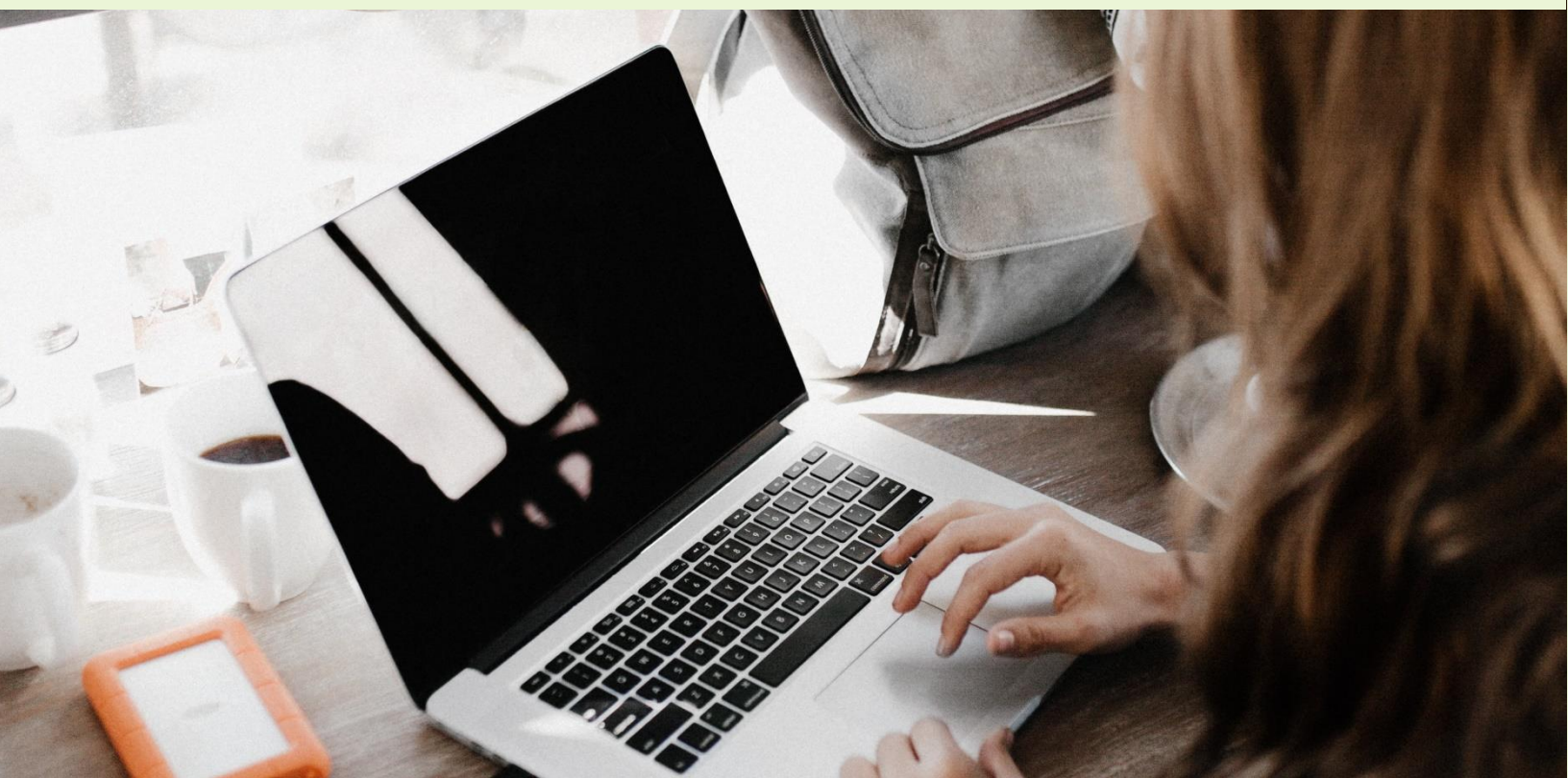
Give your readers what they have come to expect from you. If you are writing to a technical crowd, write like a technician. If you are talking about celebrities, adopt a writing style that is informal and fun. Be consistent with your writing style to avoid confusing your readers. Let your readers associate your site with a specific writing style and tone

Promote your blog through social media

Mention your blog's name everywhere. Don't use Weight Loss Expert on Twitter and Pound Slicer on Facebook. No one will relate that you are referring to the same blog. This is another reason to choose a unique, short "brandable" name that is not being used elsewhere.

For your blog to stand out from the millions online, you have to invest a little extra work, however, your efforts will pay off handsomely.

Working on your brand will also give it a value that if you ever decide to sell your blog, it will help you command top dollar because you took time to build your brand properly.



9 Social Media Marketing Pro-Tips You Missed

Is social media marketing right for your product?

And if so, how can you make the most of social media marketing?

I've curated 9 tips that might surprise you, annoy you or even flip your concept of social media marketing on its head.

1: Be One of the First

Most people try to build their brands on platforms that are extremely competitive.

But there are other ways:

Either build your brand on a new platform BEFORE it becomes huge...

...or build your brand on an unexpected platform.

In the first example, it's notable that many of the biggest stars of YouTube started when YouTube was fairly new.

And the same is true of Instagram and other social media networks.

By getting on a platform before it's huge, your competition will be much smaller.

In addition, up and coming platforms want to increase engagement, so they will show your content to more and more people.

In the second case, it's a matter of going where you're not expected, and this may or may not work for you.

Let's say you have a business to business service. Everyone would expect you to go to LinkedIn to do your promotion, and that's where you'll find your competition.

But what if instead, you went to Facebook? Instead of being one little fish of many on LinkedIn for your niche, you might wind up being a BIG fish in a big pond on Facebook, if you can reach your target audience.

It's worth a shot.

2: Don't Wag the Dog

To get better at social media, you might keep in mind that social media platforms are the tail and not the dog. The dog is your product, your offer and the campaign to promote the offer.



Social media is simply the tail.

Too many people try to start with social media and go from there, and then they wonder why the tail isn't wagging the dog.

If you've got a product people want and an offer they cannot refuse, then social media can work for you.

3: Become a WOM Expert

Social media marketing works best when you get others to share your message. And to do that, you need to learn everything you can about word of mouth marketing, as well as what goes viral and why it goes viral.

Find out why people share the things they share.

I have to say that again because it's so important:

FIND OUT WHY PEOPLE SHARE THE THINGS THEY SHARE.

The more you know about this and apply what you learn, the better you will become at social media marketing.

A few points to get you started:

People share content:

1. To bring valuable, enlightening and entertaining content to others
2. To define themselves to others (and to themselves, too)
3. To get and stay connected to others
4. For self-fulfilment, to be credited by others for what they shared
5. To support causes they believe in and brands they like.

These all come down to one thing: nurturing relationships with others.

People are most likely to share content that is:

- Entertaining
- Inspiring
- Educational
- Convincing

In the "Generational Content Gap" survey from Fractl and Buzzstream, they found that:

- A) Timing is everything. The majority of Baby Boomers consume content during the morning hours, between 5AM and 12PM. Compared to that, both other generations consume content in the late evening, between 8PM and 12AM. If you are a marketer and want to reach the right audience, always keep timing in mind!
- B) The top 3 types of content consumed by all three generations are 1) blog articles (with a preferred length of 300 words), 2) visuals (with images, videos, and memes on the top) and 3) comments. Thoughts? Oh yes! Less is more!





- C) When it comes to content categories, all of the groups like to consume content in the field of Entertainment. However, Baby Boomers' are the largest World News consumers; Gen Xers are very much into Healthy Living and Millennials are Technology fans.

4: Tell the Right Story to the Right Audience

You need to have story you want to tell. Maybe it's a story about your brand, your product or service, or even a story about you. It's the story that captures an audience's attention, makes you memorable and arouses interest.

Try this story out on your fellow humans and seeing if it works or not. Tweak it. Get it right.

Then and only then do you figure out what the best platform is to tell that story.

5: Create/Curate Industry-Focused Content

You could curate content that your audience will appreciate by using keyword based & RSS feed content curation on a tool like DrumUp. <https://drumup.io/>

The idea is to share great content with your followers so you can start conversations with them, be viewed as the go-to source of info, and even become the expert in your field, without actually BEING the expert.

Weird but true, associating with experts and even forwarding their content on makes you look good by association. It's almost like getting free social media karma.

6: Go to Mock War

What happens when McDonald's and Wendy's tout their own products? It's boring.

What happens when McDonald's and Wendy's take friendly pokes at each other and even engage in mock social media wars?

People pay attention, take sides and participate.

Don't make it a real war unless you've got a cause, like Greenpeace or Amnesty International. But do poke fun at your competition in a friendly way and expect they will poke back.

You will both win if this is done right.

7: Get Emotional

All great marketing engages people on an emotional level, and that includes social media.

You might think you don't have it in you to create, say, a video of a small boy doing all the chores around the house so his mom has time to go to his play. I saw that done recently by a company called Dialdirect, and it was done so well, it brought tears.

But you don't have to go all Hollywood in your emotional content creation.

VSO simply wrote the following words:

"Will you remember today forever? You went to work. The road was strangely empty. You got a hilarious email. Someone made you a perfect cup of tea. You ate a delicious sandwich. The photocopier did not jam. There were no delays on the trip home. But will you remember today forever? You saw an ad on the T.V that changed your life. You decided to do something about the state of the world. You offered your professional experience to VSO. You volunteered to share your skills in the world's poorest communities. You stood up not because there were no seats, but to be counted. To say you wanted to make a difference. This is your chance. This is the ad. This is the website: www.vso.org.uk. This is the number: 020 8780 7500. This is the day." VSO - Sharing Skills / Changing Lives

8: Avoid the Ruts

People get bored.

What's hot today is dull tomorrow and forgotten the day after that. That's why you can rest on your laurels. Keep finding fresh new ways to get your message out there.

9: Build Your Brand

Here are some tips that can be useful for brand building with social media:

- a. **Make Rich Graphics:** The best and first step for brand building is to attract the audience with unique and eye-catching graphics.
- b. **Taglines or Slogans:** Make great taglines for brand promotions. Let's take an example of Nike's slogan "Just Do It." And, their tagline or mission statement is "To bring inspiration and innovation to every athlete in the world." Think about how wide their target audience becomes with a tagline like that!
- c. **Descriptions:** Make post descriptions small, unique and more catchy.
- d. **Build a brand #tag:** Make your business a popular #tag. For example, #Nike has more than 87 million posts on Instagram.
- e. **Conduct Surveys:** Surveys are another best way to promote your business. You can encourage the audience to participate in your survey and offer them gifts or giveaways.
- f. **Video Content:** Make creative videos for your brand, services, products.
- g. **Don't do Blanket Posting:** Avoid attacking the audience with the same images, the same content at the same time on all social media channels.
- h. **Online Competitions & quizzes:** Organize online Competitions & quizzes on SM channels.

These type of activities build brand trust and increase visibility.

10: Maintain the Appearance of a Constant Presence

Out of sight, out of mind.

Have a presence on your social media channels every day, without fail. Have something relevant and interesting to share. And as much as possible, automate everything with scheduling tools so you can focus your time elsewhere.

The key is to appear to be present and engaged, rather than actually being present and engaged.

Yes, I know some people are going to take exception to this, but the fact is that your time is valuable. Spend it wisely where you get the most return.

If it happens that your highest return for your time is being live on social media, that's terrific. If not, then don't get sucked into a social media vortex that swallows you whole and leaves you popular but broke.

Some marketers lose sight of the fact their end goal is to sell their product or service. If social media isn't your best channel for doing that, you'll have to decide how much time to spend on it.



RESOURCES AND NEWS

Google Quietly Rolls Out Combined Audience Targeting for Search Campaigns

Do you leverage Google as part of your paid programming? If so, then you may have noticed that the search engine and advertising platform recently enhanced search campaign features by adding combined audiences to your Google Ads accounts.

The update offers advertisers the ability to serve ads to even more targeted and specific audiences.

<https://www.searchenginejournal.com/google-combined-audience-targeting-search-campaigns/335869/#close>

Snapchatters and the Path to Purchase: Shopping Behaviors on Snapchat

Today's consumers are turning to their phones at every touch point of the purchase process. Smartphones are the most used tool for sharing and gathering information on the path to purchase.

<https://forbusiness.snapchat.com/blog/snapchatters-and-the-path-to-purchase-shopping-behaviors-on-snapchat>



FTC clarifies guidelines for how influencers must disclose endorsements

Last week, the Federal Trade Commission issued updated and clarified “endorsement guides” that govern so-called influencer advertising on social media.

When most people think of social media influencers, world-famous celebrities, athletes, and models might jump to mind. While such figures are highly sought out by certain global brands, much influencer advertising is done with smaller names — and smaller budgets.

According to Hootsuite, “brands pay Instagram influencers [an average of] between \$100 and \$2,085 per post.”

With so much brand-influenced and sponsored content on various social media platforms, the FTC wants to make sure every day social media users can tell the difference between what’s a regular post and what’s a paid endorsement.



Profiting From 404 Error Pages

ERROR 404

It doesn't matter how hard you try to prevent 404 error pages on your site, sooner or later your prospects will land on one. At that point, they will have a choice of trying to find what they were looking for or just give up. Guess what happens when they click a link, and it returns a 404 error page? They leave your site in frustration.

Therefore, instead of the usual image of a disappointed dog with the caption "Whoops! We're sorry the page you were looking for has moved" consider customizing your error pages such that it offers them a direction to take.

For instance, you can give them an option to opt into your list with a different offer than what was on your landing page. An example would be, "Congrats! You just found our hush-hush page where we offer _____. Just tell us where we can send it and it will be yours."

Also, you can make an irresistible offer, such as a great deal on one of your most popular products, or two products with one offered at a discounted price. It can read, "Oops! You just landed on our error page, but we will make it up to you. Get our super-hot selling ____ at 15% of what others are paying on our site."



This Is the Most Expensive Mistake You Are Making With Your New List Members

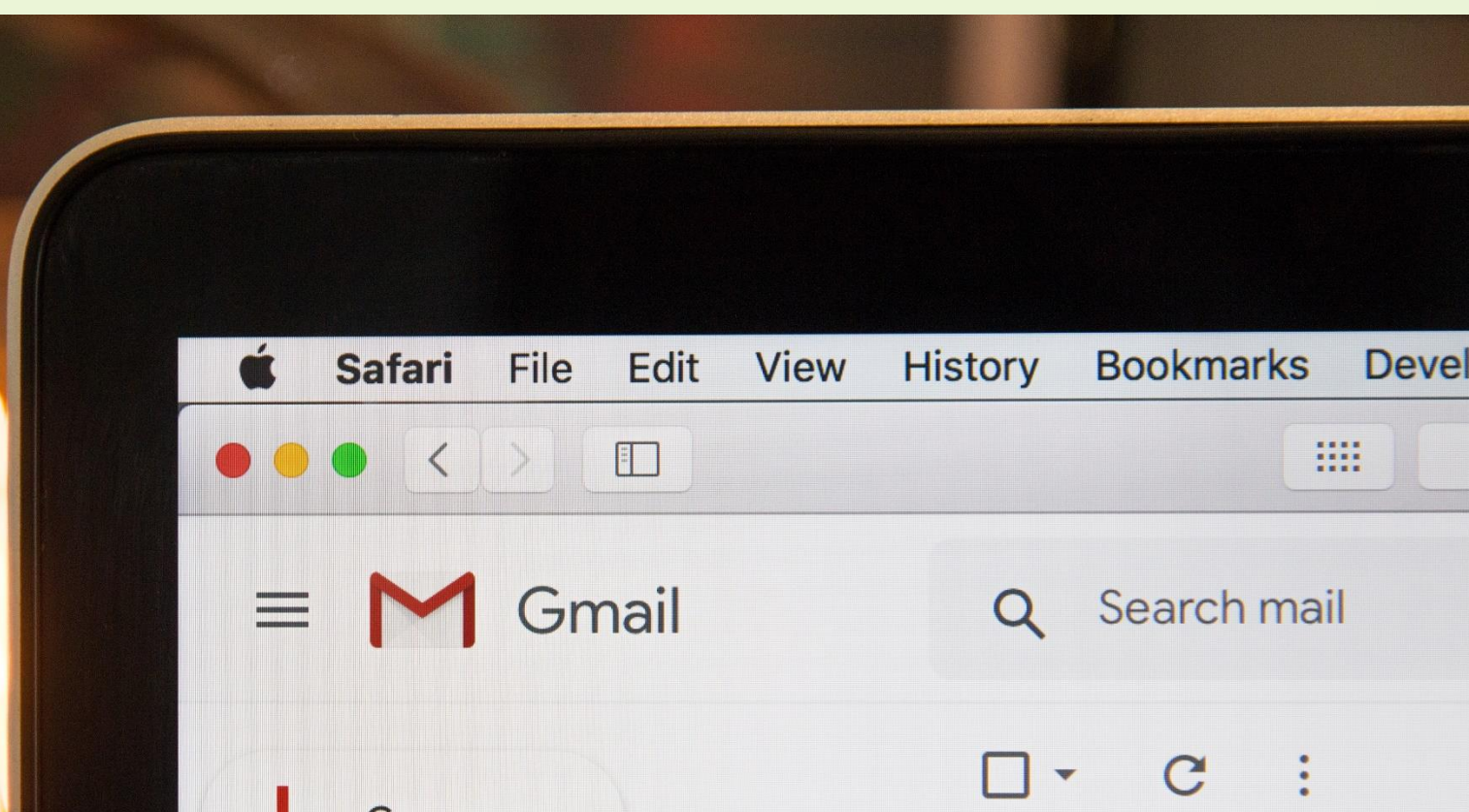
There is a common misconception that you have to welcome your list and send them several warm-up emails for a few days or even weeks before trying to sell them anything. However, if someone visited your website and signed up to your list to look for answers, then they are a ready prospect right NOW. In fact, you should make them an offer within the first seven days and not just one offer, make them two or three.

But don't forget to provide some great, interesting content whether it is giving them hot tips or telling captivating stories. Ensure to make them an irresistible offer at the end of each email. You will be surprised to find that most of your prospects will become your customers in that first week of signing up to your list. And as you know, they are likely to become returning customers again and again, as long as you offer them valuable, relevant products.

However, we are not done yet. Besides making them an offer via an email in their first week, you need to make them an immediate offer.

For instance, if they sign up to get a free report you are offering on "10 ways to banish acne" don't send them directly to the page with the 10 ways. Instead, send them to another page that tells them the report will be sent to them shortly. In the meantime, make them a fantastic offer before they checkout. I'm assuming you are using single-opt-in, and therefore they are already on your list.

Depending on the attractiveness of your offer, you should convert at least 10 percent of these prospects into immediate buyers. The best thing about this simple technique is that you set it up once and then you forget. It will earn you a passive little income while you continue growing your list.





An Effective Way to Building Your List of Buyers

A buyer's worth is ten times more than the worth of a prospect who signs up to your list for a free product. If you want to continually build your list of buyers without placing advertisements or buying solo ads, I have an effective way that you can use.

Create a simple sales page for your product and price it between \$7 and \$12, depending on the prices of it in your market. It should be an impulse buy for your customers not something they need to think about whether or not to buy.

You can use platforms like JVzoo to pay 100% commissions and manage affiliates. Yep, you read it right. You are going to pay 100% commissions to affiliates because you want to motivate them to send you traffic and by doing this you are giving them the maximum incentive. At the moment, your sole goal is to build a list of buyers, and by giving your affiliates maximum incentives, they will be happy to send them your way.

Advertise your affiliate program via social media and to your list.

Also, you can set up an upsell page to hit new buyers with a second product to buy. This way, you will be building a list while at the same time making a profit from the start.

Make sure to market your products to your list to make a profit as you continue to market your affiliate program to bring in more traffic. Don't forget to advertise your affiliate program in the product itself as some of your customers can be your best affiliates.

Simply rinse and repeat. Optimally, you need 5-10 new products that pay 100 percent commissions to your affiliates so that they can always have something of yours that they can promote.

Continue building and nurturing your affiliate list as they are more important at this time than your customers. Offer them your products for free, so they can know what they will be marketing to their customers. Continue marketing your affiliate program on social media to get additional affiliates.



How to Effectively Build Your List of Prospects

Now that you are aware of how to get a list of buyers without buying traffic, let's talk about how to build your prospect list - again without buying any traffic. Better yet, you can do this while building your credibility and remaining relevant to your reader such that they will be eagerly waiting to see what you do next.

To start this, keep in mind that you don't need a list of your own, or expert status, or even have in-depth knowledge of your niche. You need to have the ability to ask the right questions, to connect with people, and have listening skills to help you ask great follow up questions so that you can seem personable and professional.

If it has not sunk in yet, you are going to use the expertise of others by interviewing experts in your niche. When I say niche, this will work in virtually any field where people spend money. You don't have to own a product, but if you own one, that's great as well.

Just like newscasters, talk show hosts, and reporters, when you interview experts and share their knowledge, you skyrocket your credibility. And when the experts you invite to interview bring their own list and social media followers, you build your prospect list with their contacts.

You can then send them emails informing them of another great interview and this will build your relationship of trust with the list. They will open your emails because they trust you and know that you provide great content. Instead of reading what you said, they get to hear you, further making them feel like they know you in person. This will make them like and trust you.

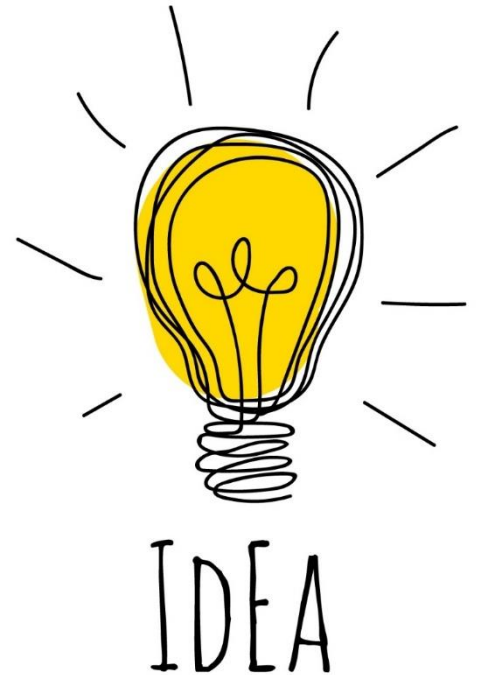
After building your list and earning their trust, it's time to monetize. You already know the drill - market your products and related products through your emails. Tell captivating and engaging stories and sell your products at the end of your stories.

Also, you can be an affiliate for your expert, promoting their products as well. This is another great way of monetizing your list of prospects. Some of them will approach you to market their products because of your large following.

Business owners can now create product catalogs directly in WhatsApp

Facebook-owned WhatsApp is taking the next steps towards monetization with a new option that will enable businesses on the platform to better showcase their products via the WhatsApp Business app.

<https://www.socialmediatoday.com/news/whatsapp-launches-product-catalogs-for-small-businesses/566873/>



HubSpot report reveals buyers do most product research on social media

Throughout the past few years, social media channels have embraced their new role as product research platforms, devoting certain areas or features of their platforms to brands and products.

Where are most of your customers doing their product research? Social media.

Which social media platform is the most popular resource?

<https://blog.hubspot.com/marketing/social-media-product-research>



Can Visitors READ Your Site?

That might sound like a silly question - of course they can read your site.

Unless...

Unless you've got 'helpful' stuff on the screen that is getting in the way.

Take a look at this screen shot:

On the left you see a tab for reviews with no way to get rid of the tab.

Bottom left is chat box that again, cannot be clicked away.

Bottom right is a heart which had me baffled at first. Click on it and it tells you to log in so that you can save this page to your wish list.

NONE of these things were helpful to me, and all of them were in the way of trying to read the article.

Yet I'm sure the site owner thinks these things are the bees' knees. And I'm sure they would be, too, if they weren't so @#%& obtrusive.

What handy dandy little gizmos have you added to your site that are getting in the way of your visitors reading your content?

☕ COFFEE ☕ TEA ☕ UNROASTED

📦 FREE SHIPPING ON ORDERS OVER \$35*

🛒 CART

With trends in caffeination constantly changing, it feels good to have options. Millions of people around the world start their day with a traditional cup of coffee or tea. Lattes, matcha beverages and energy drinks round out this list. It seems like if there were any other alternatives they would be too strange, too expensive or too impractical to try...until Yerba Mate.

WHAT IS YERBA MATE?

Yerba Mate is extremely popular in South America and is beloved for offering "the strength of coffee, the health benefits of tea and the euphoria of chocolate." The beverage is derived from the dried leaves of the South American Holly, also known as *Ilex paraguariensis*. Although the plant is native and wildly grown, due to the new found popularity of Yerba Mate, it is now grown commercially.

In addition to the importance of Japan's tea culture, drinking Yerba Mate is often times a social event befitting of traditional tea ceremonies. Sharing the drink from a gourd and a bombilla is considered symbol of friendship and is shared often as the national beverage of Argentina.

The taste can be compared to an herbal/grassy flavor, similar to some more astringent green teas. Though not for everyone,

Yerba Mate is wildly increasing in popularity not only for its impressive caffeine kick, but also for its veritable array of health benefits.

HERE ARE 10 OF THE MOST INTRIGUING HEALTH BENEFITS OF YERBA MATE.

Chat with us



1: YERBA MATE DELIVERS A STRIKINGLY BALANCED ENERGY BOOST

Enter your message...



Using Yerba Mate in our early morning pick-me-ups, Yerba Mate delivers a gentle and even energizing effect. If you are looking for a refreshing way to



Marketing Made Simple With These 21 Tips

1. Keep the needs of your customers first, not yours. "Make your customer the keyword of your story"- Ann Handley, Marketing Profs, Chief Content Officer.
2. RESPECT your customers.
3. Be elite. Make it a privilege to purchase from you. That way you will join the ranks of your customers.
4. It's true that long copy outsells short copy because it tells more. However, it doesn't matter the length of your copy, your prospects will only read it to the end if it's relevant and interesting.
5. Stay in touch with your customers. All the time. A lot. You need to be on your customers' mind so that they can buy your next product and your next. A business that communicates most wins all the time.
6. Allow your customers to test drive your product. If you sell software, give them a 7-day or 10 day trial period before they buy it. If you are selling a digital product, let them see the table of content and maybe 10% of the content in it- whether it is video, audio, or a written ebook. Ensure your table of content has great headlines and make your first 10 percent of the content totally engaging and captivating.
7. Educate and inform as you sell. You have seen advertorials looking like editorials. If done creatively, they can inform as much as they sell. If you explain your details well in your sales copy, your readers will see your product as a solution and consequently think about buying it.
8. Let your posts address one person, and not the crowd.
9. Be emotional in your marketing. Facts, logic, and stats will never sell as much as emotion sells, therefore, use it all the time.
10. Persist in your goal. Whether it is a referral, a sale, or a tweet, keep asking until you get it.
11. Have unique stock images. You've seen the typical images of people in suits, sitting at an oval conference table, holding a meeting, staring at a computer monitor, on the phone, etc.- the usual stock images that everyone seems to use. Studies show that these stereotypical images can hurt your conversions.
12. Graphic artists and bloggers match their images with their words. Failure to do this will divert the attention of your reader as they will be left wondering how the image relates to the copy instead of reading and interpreting the message.

13. Showcase. Let your words paint a vivid picture of your product in your readers' minds. For instance, when you use XYZ product, you wake up feeling energetic, vibrant, younger and feeling positive to handle your daily activities.
14. Give incentives for any action you want your readers to take. It doesn't matter whether it's a simple task such as joining a list or a complex task like buying a product, give an incentive for people who will execute the tasks.
15. Treat your customers and prospects as your good friends, and they will truly become your good friends.
16. Give your prospects choices, not the usual "yes" I will buy or "no" I won't buy. Offer your product in different formats, colors, sizes, etc. This way, there will be something for everyone as they can get to choose from blue and red or small and large. By giving them these choices, you will take their minds off whether or not to buy.
17. There is nothing new. Don't reinvent the wheel. Why try to invent new ways of doing things when someone else has already shown you a proven method that works? Why not follow the same. Before you do something new, ensure to master the current one. Find someone who is good at it and has a model that works. Once you master it, refine it further to suit your needs.
18. Tell why. If you are offering a freebie to your list, tell them why you are doing so. If you are offering a bonus or stipulating a deadline, tell your reasons. If you don't offer a reason, your prospect will hesitate to take your offer as they will have many unanswered questions in mind. You can have something like "I'm limiting my coaching to just 20 people because I want to give them all the attention they need to ensure everyone succeeds."
19. Give reasons for your claims. If you tell your readers your toothpaste whitens better than others, tell them why. Ten years of clinical research culminated in a breakthrough discovery of a nutrient that enables your teeth retain their shiny appearance.
20. Test. If you held a successful campaign that yielded \$50,000, but you did little testing, then you lost as much as you earned. If you had tested, you could have earned double that.
21. Read your copy out loud. Whether it is a blog post, sales letter, article, or email, read it out loud. You will discover what needs fixing and what works.

MARKETING

EPILOGUE

London In The Snow

Have you ever seen London in the snow?

On normal days, London is not dissimilar to any other sprawling metropolis dotted around the globe. Compared to some it might have more history, it may look antiquated and quaint. But it has certain similarities to all of them, hundreds of thousands commute into London for work every day, some may live there, some not, some will socialise there, some not, there are people living and working in London that grew up there or have come from near and far, people from every country, every walk of life all live, work and play there.

But when the working day is over, and the people have gone home, you will see the city laid bare, it's dirty and noisy, sometimes not very well maintained, there are good bits and bad bits. If you were to walk around London you might think that the city is near to collapsing under the weight of the sins committed by its inhabitants. You might feel that the air pollution is a result not of the cars and trucks and buses but the exhaled breath of the buildings trying to clear their throats, or the souls in the pursuit of capitalism to which they have been subjected. Sometimes it feels that no matter what might change there is no way it could ever get clean again.

The history, the people, the businesses all combine together in a stew of greed and capitalism, similar stews can be found across the globe. But then occasionally something funny happens, something that reminds us all that it is simply a thin veneer, a mask that hides the true city and its people. It'll snow...



London in the snow is simply one of the most beautiful and incredible places in the world, even the most hardened of capitalists can be seen shrugging off the business mask and enjoying the sheer beauty that the falling snowflakes bestow upon the city. The news media will always predict the worst when snow hits, and people will stay away, but if you do venture in, you'll see magic in the making. In the exact same city with added snow you see the true beauty of each person that normally day to day is masked away. People will stop and gaze at white parks and snowflake encrusted trees and bushes, the whole city will have a glistening sheen across it that seems to promise that all is not lost, magic still lives there and all you have to do is let it in. People might smile easier and forget about the late or non-running trains around Christmas time, it has an air of relaxation and joy that isn't there the rest of the year.

Stop and look around you right now, where you are now, be it at work, at home on a train or plane. Does life feel magical or is it simply one more stressful situation you're moving through to get to the next one? Wouldn't you feel happier if you could look around and see fields of pristine white, promising you that everything is new again? That's what London in the snow feels like, it feels like a fresh start.

Do we honour it or lead it to ruin? In every situation, think of snow. Be it stressful or anxious, there are reasons to find joy and something to embrace and move forward with. We just have to see those opportunities as beauty and grab them, move forward not from a stressful place but from one of joy and newness, just like London seems to when it snows...

See you next month!



**For there is born to you this day
in the city of David a Savior,
who is Christ the Lord.**

Luke 2:11



Wishing you and your family a safe a Merry
Christmas from our family to yours!

God bless

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