

# YOU ARE RICH NEWSLETTER

*Issue 81*



AdWords: How To *Greatly*  
Lower Your Cost Per Click

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DeBeers  
– Con Artists, Or Marketing Geniuses?

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15 Things We Can Learn From Sir  
Richard Branson

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...and more!



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## The Hermit On The Mountain



A hermit lived high on a mountain top above a township, and every day as the people below him scurried around, doing their daily tasks, the old hermit would watch.

He had everything that he needed on his mountain, there was plenty of food and supplies, he had a small vegetable garden near his cabin, and he kept a few animals to supply his needs, near a rock pool filled with water that flowed down from further up the mountain.

His life was quiet and content, after breakfast and his morning chores, he would make his lunch and take it to the rocky outcrop where he could sit and watch the activity in the town below.

The town was a long way down, the people running around performing their daily deeds seemed like ants to him, but even through all the bustle and busyness it seemed so peaceful. It looked to him like a great ballet or dance.

He watched the activities in the town every day, finally he decided that he would go down to the town and experience this beautiful ballet for himself. He took his coat and started down the mountain. As he descended, he started to hear strange noises, the closer he got to the town, the louder they became.

Finally, he reached the foot of the mountain. The noise here was almost deafening, everywhere he turned there were people rushing around doing tasks he couldn't even begin to understand, as he tried to walk through the streets, he was getting pushed and jostled by the crowds of people.

He could not understand where the peaceful and beautiful ballet had gone.

Unable to take it anymore, the hermit fled from the town, back to the safety of his mountaintop. Arriving home, he went to the outcrop and looked down again upon the town, to his amazement the beauty and silence had returned. He could still see all the ants rushing around below, but there was no noise anymore, all the screaming sounds and mixture of voices were gone, replaced with the serene silence he had always heard before.

He sat down and stared in amazement, asking himself how could such peaceful beauty come from such noisy chaos?

In our lives and businesses, we'll often feel overwhelmed by what's going on around us, but is it really the stressful pressure-cooker we believe it to be? When we feel overwhelmed, our natural response is to give up, to break down. But instead whenever you feel those times approaching, try to step outside of your normal behavioural patterns, try to step away from the daily issues and look back at them from afar.

Often, you'll find that the situation or decision that you have lost control of, that is stressing you out, when you step away from it and see it without all the other clutter, it's not half as bad as you think, and often when you view it from the outside (looking inwards) you can see the solution clearer than you would when you're right inside the problem.

Each day, take a moment out, step outside of your business, your problems, find your 'mountaintop' and look down on your life from there.

It's all about your perspective, when the one you have isn't serving you, simply get up and go to another side of it.



## 2017: The Year In Social Media

The social media landscape blew up in 2017 – in so many ways.

<https://marketingland.com/2017-the-year-in-social-media-230415>

## 4 Texting Rules To Follow...

...as a small business owner (Infographic)

<https://smallbiztrends.com/2017/12/text-message-etiquette-small-business.html>



## You Didn't Do Well in School?

Okay, so you didn't get many "A's" or even "B's" in school.

So what?

There is an old adage that the "A" students wind up working for the "C" students.

And looking at this license plate, I think they might right...

[https://www.reddit.com/r/pics/comments/7gp11d/this\\_vanity\\_tag/](https://www.reddit.com/r/pics/comments/7gp11d/this_vanity_tag/)



# IDEAS



## SEO in 2018: Optimizing For Voice Search

By understanding the nuances of voice search, marketers can do a better job of helping searchers find exactly what they're looking for when they're asking for it by voice.

<https://marketingland.com/seo-2018-optimizing-voice-search-230324>



## 10 Tax Write Offs For Small Biz Around The Holidays

Tax changes are coming – here's how to take advantage of them.

<https://smallbiztrends.com/2017/12/holiday-tax-write-offs-small-business.html>

# AdWords: How To *Greatly* Lower Your Cost Per Click

Just as your credit score is important in getting a loan, your Quality Score has huge influence over the cost and effectiveness of your paid search campaigns.

So, what is Quality Score? It's Google's rating of the quality and relevance of your keywords and PPC ads. And it's used to determine the cost you're paying per click.

Your Quality Score is also multiplied by your maximum bid to determine your ad rank in the ad process, so you can see how crucial it is to have the best score possible.

Your Quality Score depends on factors such as:

- Your click-through rate (CTR)
- The relevance of each keyword to its ad group
- The quality and relevance of your landing page
- The relevance of your ad text
- And even your historical AdWords account performance

Naturally, Google isn't telling anyone how much each factor impacts the Quality Score algorithm, but we do know that click through rate is the most important component.

Looking at it from Google's point of view, when more people who see your ad click on it, that's telling Google that your ads are relevant and helpful to searchers. Which is why Google then rewards you with higher ad rankings and lower costs.

Generally speaking, the higher your Quality Score, the lower your cost per conversion. The better you are at fulfilling a searcher's needs, the less Google will charge you for an ad click.

Quality Score affects your CPC:

- 10 discounted by 50.0% - Yeah!!
- 9 discounted by 44.2% - Cool!
- 8 discounted by 37.5% - Sweet
- 7 discounted by 28.6% - Not bad
- 6 increased by 16.7% - Better than nothing
- 5 Google benchmark
- 4 increased by 25.0% - Whoops
- 3 increased by 67.3% - Oh-oh
- 2 increased by 150.0% - OUCH!
- 1 increased by 400.0% - &%\$#@







## How Can You Improve Your Google Quality Score?

### 1: Use branded keywords

This might be counter-intuitive, but if you use at least 15% of your keyword budget for branded keywords, it will pull up your overall quality score.

Branded terms are extremely cheap because there isn't much competition for them.

And branded terms tend to get super high click through rates and quality scores, lifting your account-wide average, which saves you money.

### 2: Use long-tail keywords

Competitive keywords aren't just difficult to rank for, they're also problematic in pay-per-click as well, especially if you have a lot of competition.

Long-tail keywords are generally more effective because they're more specific and better at pre-qualifying your traffic.

They also convert at a higher rate because they're more closely aligned with your purchasing funnel.

And they're less competitive, so they cost less on a per-click basis.

Strive to have over 70% of your keywords include three or more words, and you'll see your click through rates and quality score both improve.

### 3: Use an exclamation point

Okay, I know this one sounds silly, but it works. Google allows you to use one exclamation point in your ad, so do it. There's just something about that symbol that gets people to click.

Don't believe me? Run a test. Use two nearly identical ads – one with an exclamation point, one without – and see which one gets the higher click through rate.

You'll see the results almost immediately.

But there are exceptions: You might not want to say, "Best funeral parlor ever!"

Or maybe you do. 😊

### 4: If it's true, use the word 'free'

If you really are giving something away for free, such as a free trial, then say so. Using the word 'free' can definitely improve your click through rate, thereby improving your quality score, too.

### 5: Optimize your ads

In addition to having the right keywords, improving your click through rate is all about optimizing your ads by using A/B testing and writing ads that clearly differentiate what you offer from your competitors.

One method to make sure your ads are highly targeted is to write more of them. Small AdWords accounts usually have too few text ads.

Adding more gives you the opportunity to get the right ad in front of the right searchers, and show them you have exactly what they are looking for.

### 6: Put in the work

Account activity counts when it comes to your quality score. Most small business accounts fail because the person in charge of PPC isn't doing enough work.

Every month you should be writing new text ads, adding keywords and creating new ad groups.

Your goal is to consistently work to optimize your account. Yes, Google really does know when you're working on your account and when you're not, and Google rewards those who put in the time to get things right.

These simple steps can greatly improve your quality score, bringing your cost per click down and saving you money, while better targeting your ideal customers.

It's a win-win all around for your business and your bottom line.



## 15 Lessons From This Year's Online Wins...

...scandals and top videos, tweets and Instagram posts  
These top moments reflect larger cultural trends that anyone building a brand can tap into.

<https://www.entrepreneur.com/slideshow/306270>

## How Are Billionaires Created?

Billionaire LinkedIn founder Reid Hoffman says his masters in philosophy has helped him more than his MBA.

<http://www.businessinsider.com/reid-hoffman-linkedin-credits-success-to-philosophy-education-2017-11>

## 3 Powerful And Surprising Goal Getting Tips You Missed

“

I once heard a famous motivational and sales speaker tell the story of someone who set some goals.

It seems he wrote down all of his great big goals like getting a super high paying job, traveling the world, starting a non-profit foundation and so forth, folded up the paper and put it in a drawer.

Then he forgot all about those goals and went about his life.

Fast forward three years, and he's moving into his new house. Packing up that drawer, he finds the goal list he wrote out, and realizes he has accomplished every single goal on that list, including buying a mansion.

Yeah. Right.

And then a leprechaun jumped out of the drawer and handed him a magic genie lamp, and he made three wishes and married the fairy princess.

As you might have guessed, I'm not buying that story. Are you?

You can't simply write down your goals, forget about them and then have them magically happen. If only you could.

But there are things you can do to help you achieve your goals and New Year's resolutions – things I'll bet NO ONE has told you about.

Things that can give you the life you want, if you embrace them.

Things that... well... might just set your goal getting abilities *on fire*.

Let's get started:

### Goal Getting Tip #1: What kind of PAIN do you want to have?

Focusing on what you want usually isn't going to work unless you also consider what kind of pain you want to have.

Everyone wants a rock-hard body and a few million dollars in the bank. But are you willing to go through the pain it costs to get those things?

THAT is the question.

An art fan tells a great artist that she should would do ANYTHING to paint like he does.







To which the artist replies, "If that were so, then you would already be painting like me. I've painted every single day since I was seven years old. I painted when my friends were outside playing. In high school I painted when my friends were going to dances and playing sports. In college I painted instead of dating. I've taken art courses and studied art until I know more than most of my professors. I've traveled the world to sit at the feet of great painters and observe their process. I've given everything I have to be a great painter. And if you really wanted to be like me, you would have done the same."

Ouch.

That artist paid a very big price for achieving his goal.

Goal setting and goal getting isn't just about choosing the rewards you want like you're a kid in the candy shop with mom's credit card. It's also about deciding on what cost you are willing to pay to achieve those rewards.

What pain are you willing to go through to achieve your goals?

What you willing to do?

What will you sacrifice?

What regiment, training, practice schedule and so forth will you commit to doing every day until you succeed?

When you decide this in advance, you multiply the odds of achieving your goal by ten-fold.



### Goal Getting Tip #2: The Secret Ingredient

"I want to be a medical doctor."

Okay, that's your goal. But what do you do to achieve that goal? Writing it down and stuffing it into a drawer won't make it happen.

You need *systems* in place to get you from where you are to where you want to be.

For the would-be doctor, she needs systems to apply to and get accepted at medical schools. She needs a system in place to pay for the school. She needs another system to make sure she studies, and so forth.

For a pianist, his goal is to give concerts to millions of people. But his system is to practice each day of his life.

For a coach, her goal is to win the championship. But the system is the practices she puts her players through each day.

For an entrepreneur, the goal is to build a profitable business and sell it. But the system is the sales and marketing process that brings in the customers, as well as the system for delivering the products or services.

Without systems in place to reach your goals, you won't get there.

That's because it's the system and not the goal itself that achieves the results you want.

First, you choose your goal based on both what you want and what pain you are willing to endure to get that goal.

Then you choose the system you're going to use to achieve that goal.



A photograph of two people standing on the edge of a grassy cliff, their arms raised in a gesture of triumph or achievement. The cliff is covered in green grass and some rocks. The sky is filled with dramatic, dark clouds, suggesting a sunset or sunrise. The overall mood is one of accomplishment and looking forward.

### Goal Getting Tip #3: Goal Assassination

You've made your goals and now you've got a list - the kind of list a kid might send to Santa Clause - so what's the delay? Why aren't you achieving your goals?

Maybe you're got too many of them. The more goals you have, the less likely it is that you will achieve any one of them. That's because they're all competing for your time and attention, and you simply don't have enough of either one to simultaneously achieve every goal on your list.

Imagine you're growing roses. On one rose bush, there are a hundred rosebuds. But on the other rose bush, you snip off every single bud except for one.

Which rose flower will be the biggest? The one by itself, of course. And that's because it gets all of the energy and food the plant can provide, instead of having to share it with a hundred other flowers.

Your goals are all competing for your time and energy.

That's why you've got to ruthlessly eliminate your lesser goals, at least until you achieve your biggest goal.

The more time and energy you can put into your #1 goal, the faster you can achieve it. And once you do, then you can focus on the next goal, and then the next, and so forth.

The exception: If a secondary goal directly supports your primary goal, then it can be best to pursue both at once.

For example, you want to build a business. It's going to be a lot easier to make good decisions and work hard if you get enough exercise and eat right.

Exercise and proper eating support your goal of building a business, so don't wait until the business is built to get in shape. Start exercising and eating healthy right away, so you have what it takes to build that business and live the good life.

I know the motivational gurus want you to think getting your goals is easy, but usually it's not. It takes work. Sacrifice. Pain. Focus. Perseverance. And tenacity. But knowing this from the start means you're forewarned and forearmed to get the job done.

And once you achieve your first big goal, you just might find you're addicted to the process.

Guaranteed, the second goal will be easier than the first, because now you'll know what it takes.

The New Year is upon us. 12 months from now, you can either look back and wish you had achieved that big goal, or look back and be thrilled that you did.

The choice is yours.



## Bad Reviews? Do This



A pub got some bad reviews on Urbanspoon.com. Rather than hide them, they printed them out and placed them outside their business for everyone to see. <https://i.imgur.com/xoMlzLU.jpg>

- "Over-rated"
- "The beer was too cold" – WTF?!
- "Very un-traditional"
- "BBQ Was sold out!"
- "It's not the Ritz"
- "Guy behind the bar needs a shave"

**Come and see why 7% of people don't like**



## For Old Timers Only: What Happened To the Internet Giants of the 90's?

Take a walk back to 1995 and see what happened to the Internet giants of days gone by.  
<https://www.shoemoney.com/2017/12/12/happened-internet-giants-90s>

## Small Biz Site? 10 Things You Better Get Right

Here are ten things to check when setting up an internet presence for a small business.

<https://www.portent.com/blog/internet-marketing/10-things-check-setting-internet-presence-small-business.htm>



# DeBeers

## – Con Artists, Or Marketing Geniuses?

### Lessons from the most successful marketing campaign in history

Finish this sentence for me:

"Diamonds are \_\_\_\_\_"

If you answered "forever," then you've seen DeBeers' diamond advertising.

But if you know what really goes on in the diamond industry, then you know the real word that should be inserted there is, "Worthless."

The most common fallacy about diamond engagement rings is that they're an ancient tradition embedded in human history around the world.

This is completely false, and in less polite company, we would call it something that comes out of a male cow.

The diamond engagement ring idea is at most a century old, and it was invented not as something lovely and lasting, but rather as a marketing campaign.

The same people who mined diamonds – the DeBeers diamond syndicate – created the myth that you MUST have a diamond engagement ring.

From Edward Jay Epstein, an investigative journalist:

*"In its 1947 strategy plan, the advertising agency strongly emphasized a psychological approach.*

*"We are dealing with a problem in mass psychology. We seek to ... strengthen the tradition of the diamond engagement ring – to make it a psychological necessity capable of competing successfully at the retail level with utility goods and services...."*

*It defined as its target audience "some 70 million people 15 years and over whose opinion we hope to influence in support of our objectives."*

*N. W. Ayer outlined a subtle program that included arranging for lecturers to visit high schools across the country.*

*"All of these lectures revolve around the diamond engagement ring, and are reaching thousands of girls in their assemblies, classes and informal meetings in our leading educational institutions," the agency explained in a memorandum to De Beers."*

You might call it marketing – or brainwashing – depending on your view.

Clever marketing campaigns are great. But this... this is brainwashing people into believing they must spend two month's salary on something that is totally unnecessary, massively overpriced and loses its value the moment you buy it.

You NEED a car. Car companies compete to get your business. You NEED food, and restaurants and food manufacturers create campaigns to make you a customer. Nothing wrong with that.

But DeBeers took things a step further, turning a useless product into a supposed valuable commodity and requirement for loving someone so much, you want to marry them.

Diamonds, contrary to what we've been told, are not an investment. They're a retail product just like buying a shirt or pair of shoes, only not as useful.

DE BEERS  
A DIAMOND IS FOREVER

People kid themselves into thinking they are investing in something worthwhile. But are there any other investments where the person selling you the asset makes a 10 to 50% profit margin?

And if you try to sell your diamond, you'll find you're lucky to get 10% of what you paid for it, even if it's just one day after you bought it.

Yeah – great investment.

Spending two months' salary on something so ridiculously impractical when you're just starting your marriage is a terrible financial decision.

And yet people do it all the time. Why? Because DeBeers' marketing goes above and beyond to make people believe they are doing the right thing.

Now then, I'm not here to bash DeBeers. At least, not too much. The reason they acted like they had a monopoly on diamonds is because they DID have a monopoly on diamonds until the start of the 21<sup>st</sup> century. Since then they have finally gotten some competition.

In the 1930's, DeBeers was selling a rather insignificant amount of diamonds in America. By the early 80's, they were selling close to \$2 billion dollars' worth of diamonds annually in the U.S. alone.

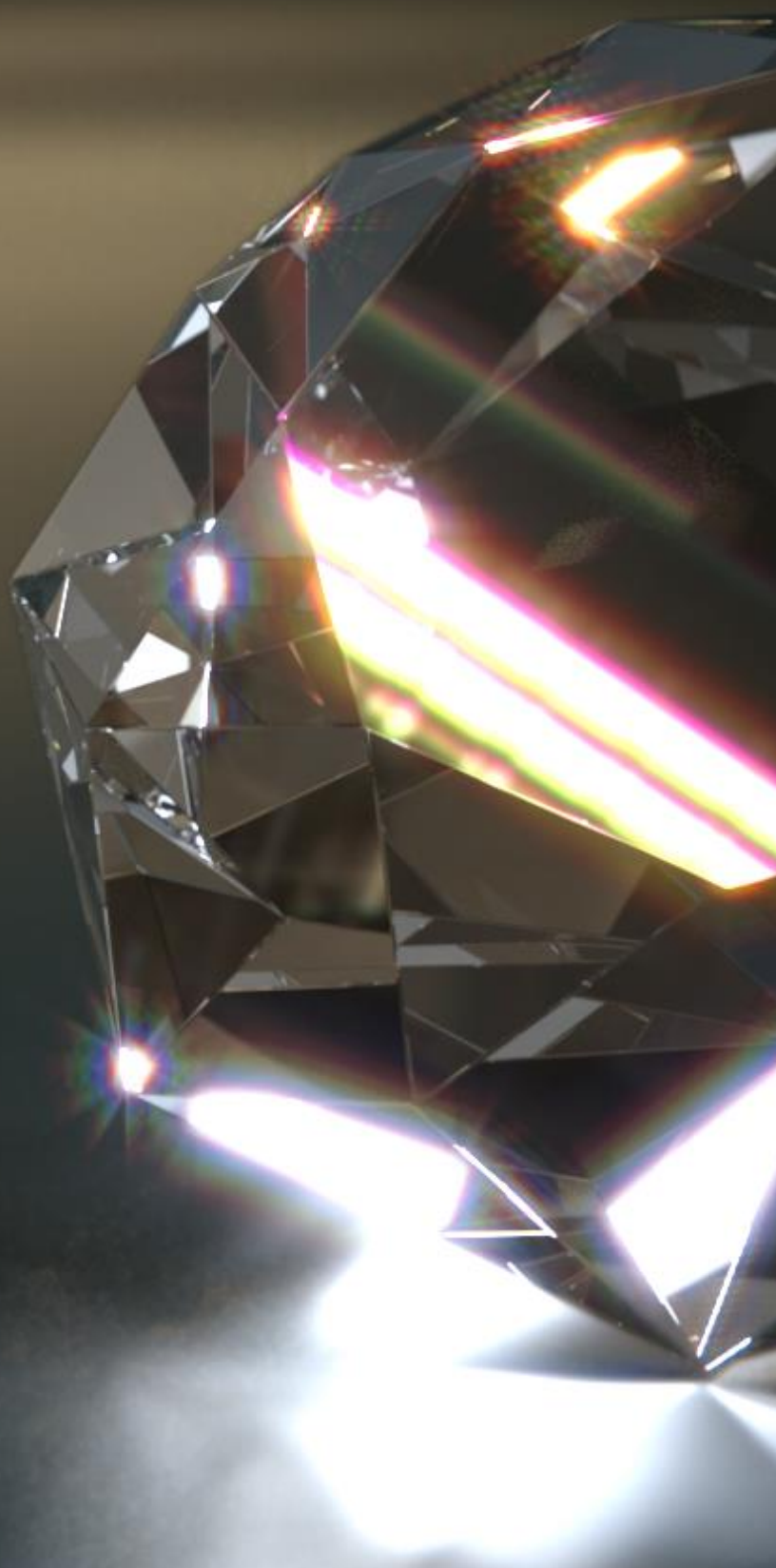
### **So how did they do it?**

Let's talk about what marketing lessons we can take away from DeBeers diamond history:

Cecil Rhodes, the founder of DeBeers, got his start renting tools to miners during the diamond rush of 1869.

**Lesson:** *Today selling tools to aspiring internet marketers can also give you a great start in your own business.*

Rhodes invested the profits of his operation into buying up claims. He could have blown the money, but instead he decided to compete with the very miners he was supplying.





**Lesson:** *Keep your eyes open for opportunities, and when you see them, pounce.*

When there were more claims to purchase than money in his pocket, Rhodes got funding from the Rothschild family.

**Lesson:** *Once you start your business and you want to expand; you can also seek venture capital to make it happen.*

Rhodes negotiated an agreement with the London Based Diamond Syndicate to regulate output and maintain prices. When trade slumped, they simply curtailed supply to maintain the price.

**Lesson:** *If you only allow a certain number of your products to go to market, you can command higher prices, especially if you're in cahoots with your 'competition.'*

When the Premier Mine was producing more diamonds than all of the DeBeers' mines put together, DeBeers' 'absorbed' the Premier Mine.

**Lesson:** *Have you got stiff competition that's lowering prices? Buy them out. Fast.*

Other than for industrial purposes or to be pretty, diamonds are effectively useless and worthless. Since there was no real demand for diamonds, the demand had to be manufactured somehow. Hence the birth of the engagement ring, along with the slogan, "A Diamond is forever," coined by a young copywriter.

**Lesson:** *If you have a product that most people don't want, find a way to make them want it. Seriously, I don't agree with this at all, but it is how DeBeers was able to sell \$2 billion of diamonds a year.*

Not satisfied with monopolizing the engagement ring market, DeBeers went on to create the 'eternity ring,' a supposed symbol of the past, present and future of a relationship, along with the anniversary ring meant to mark whatever anniversary might be coming up next for a couple.

**Lesson:** *Repurpose your product. For example, do you have a product that teaches marketing to owners of plumbing businesses? Repurpose it to teach electricians, carpenters, general contractors and so forth.*

Not satisfied with engagement, anniversary and eternity, DeBeers wanted to sell diamonds to everyone, including single women. So, they invented the "right hand ring," to be worn by women as a symbol of independence. Because a woman cannot be independent until she has a ring on her finger.

**Lesson:** *Who else can you sell your product to? Think outside of your usual market and find the people who need what you have. For example, that marketing course for plumbers we mentioned earlier could be changed and tailored to marketing for people outside of the contractor industry, such as Chiropractors, Dentists, Lawyers, Piano Teachers, Tutors, Arborists, Personal Trainers and so forth.*

To maintain its dominant position in the market, DeBeers convinced independent producers to join its single channel monopoly. When that didn't work, it flooded the market with diamonds similar to those of producers who refused to join in.



**Lesson:** Invite people in your niche to work with you on projects, or even to come in under your umbrella company. If they don't, create products that are knockoffs of theirs and sell them for super cheap. (Just Kidding about that last sentence, folks – please don't plagiarize – ever! And do play nice – reputation is everything in this business.)

De Beers stockpiled diamonds to control prices by limiting supply.

**Lesson:** Okay, we already do this in fashion, don't we? We limit how many copies of a product will be sold, or we limit how long we will sell it, or we limit how many special bonuses we'll give away. Scarcity is a tremendous motivator, which is why so many marketers use it. It works.

De Beers first targeted American consumers through the movies. They opened a Hollywood office, and gave out diamonds to producers. In return, the producers put the diamonds in their films, in a way that was considered very favorable.

**Lesson:** Give your products to the big names in your industry, and encourage them to blog about them to their readers.

De Beers gave diamonds to the royal British Family, who wore them in public. Queen Elizabeth, for example, frequently wore her diamonds and left her other gems at home. She was also filmed visiting the diamond mines and De Beers' facilities, looking at piles (literally, PILES) of diamonds. Imagine getting the royal family to act as your sales agents!

**Lesson:** Consider getting a celebrity spokesperson for your products.

De Beers was afraid of what would happen if the market become flooded with resold diamonds. That's why they had to create the idea that you should never sell a diamond, even though its value would only increase (and we know that's not true). And they had to convince people they should store and hoard these diamonds. Hence the slogan, "A diamond is forever," which was really their hope that people would hold diamonds forever.

**Lesson:** If you sell a tangible product, what method can you use to get people to buy more of that product, and hang onto it rather than sell it? The answer will vary according to the product, but let's look at one example: *The Book*. Not e-books, but books you hold in your hand. As you know, used books sell well on Amazon. How do you convince people to hang on to your book, rather than letting it be resold? Because if you can keep used copies off the market, you can sell more new copies, and make more money. It's a good question, isn't it?



In a video created only for its diamond resellers and NOT for public consumption, De Beers stated:

"We're planning on attracting your customer by building on our rites of passage program. Let's start with your bread and butter, the support behind the rites of passage; the diamond engagement ring, the diamond anniversary band, and the 25<sup>th</sup> anniversary diamond. **Our goal is to make diamonds a cultural imperative for all these important occasions in a woman's life.** That's why we're continuing to support these segments, so that your products like the diamond anniversary band, and the 25<sup>th</sup> anniversary diamond will become as obligatory as the diamond engagement ring, bringing your customers back again and again."

As you can see, Diamonds, and all the associations we have with diamonds, are a product of a slick marketing strategy.

Lesson: Right now, you might be focused on marketing your next product, but what if you took a step back and instead focused on a long-term strategy that wouldn't sell just your next product, but every product you create for the next decade or two?

As you've witnessed, one powerful, long term marketing strategy can mean the difference between selling insignificant amounts of products, and millions (or billions) of dollars of products.

Think big. Be strategic. Ask yourself questions like,

"What else can I sell to my customers?"

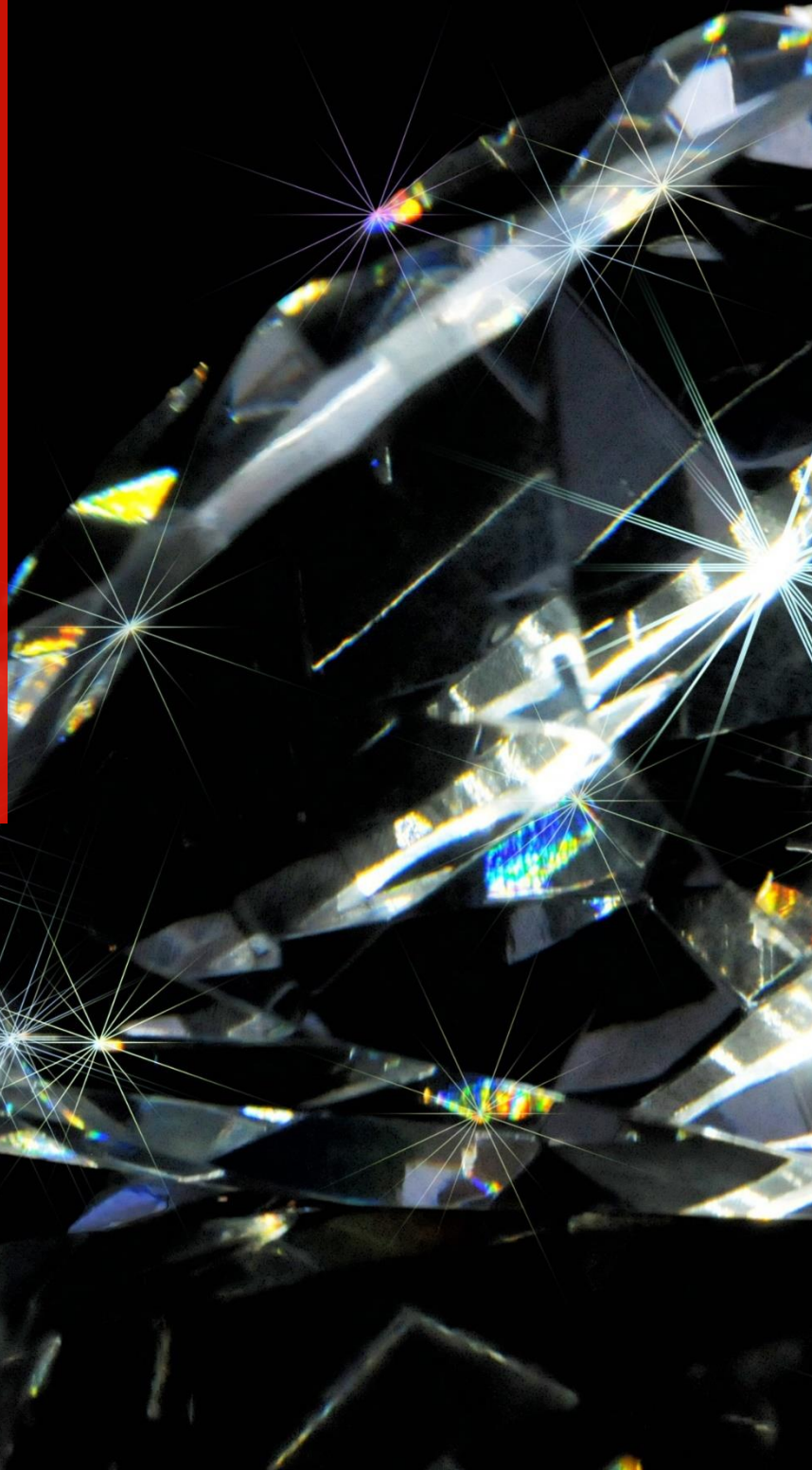
"Who can I turn into my customers?"

"How can I differentiate my product from any other in the market?"

"How do I make my products obligatory for my prospects to buy?"

While I think DeBeers lacked ethics, I cannot argue with their results. They took a basically worthless product, jacked up the price sky high, and made it obligatory for young men everywhere to waste two month's salary on it.

Really, you can't argue with that kind of success, but you can certainly learn from it.



# How To Change Anyone – Even Yourself

You've been wanting to start an online business, but you keep putting it off.

You want to build a new website, write a new book, create a new product, etc., but you can't seem to do it.

Or maybe you just want to exercise more or eat better, so you have the energy to run your business.

Whatever the change is that you want to make, you might be having a tough time making that change 'stick.'

Or perhaps you want to help someone else to make a change.

I've just started reading, "Instant Influence: How to Get Anyone to Do Anything," by Michael Pantalon, and I want to share something with you.

It's his formula for getting anyone to change.

Instead of *telling* them why they might want to change, you *ask* them why they might want to change, using these six steps:

**Step 1:** Why might you change? (Or if the person is you, ask yourself, "Why might I change?")

**Step 2:** How ready are you to change – on a scale from 1 to 10, where 1 means "not ready at all" and 10 means, "totally ready?"

**Step 3:** Why didn't you pick a lower number? (Or if the 'influencee' picked 1, either ask the second question again, this time about a smaller step toward change, or ask, "What would it take for that 1 to turn into a 2?")

**Step 4:** Imagine you've changed. What would the positive outcomes be?

**Step 5:** Why are those outcomes important to you?

**Step 6:** What's the next step, if any?

That's it. I invite you to try this one yourself first, before you try it on someone else.

See what happens. I know when I used it to make myself give up a certain food that I was practically addicted to, it worked like a charm.

Next, I'm going to try it on bigger things and see what happens.

According to the reviews on Amazon, this simple process has literally changed lives, so maybe it will change yours.





# Limited = More Value

You already know all about scarcity. The scarcer something is, the more people tend to want it.

That's why we use deadlines to entice customers to buy. Without the deadlines, people would put it off and then forget about it.

For decades savvy store owners have used this trick. By limiting the number of items, a person can purchase, they increase the number of items sold.

But I wonder – are we using this to maximum advantage online? Yes, we sometimes limit the number of copies sold. Yes, we use deadlines and then promise not to sell any more after that deadline.

But what if we used it in a slightly different way...

Imagine you have different levels of participation in a product launch.

For example: You will sell only 10 copies at \$2,500 each that includes actual coaching and one-on-one time with you for 12 weeks.

You'll sell only 100 copies at \$1,000 that includes group coaching for 12 weeks.

You'll sell 200 copies at \$500 that includes the "done for you option," which is also included in the higher levels, too. But there is no coaching at this level.

And you'll sell 1,000 copies that don't include coaching or the done for you option.

Then you place counters on your site that tell how many copies of each have sold.

Yes, this will take some guts. After all, what if something doesn't sell? But that's also the fascination factor, too.

People will continue to revisit the page just to see what's selling.

And what happens when there are only 6 or 5 or 4 copies left of the highest option? Suddenly they'll start selling FASTER.

The last copy or two will likely FLY off the shelf.

You're adding a new brand of scarcity, a higher level of fascination and interest and accommodating people's needs.

You might think of this as a new way of upselling, or a more transparent method than using one time offers. It's up front, honest, and lets people decide ahead of time what they want.

And if they don't act fast enough, they will miss out, too.



# 15 Things We Can Learn From Sir Richard Branson

**You can fail and still succeed.** In 1995 and 1998, Richard Branson and his team tried to be the first to circle the globe in a hot air balloon. They failed. But the publicity they received on both occasions for the Virgin Brand was priceless. Plus, we have to imagine they had fun, too.

**Don't take yourself too seriously.** Rich, powerful, world-renowned – certainly someone like Richard Branson is careful to project a poised, professional image at all times, right? Nope. In 1996, Branson shaved his beard and donned a wedding dress and makeup to promote Virgin brides, his new wedding and bridalwear store.

**If you're going to compete with a big name, do something spectacular.** In 1998, Branson drove a tank through Times Square and pretended to blow up a Coca-Cola sign to promote his own Virgin Cola. You can't buy that kind of publicity.

**Research and planning and pretty darn important.** In 2007, Branson celebrated the first Virgin America flight by bungee jumping off a 407 foot tall building. But Branson and his team didn't take into account that leaping off a building is NOT the same as jumping off a bridge or cliff. Branson crashed into the building twice and could have been seriously hurt or killed. Luckily, he only ripped his pants.

**Pay off your losing bets, but still go for the last laugh.** In 2013 Branson lost a bet with AirAsia CEO Tony Fernandes over each company's Formula 1 racing teams. Branson had to serve as a female flight attendant – complete with skirt, purse, mascara and pantyhose – for AirAsia's airline. But Branson got the last laugh when he 'accidentally' spilled a tray of drinks on Fernandes' lap.







**When in 'Rome,' do as the Romans do.** To promote Virgin Atlantic's new routes in South Africa, Branson consulted the cultural center in Johannesburg before authentically dressing as a Zulu warrior and posing with the locals.

**Do it in style.** In 2004, Branson crossed the English Channel in an amphibious car, wearing a tuxedo. We wonder if he also had vodka martinis on the trip – shaken, not stirred.

**Go viral.** When Branson did an interview with Stephen Colbert, he splashed the talk show host with water from his mug and Colbert splashed back. The interview dissolved into both men laughing hysterically, and resulted in additional coverage, views and social media shares.

**Don't wait for others – make it happen yourself.** While most people might wish Hollywood would cast them in a movie, Branson made his own movie and starred in it. The Casanova Gunslinger is a 20-minute live action movie, created by Virgin Mobile.

**Test your idea.** To start his new airline, Branson called Boeing and negotiated to rent one plane for a year, to see if his idea was viable.

**Get inspiration from others.** Branson has frequently cited non-fiction books as his inspiration for everything. For example, from Nelson Mandela Branson learned to let his vision guide him, instead of his fear.

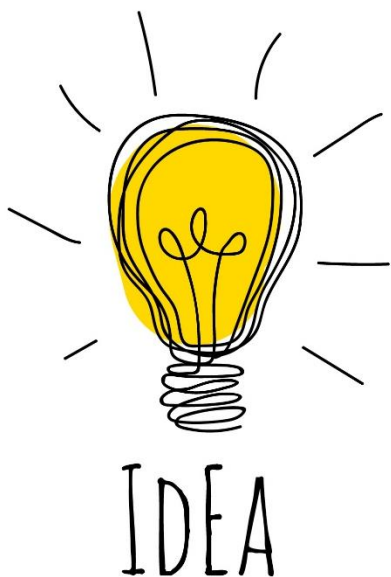
**If you're going to do something, do it right.** Virgin Records was burning cash and digging itself into debt. But Branson found a way to illegally avoid paying the 33% purchase tax. Customs eventually caught on to the scheme, and to avoid jail Branson had to pay back three times the amount not paid in taxes. He somehow managed to make the payments, and vowed to never do anything illegal again.

**Be willing to do anything for your business.** When Virgin announced it had flights to Scotland, Branson arrived at the press conference wearing a kilt and underwear that read, 'Stiff Competition.'

**Your past does not equal your future.** Branson did poorly in school, still couldn't read at the age of 8, and was described as hopeless in math and science. Yet now? He's one of the richest people on the planet.

**Frustration equals opportunity.** When his flight to Puerto Rico was canceled, Branson chartered a flight and sold seat to his fellow passengers, and Virgin Air was born.





## Selling Online? Do This To Increase Conversions

You might think this is getting rather picky, but I've found it flat out works.

When advertising anything with a price, lower the left-hand portion of the price and test it against your original price.

For example, if you're currently selling your eBook for \$10.00, lower the price to \$9.99. Yes, I know it's only a penny, but look at the left side of those two numbers – 10 versus 9.

People aren't all that logical. They're not good at math, either. So, while you and I know it's only a lousy penny, somewhere in their brain they are perceiving one price as being ten bucks and the other prices as nine bucks.

Try it. You're going to be pleasantly surprised at the increase in sales.



## Case Study: \$4K Site to \$100,000 In Revenue In 6 Months

Here's an inspirational and instructional story of how two Redditors bought a site for \$4K, and got it up to \$100K in revenue in less than six months.

[https://www.reddit.com/r/Entrepreneur/comments/2h1mlt/the\\_inner\\_workings\\_of\\_a\\_subscription\\_box\\_company/](https://www.reddit.com/r/Entrepreneur/comments/2h1mlt/the_inner_workings_of_a_subscription_box_company/)

## Cold Calls: From Nothing to \$120K / Year (Script Included)

Inspiration and instruction from someone who runs a small / mid-sized web development and online marketing agency.

[https://www.reddit.com/r/Entrepreneur/comments/43r36x/cold\\_calls\\_i\\_went\\_from\\_nothing\\_to\\_120kyear\\_solo/](https://www.reddit.com/r/Entrepreneur/comments/43r36x/cold_calls_i_went_from_nothing_to_120kyear_solo/)

# Bitcoin for Newbies, or...

## “What’s All This Bitcoin Fuss, Anyway?”

A boy asks his Bitcoin investing father for \$10.00 of Bitcoin Currency.

The father asks, “9.79? What do you need \$11.64 for?”

Yes, the value of Bitcoin can change nearly that fast.

So, what exactly is Bitcoin, and why is its value going through the roof?

Bitcoin was invented by an unknown person or group of people, under the name of Satoshi Nakamoto, and released as open-source software in 2009.

Bitcoin is a cryptocurrency and worldwide payment system.

And it's also the first decentralized digital currency. This means the system works without a central repository or single administrator.

The system is peer-to-peer – transactions take place between users directly and without intermediaries.

The transactions are verified by network nodes, and then recorded in a publicly distributed ledger called a blockchain.

Bitcoins are created as a reward for a process known as mining, which we'll cover in a moment.

And of course, Bitcoins can be exchanged for other currencies, products and services.

You can also hold Bitcoin as an investment, which is how so many Bitcoin fortunes have already been made.

The most famous example of this is the “Bitcoin Pizza.” On 22 May 2010, Laszlo Hanyecz made the first real-world transaction by buying two pizzas from Papa Johns in Jacksonville, Florida, for 10,000 Bitcoin (BTC.)

In May of 2017, Business Insider reported that those same 10,000 Bitcoins were worth \$20 million (15.4 million pounds)

Pretty amazing, right?

Fast forward to November 28<sup>th</sup>, and those same 10,000 Bitcoins are now worth \$100 million.

That's \$50 million per pizza.

At the time of the pizza transaction, you can imagine that Laszlo was pretty psyched. He'd just gotten two pizzas for some 'play money.' Score!

Fast forward and Laszlo is likely kicking himself black and blue over having purchased what will likely be the costliest pizzas ever – past, present and future.

Now I know what you might be thinking: “That's probably as high as Bitcoin is going to go, right?”

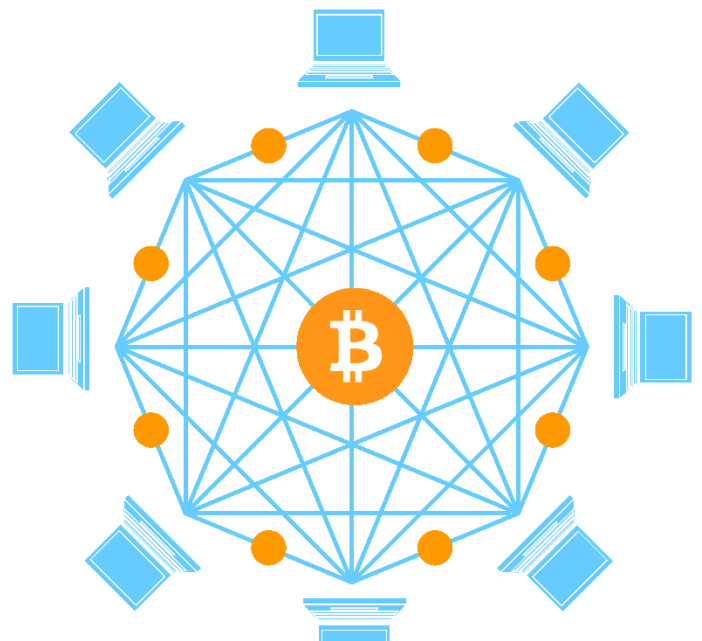
Maybe. Maybe not. People have been saying for months that it can't go any higher, and then it does.

Some say Bitcoin is like the stock market, only greatly sped up. Yes, it might go down now and then. But it will self-correct and head back up again.

They believe this because with world events being so volatile, and people having less and less faith in traditional currency, it's bound to continue to increase in value.

Maybe so.

Let's dig a little deeper:





### Bitcoin Units

One unit of account of the Bitcoin system is a **Bitcoin**.

A **Satoshi** is the smallest amount within Bitcoin, representing 0.00000001 Bitcoin, or one hundred millionth of a Bitcoin.

A **Millibitcoin** equals 0.001 Bitcoin, or one thousandth of a Bitcoin or 100,000 Satoshis.

On August 1, 2017, Bitcoin split into two derivative digital currencies, the classic Bitcoin (BTC) and a hard fork, Bitcoin Cash (BCH).

### Bitcoin Wallets

Wallets are actually software programs where Bitcoins are stored. It's sort of like a Bitcoin bank account, only without the bank. You can send, receive and store Bitcoins in your wallet.

Naturally, Bitcoins are virtual, so they aren't really in your wallet. Rather, it's a way of keeping track of who owns what.

There is a private key or secret number for every Bitcoin address. Those are saved in the Bitcoin wallet of the person who owns the balance. Confusing? A little bit, until you actually use a wallet and see how it works.

There are two main types of wallets – a software wallet is one that you install on your own computer or mobile device. You are in complete control of your coins with a software wallet, but you're also responsible for installation, security and maintaining the wallet yourself.

That's why a lot of people choose a web wallet, or hosted wallet.

Because a third party maintains the wallet, it's much easier to use. But you're also having to trust the provider to maintain high levels of security to protect your coins.

If you are a beginner with Bitcoin, we recommend you try one of the following wallets:

Coinbase – a web wallet that is highly popular and easy to use.

Blockchain – one of the quickest and easiest Bitcoin web wallets.

Electrum – a highly secure wallet you install yourself.





## Bitcoin Exchanges

Okay, you've got a wallet. Now how do you get your first Bitcoins?

Usually it's through a Bitcoin exchange. You can use a credit or debit card to make your first purchase, but we'd like to offer a word of caution:

Not all Bitcoin Exchanges are legitimate. Some pop up out of nowhere, take people's money and disappear.

Naturally, you want to use an Exchange that's been around for awhile – one you can trust.

Here are three Exchanges that have proven track records:

- Coinbase
- Coinmama
- BitPanda

## Let's talk about Bitcoin Mining

We mentioned earlier that you can get Bitcoins through mining.

According to Investopedia, Bitcoin mining is the process by which transactions are verified and added to the public ledger, known as the block chain, and also the means through which new bitcoin are released.

Anyone with access to the internet and suitable hardware can participate in mining.

But... it's not as easy as it sounds. And the bill for equipment and the electricity to run that equipment and keep it cool can get expensive.

Bottom line: You've got to know what you're doing. You can go online and spend a few days researching this if you're interested.


Or you can let someone else do the mining for you. True, you won't make as much Bitcoin, but you also won't be paying for equipment and spending your time making sure everything is running properly, either.

## Cloud Mining

With cloud mining, you purchase a mining contract in someone else's mining operation. You're helping them purchase machines, maintain them and so forth, and for that you get to share in the profits.

Depending on the contract you choose, your investment can be large or small, long term or short term.





You pay the upfront cost in Bitcoins, and sometimes they even take credit cards. Then they take care of everything.

If everything goes as planned, you receive a continuous influx of Bitcoins into your personal wallet.

Some mining contract providers charge fees throughout the contract. Others only charge fees up front. So be sure to calculate these in to see what your true return is.

It is possible for a mining contract provider to go bust, so this is not risk free. But it can be a great way to increase your stash of bitcoins.

### **Proven Cloud Mining Companies**

While this list is by no means extensive, it does give you a good place to start looking for your cloud mining company:

Bitcoin Pool <https://pool.bitcoin.com>

EOBot <https://www.EOBot.com>

Genesis Mining <https://www.genesis-mining.com>

Hashflare <http://hashflare.io>

Hashnest <https://hashnest.com>

MinerGate <https://minergate.com/>

TeraBox <https://www.TeraBox.me>

### **One More Thing**

If you remember back in the day, maybe about 20 years ago, there were a multitude of search engines. And then along came one search engine that initially used all the other search engines to find results. By aggregating the results of the other search engines, they were better able to find good results.

That little search engine was Google. Of course, they haven't relied on other search engines for a very long time. But in the beginning their system worked better because they used the aggregate model.

There is a cloud mining contracts aggregator that works along the same line. Instead of doing their own mining, they look for the best results from other mining companies, and put together packages of those contracts for their customers.

The name of that cloud mining contracts aggregator is MINEX, and you can find them [here](#).

### **The Big Questions**

Is Bitcoin going to continue to rise?

And if so, how high is it going to go?

I'm afraid I don't have the answers.

But I do know that a small investment made now does have the potential for a nice payoff later.

Never invest more than you can afford to lose. Ever. And do your diligence and research before investing with anyone, including any company mentioned in this article.

The term, "buyer beware" does indeed fit with anything and everything Bitcoin.

But who knows – one day you might be telling your kids how you invested in Bitcoin in early 2018, and retired the next year.

Anything is possible.



# Add This Word Now To All Of Your Campaigns

Humans are hard wired for fight or flight. That is, humans are wired to be impulsive and act without thinking.

So, how can you capitalize on the brain's need to take action without thinking?

By adding one word to your campaigns right now.

After all, people want what they want right now.

Tomorrow is too late. Yesterday is over. Now is exactly the right moment to act.

So do it now. Add the word and see what happens. I'll bet your conversions and engagement improves immediately.

*Pssst... Are you still wondering what the word is?*

*Now you better pay attention and add this word right now to your social media posts, ads, calls to action and so forth.*

*Yes. Now. 😊*







# You Are In Competition With Netflix

Well now, that's a sobering thought, isn't it?

And it's not just Netflix. You are in competition with Reddit, YouTube, Amazon, social media, video games and every website out there for your prospect's attention.

Scary, right?

But before you give up and curl yourself into a self-defeated ball, consider this:

You have a message that no one else on the planet can deliver.

It's your own unique perspective on the world and on your niche.

No one has your exact experience or viewpoint.

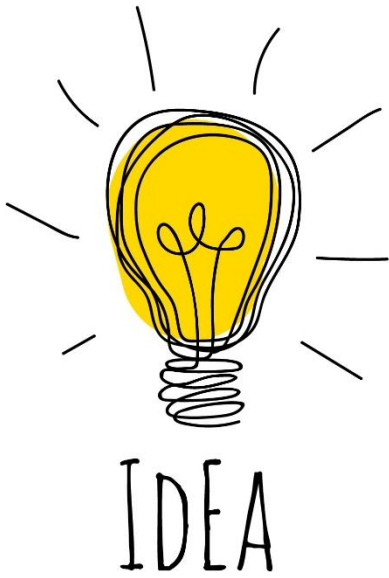
No one looks at things exactly as you do.

And no one on the planet can articulate your message like you can.

So beyond delivering what is uniquely yours, what makes for riveting, effective content that keeps your visitors reading, watching and consuming?

Effective content is:

1. **Focused.** Let your headline guide you and write from an outline so you don't wander off track.
2. **Conversational.** Write in a friendly and welcoming tone. Use a style and vocabulary that is appropriate for your target audience – not your English professor.
3. **Task Oriented.** Write actionable content that solves problems. Keep in mind that boredom is one of those problems, so solve it by being interesting, too.
4. **Concise.** Use as many words as you need, but no more than that. You have no interest in wasting your reader's time or putting them to sleep.



## Red + Blue Equals Action

I hesitate to share this with you for two reasons:

One, it's super sneaky and ultra-powerful.

Two, I'm wondering if everyone starts to do this, will it dilute the effect it has on prospects?

Heck with it, I'm going to share it with you anyway.

Next time you are designing an ad, website, book cover, etc., try this:

Use the color red to call attention, but combine that red with blue.

The blue has a calming effect. The red is shouting, "Hey, over here, this is important!" Then when the prospect comes over, the blue color is like handing her a nice soothing cup of hot cocoa.

It's the best of both worlds, and she'll never know why she was so drawn to your visual media.

## THOUGHTS

### How Thinking INSIDE the Box Can Make You Wealthy

- How one woman took her idea from concept to reality and made more than \$50,000
- How a shaving brand used the INSIDE the box concept to generate more than **\$60m in annual revenues**
- How a one-year old competitor of theirs pulled in \$350,000 over the past 12 months
- How your product-in-a-box might be the easiest thing to market online...ever



# The 4 Letter Word That Will Make You Rich

If you're building an online business, there's a 4-letter word you need to know.

New marketers HATE this word. They will do most anything to AVOID this word like the plague.

And they get mad when you suggest that maybe, just maybe they should consider adding this word to their business.

(No, I'm not talking about 'work'.)

Seasoned marketers in the 6, 7 and 8 figure income range LOVE this word. They adore this word.

They credit this word for building their online empire, for making their house payments, for sending them on wonderful vacations and for padding their ever-growing bank accounts.

Have you guessed the word yet?

Here's another clue: By using this word you can test, track and optimize your entire business.

You can also turn on the faucet of your money-making machine anytime you like, and turn it up as high and fast as you like.

The word is "paid," and we're talking about paid traffic.

New marketers are certain that paid traffic is somehow a scam.

Seasoned marketers know differently.

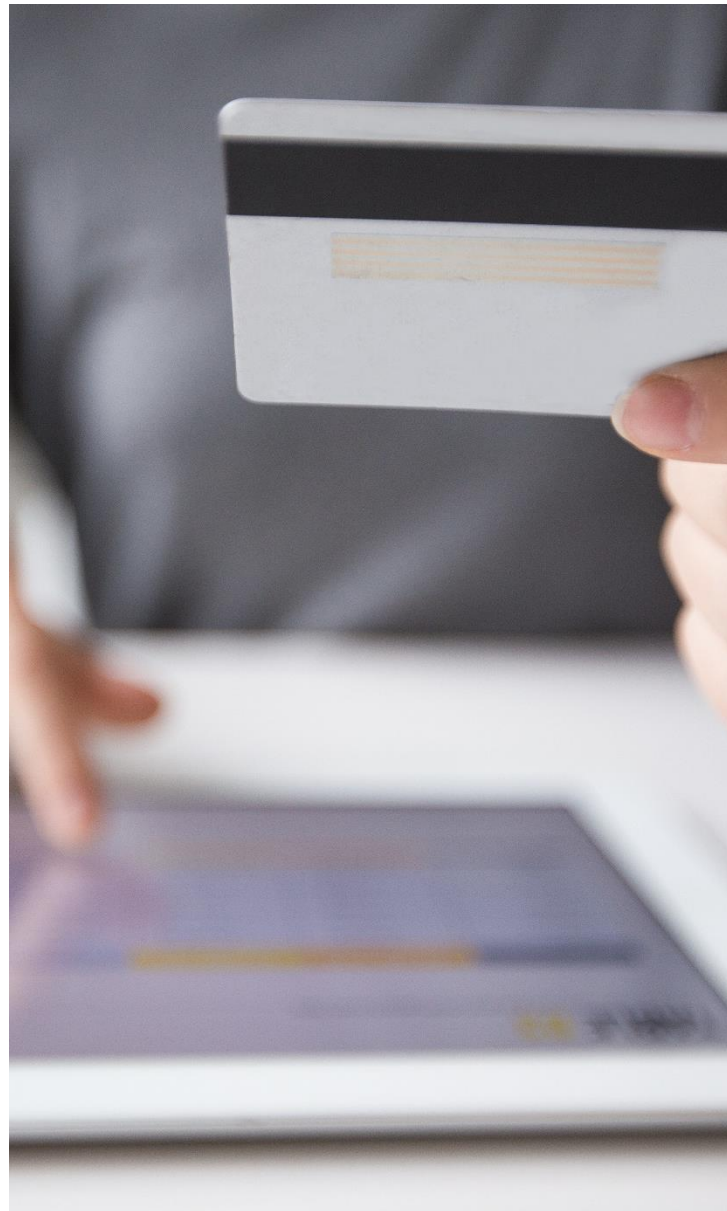
Let's say you're about to launch a new product. How do you find out how well it converts? By buying traffic.

How do you tweak and optimize your funnel to get the highest conversions? Paid traffic.

How do you get the metrics you need to get affiliates on board promoting your product? Paid traffic.

How do you make money on demand, 24/7/365? Paid traffic.

Learn how to turn \$100 into \$200 and you'll get rich.



# EPILOGUE

## Stand Your Ground

A long time ago in a war-torn land far away, two kingdoms fought, they had fought for many years, so many in fact that they couldn't even remember what had started the war.

In an effort to end the conflict that had (for so long) resulted in stalemate, the king on one side ordered that a great wall with keeps and guard towers be built along the border that the two kingdoms shared. It took many years to complete, but finally there was a physical border between the two kingdoms. This angered the king in the other kingdom, and he launched attack after attack on the wall and its keeps.

Many years later, the two kingdoms were still at war, new kings now sat on the thrones in the two kingdoms, and even though they didn't know why, they still fought the traditional war.

Finally, one king had had enough, he decided to throw all his army and resources against the wall and bring it down.

A massive and bloody battle ensued, many valiant soldiers and knights fought and died in that battle. But still the wall stood, they fought and fought to the last man, finally there was but one knight guarding the wall. The opposing army called for his surrender, he told them that regretfully he could not, he had given his liege his solemn oath that he would not surrender the wall.





So, the opposing army tore the wall down brick by brick, but still the knight would not surrender, he fought and fought, repelling attack after attack, many fell before his blade.

The two opposing kings, safe in their distant castles, heard the stories of this one knight, they decided they must travel to the wall to see for themselves. When they and their royal guards arrived at the wall, they did not find a vicious battle taking place as they expected.

Instead, the one knight and the knights of the opposing army sat at a campfire at the gates of the walls keep.

The two kings rode up and demanded to know what was going on. As the one knight knelt before his king, and explained that he had honoured his oath, the other knights bowed to their own king, and told him that they had fought and fought but they could not defeat that one knight behind the wall.

He had fought them to a standstill, he held the high ground, he had the supplies and weapons in his favour, and when the cold weather had rolled in, many of the opposing army succumbed to the cold, and that is when the one knight had opened the keeps doors. He brought the injured and freezing soldiers inside under a banner of peace, where he fed and cared for them.

After that act of kindness, the knight and many in the opposing army had built up strong loyalties to each other, and both sides realised they had no idea what they were actually fighting for. The two kings came together for the first time, and they too realised they had no idea what the conflict was about. It was so old and both sides had stood their ground for so long, that the original cause or purpose was long lost.

In our businesses and lives, we may often find rivalries and challenges that last for years. But ultimately, we come to a point where we have stood so long on that ground, that the reason has been lost. It doesn't matter anymore. We have moved past it and not caught up with the change in our actions.

This week, drop old ideas and beliefs that do not serve you anymore, don't do things out of habit, be conscious in your actions, and heal those relationships (business or home) that you have been holding a grudge against. Enemies are no use to you, let go of old battles.

Remember, we are all the same inside. Like in chess, at the end of the day when the battle is done, all the pieces go back in the same box.

## See you next month!





# The Fastest And Easiest Way To Send Emails That Make Money Each & Every Time You Contact Your Email Subscribers



**YES! I WANT IMMEDIATE ACCESS**  
**To The Complete Instant Email Campaign System**

[InstantEmailCampaign.com](http://InstantEmailCampaign.com)