

MIKE JOHNSON'S INTERNET MARKETING NEWSLETTER

Issue 140

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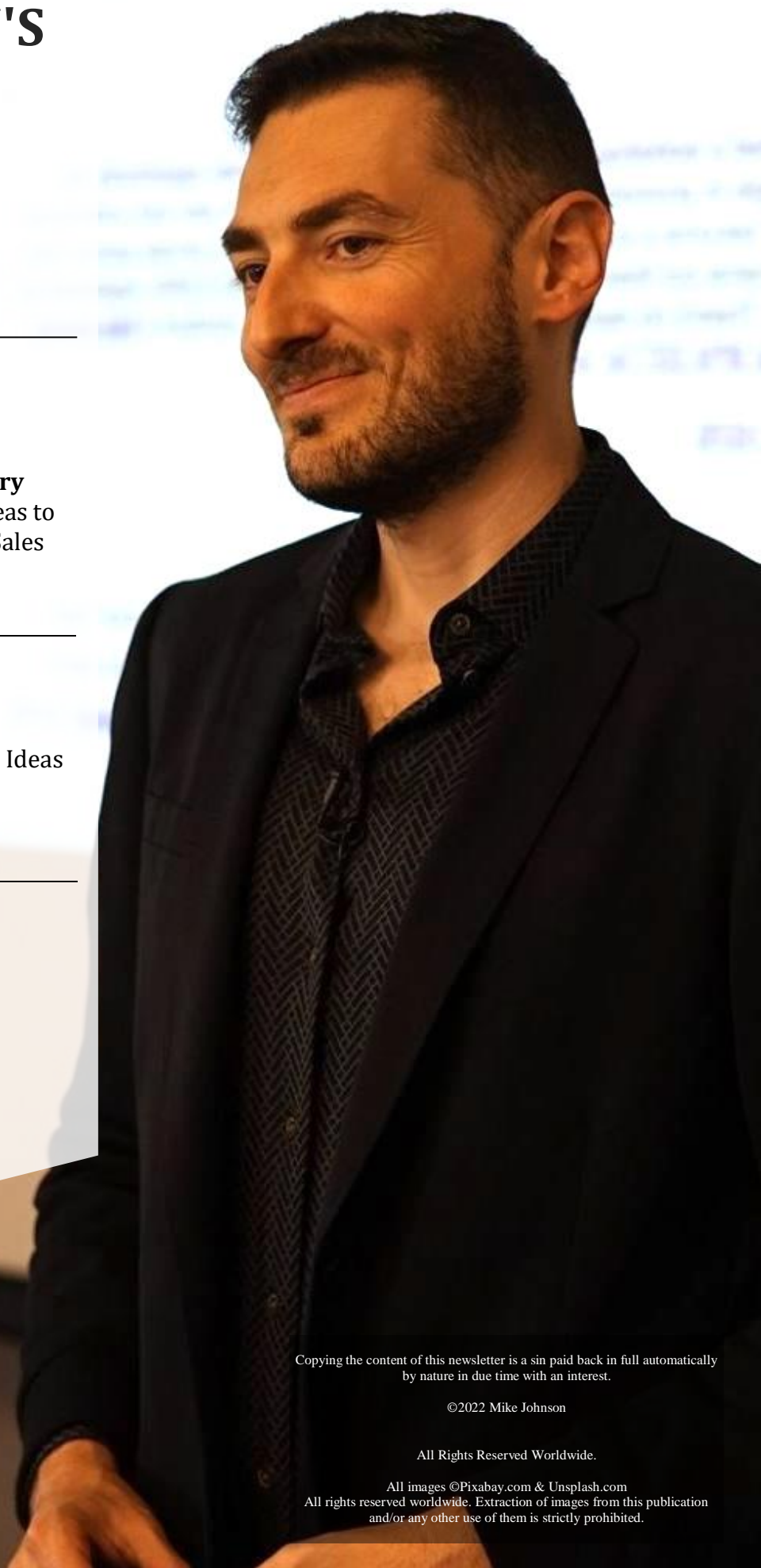
**Exclusive Interview
Igor Kheifets**

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by nature in due time with an interest.

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How to Turn Old Magazines Into Valuable New Content

There's a lady in the UK who says she is earning 8,000 pounds per month thanks to reading old magazines.

She goes to jumble sales and buys up all the old magazines she can find, the older the better.

Then she finds interesting articles she can turn into her own brand new content by commenting on what she has read.

For example, "I tried this weird recipe from 1932 and here's what happened"

"14 Life Hacks from World War II that Will Save You 500 pounds a Month Now"

"7 Dating Tips from 1955 That Will Blow Your Mind"

She never copies the content but rather talks about what she read and adds her own thoughts and comments.

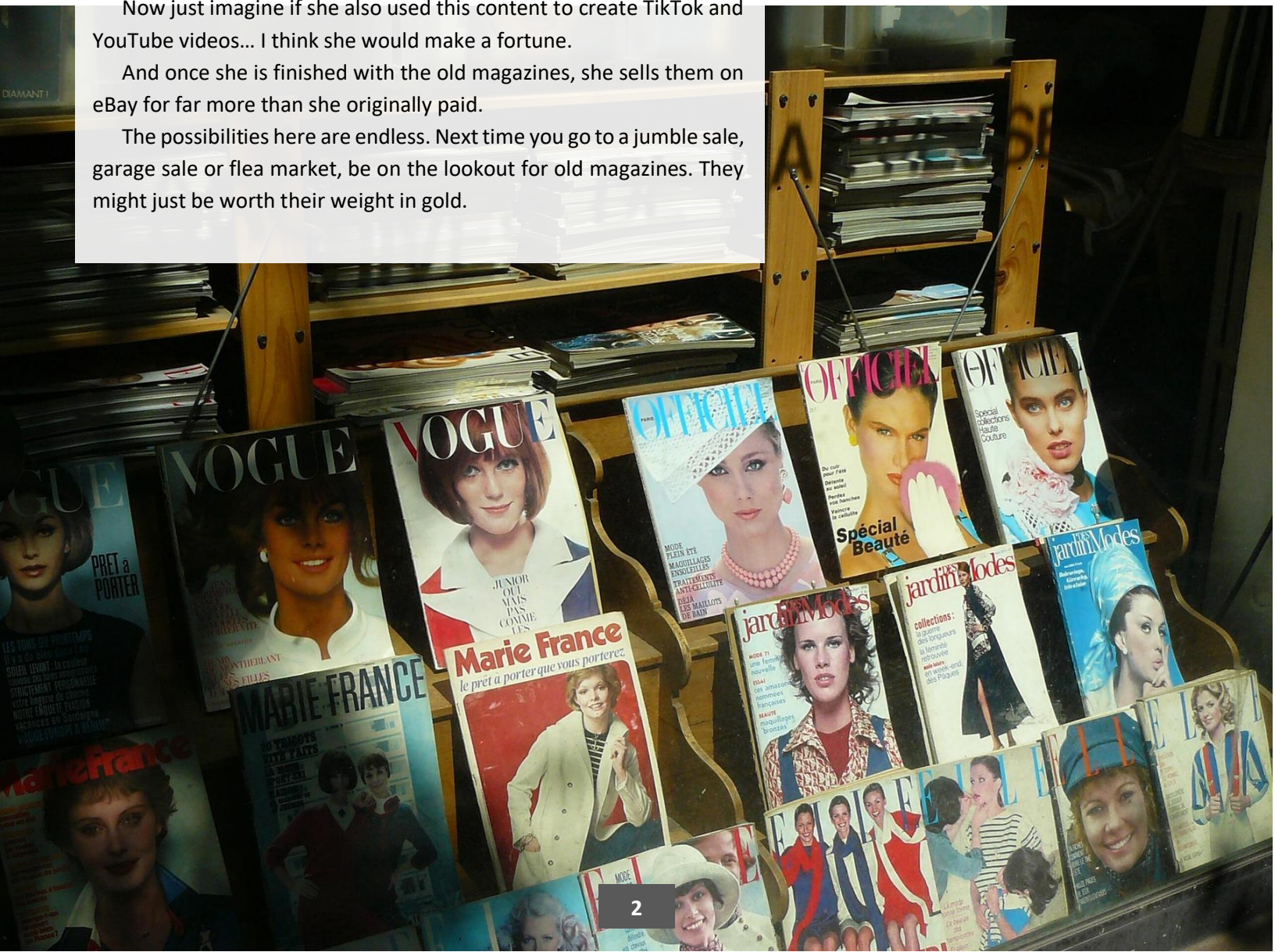
And she uses this content to build niche sites on vintage cars, vintage cosmetics, vintage recipes and so forth.

She's built 20 of these sites and has plans to build 10 more, and she monetizes the sites through advertising, affiliate products and so forth.

Now just imagine if she also used this content to create TikTok and YouTube videos... I think she would make a fortune.

And once she is finished with the old magazines, she sells them on eBay for far more than she originally paid.

The possibilities here are endless. Next time you go to a jumble sale, garage sale or flea market, be on the lookout for old magazines. They might just be worth their weight in gold.





Resources and news

Twitter on Shaky Ground as More Staff Exit the App, Reducing the Platform to a Skeleton Crew

Elon Musk has incited a mass exodus of staff at Twitter, many of whom are now predicting that the site will likely crash at any moment.

Yes, Twitter could well be on its last legs, or at least, it could be on the brink of significant outages, after Musk called on the app's remaining staff to commit to 'extremely hardcore' working conditions, or leave the company with three months' pay. Apparently, some 75% of them decided the latter was a better option.

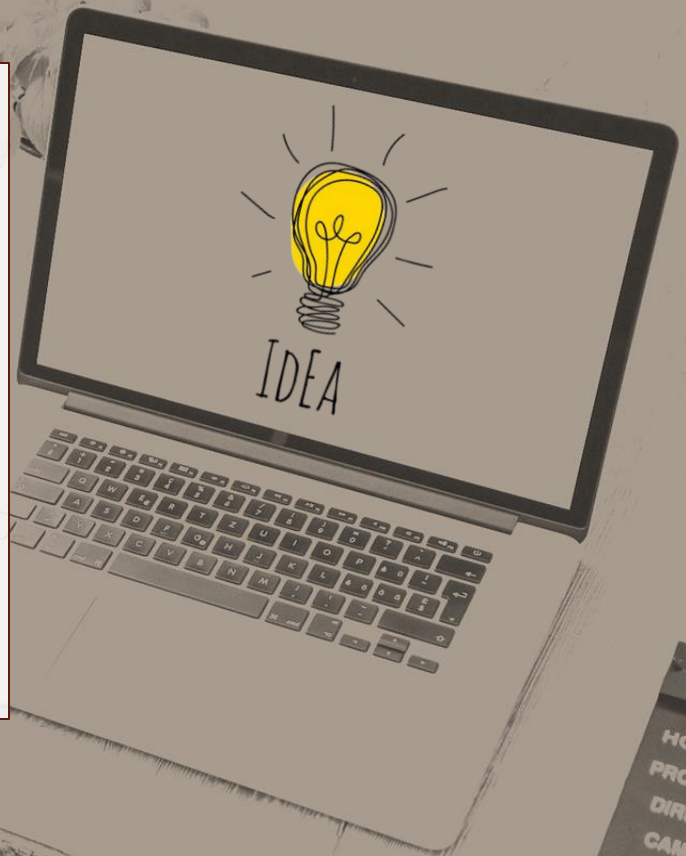
<https://www.socialmediatoday.com/news/Twitter-on-Shaky-Ground-as-More-Staff-Reject-Musk-Plan/636980/>

How to Start a Phone Case Business

You've heard of people absolutely killing it with the t-shirt business. But what about the phone case business? Here are 9 steps to building your own phone case business from someone who has not only done it, but also sells packages to help you get started.

This may or may not be for you, but it did get me thinking about all the other possibilities for personalized merchandise out there.

<https://www.ryrob.com/start-phone-case-business/>



The Reason for Meta's Massive Layoffs? Ghosts in the Machine

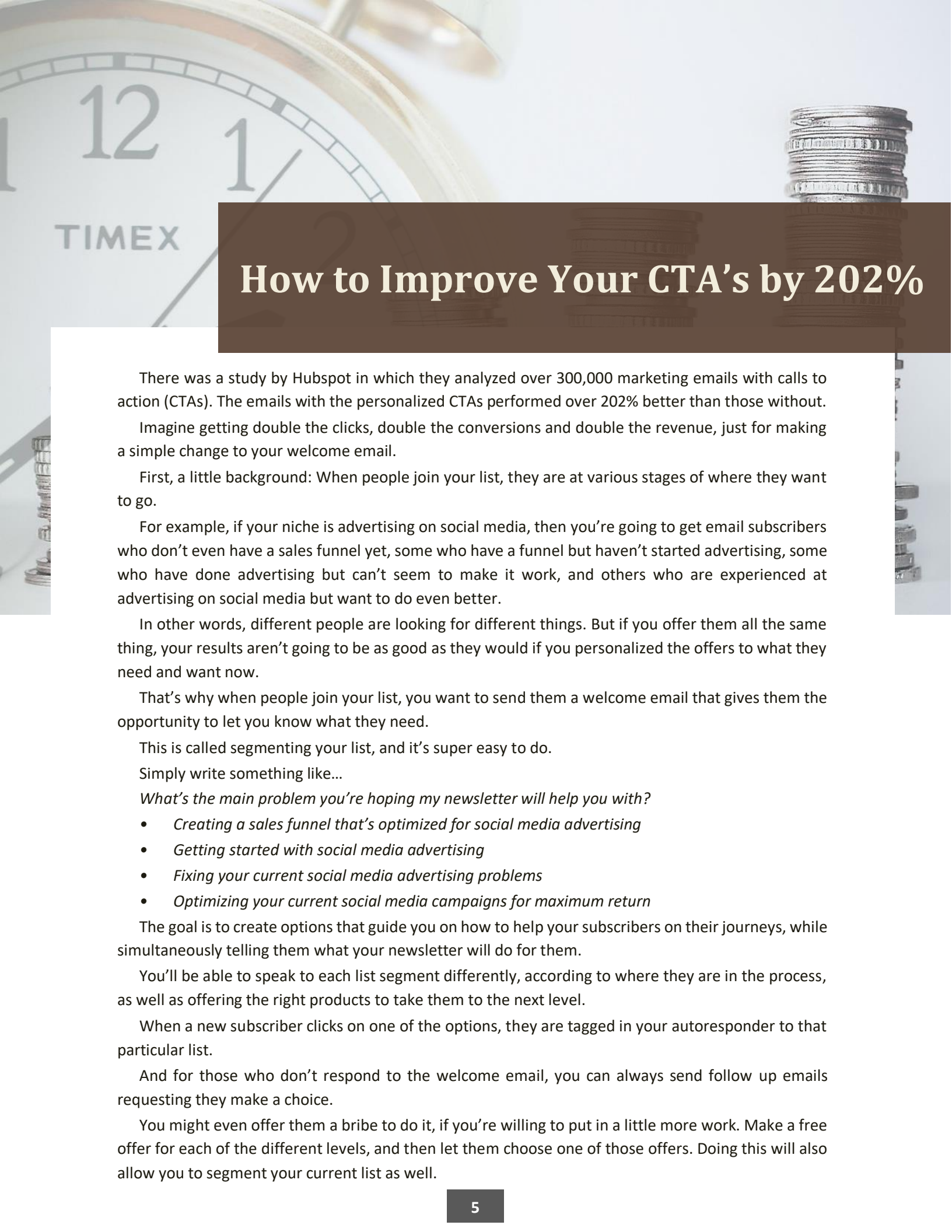
The social media company's failed projects required thousands of staffers who swelled the ranks and never left.

Remember Libra, Meta's ambitious plan to enter the cryptocurrency market? Or Lasso, Meta's ambitious attempt to outdo TikTok? Alongside projects like Shops, Meta's ambitious plan to turn Instagram and Facebook into e-commerce giants; its podcast plans; Facebook Portal and a Meta smartwatch to compete with the Apple Watch, they all failed.

In pursuit of becoming the everything platform, Meta CEO Mark Zuckerberg has thrown a lot of stuff at the wall. Precious little of it has stuck, except for the headcount brought to work on these projects.

Which makes some people wonder if CEO Mark Zuckerberg is building a metaverse that possibly no one else wants.

<https://www.wired.com/story/meta-layoffs-overhiring/>



How to Improve Your CTA's by 202%

There was a study by Hubspot in which they analyzed over 300,000 marketing emails with calls to action (CTAs). The emails with the personalized CTAs performed over 202% better than those without.

Imagine getting double the clicks, double the conversions and double the revenue, just for making a simple change to your welcome email.

First, a little background: When people join your list, they are at various stages of where they want to go.

For example, if your niche is advertising on social media, then you're going to get email subscribers who don't even have a sales funnel yet, some who have a funnel but haven't started advertising, some who have done advertising but can't seem to make it work, and others who are experienced at advertising on social media but want to do even better.

In other words, different people are looking for different things. But if you offer them all the same thing, your results aren't going to be as good as they would if you personalized the offers to what they need and want now.

That's why when people join your list, you want to send them a welcome email that gives them the opportunity to let you know what they need.

This is called segmenting your list, and it's super easy to do.

Simply write something like...

What's the main problem you're hoping my newsletter will help you with?

- *Creating a sales funnel that's optimized for social media advertising*
- *Getting started with social media advertising*
- *Fixing your current social media advertising problems*
- *Optimizing your current social media campaigns for maximum return*

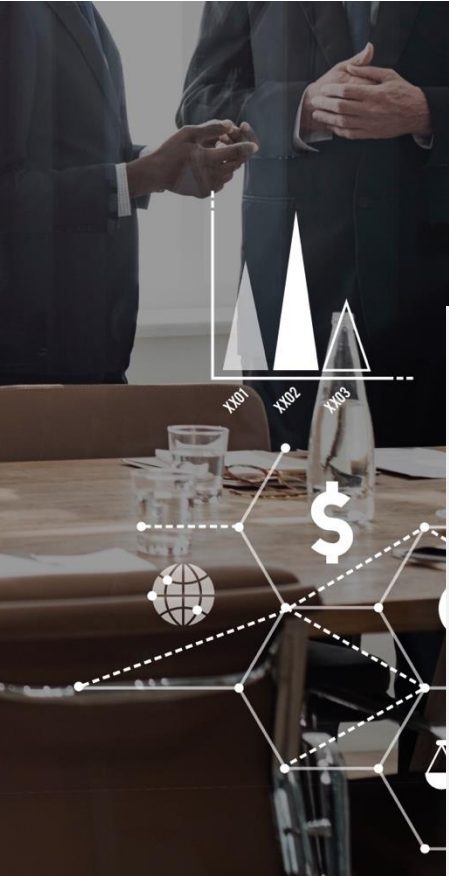
The goal is to create options that guide you on how to help your subscribers on their journeys, while simultaneously telling them what your newsletter will do for them.

You'll be able to speak to each list segment differently, according to where they are in the process, as well as offering the right products to take them to the next level.

When a new subscriber clicks on one of the options, they are tagged in your autoresponder to that particular list.

And for those who don't respond to the welcome email, you can always send follow up emails requesting they make a choice.

You might even offer them a bribe to do it, if you're willing to put in a little more work. Make a free offer for each of the different levels, and then let them choose one of those offers. Doing this will also allow you to segment your current list as well.



The 'Secret' to Passive Income You May Have Missed

The dream is to sit on the beach while the money rolls into your bank accounts.

You no longer have a job or even need a job. The days of crappy bosses is over. You know that no matter what, money will land in your bank account every month and you'll never have to worry again.

Except... that's just the dream. What's the reality?

First, most passive income is going to take a little work to maintain. Unless you're getting dividends from a multi-million dollar stock portfolio or you're a trust fund baby, you'll need to do some stuff to make sure that money keeps rolling in each month.

Second, spending all of your time partying and no time accomplishing anything gets real old, real fast. Twenty somethings I've known who made seven figures and thought they would party the rest of their lives found out that never ending partying with never ending hangovers gets old, fast. Then again, if that really is your dream, then more power to you.

But here's the secret to passive income that most people miss entirely:

In order to get passive income – that is, income that comes to you without further work – you first need to work.

If you go to a job where you get paid \$20 an hour, after a week you get a check for \$800.

But when you're building a passive income, you might work weeks or months before you start seeing returns.

There is no passive income free ride.

Instead, passive income comes after you do the work.

I see so many newbies who think passive income means get rich quick, and nothing could be further from the truth.

You've got to do some serious work first.

When you change your mindset from, "get rich quick" to "do the work now, get paid for a long time later," it becomes much easier to set a goal and then put in the time each day to getting closer and closer to that goal.

That's why the first step to passive income is action.

Let me offer you what might be the ultimate example of this: Noah Kagan.

Before expenses, Noah earns \$357,000 in passive income... per MONTH.

Wrap your head around that.

In this video... <https://www.youtube.com/watch?v=HHR-NeSuynw&feature=youtu.be>

...Noah reveals his passive income channels as an entrepreneur and YouTuber. Watch closely and you'll see that a lot of his income streams aren't passive at all. Rather, they're the accumulative result of years of hard work and dedication, which now allows him to step back when he likes and still earn this income.

He would never be earning this amount of money 'passively' if he hadn't first worked his tail off.

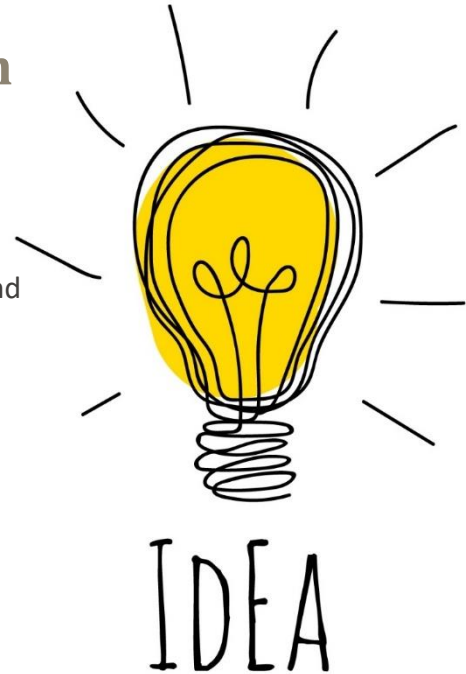
Key Takeaway: Passive income requires work upfront.

Why Newsletters Are Thriving on LinkedIn as Meta, Twitter Abandon Them

Newsletters have proven to be a tough sector to crack for social platforms, as Meta pulled the plug on its Bulletin off-platform newsletter offering last month, and turmoil-filled Twitter reportedly followed suit shortly thereafter. One platform, however, has seemingly cracked the code of working newsletters into its efforts: LinkedIn.

In fact, more than 49,000 were created on the professional network in just one year, totaling over 150 million subscriptions.

<https://www.adweek.com/media/why-newsletters-are-thriving-on-linkedin-as-meta-twitter-abandon-them/>



Google Wins Court Case Against Russian-Based Bot Scam Group

Have you ever downloaded pirated software? If so, beware...

Google has won a significant court case against a group that had been operating a network of bots to manipulate its systems, which could have major implications for future cybercrime cases.

The case relates to a Russian-based group called Glupteba, which had used bot exploits to infiltrate millions of Windows devices.

The Glupteba system stole user credentials and cookies, mined cryptocurrencies on infected hosts, and deployed proxy components that would target Windows systems and IoT devices. The malware was primarily distributed through questionable download links for pirated software.

<https://www.socialmediatoday.com/news/google-wins-court-case-against-russian-based-bot-scam-group/636988/>



The Content Strategy that Doubles Subscribers and Sales in 7 Simple Steps



When I finally created and implemented a content strategy in my own business, it far exceeded my expectations and more than doubled the amount of leads and sales I received from my content marketing efforts.

You've probably heard of content strategy before, but what is it really? And how can it save you time and effort?

Your content strategy is the plan you develop for what kind of content you will create, how you will distribute it, and how you will manage it over time.

In other words, it's a way to make sure that your content is optimized for growth.

When you take the time to develop a content strategy, it can save you months of time and effort. A well-thought-out content strategy will help you focus your energies on creating content that is aligned with your business goals and audience needs.

When done right, a content strategy can help you double your subscribers and sales. Here's how:

1. A content strategy will help you save time.

If you're constantly creating new content without a plan, you're wasting time. A content strategy will help you determine what type of content to create, how often to create it, and where to distribute it. This will save you time in the long run.

2. A content strategy will help you generate more leads.

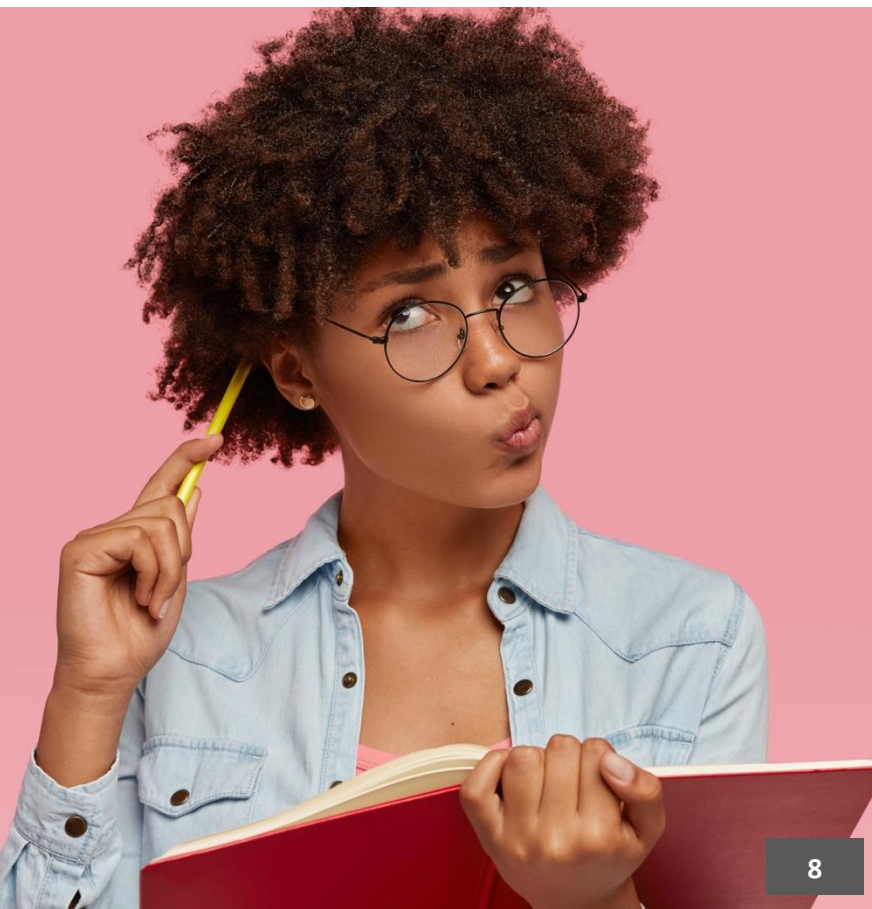
Lead generation is all about getting your content in front of the right people. A content strategy will help you identify your target audience and create content that resonates with them. This will help you generate more leads and convert more prospects into customers.

3. A content strategy will help you increase your sales.

When you have a plan for your content, you can track its performance and adjust your approach accordingly. This will help you improve your conversion rates and drive more sales.

4. A content strategy will help you scale your business.

If you want to scale your business, you need to have a plan for your content. A content strategy will help you create a system for producing and managing your content. This will make it easier to scale your business without sacrificing quality.



Here is my favorite step by step approach to creating your own content strategy:

1. Define your business goals.

The first step in creating a content strategy is to define your business goals. What are you trying to achieve with your content? Do you want to increase brand awareness, drive traffic to your website, or generate leads?

For each of your goals, test to find which types of content perform the best for that goal.

For example, some people won't even know they need your product until you educate them on their problem and how your product solves it. The content you write in this case will be a lot different than if people already know they need a product like yours, and you just need to show them why yours is the best one for them.

2. Know your audience.

Another important step in creating a content strategy is to know your audience. Who are you creating content for? What are their needs and interests?

Consider the demographics of your target audience such as age, gender, education and experience.

Create a buyer persona of your idea prospect and then target that person. According to Hubspot, using buyer personas make websites 2 to 5 times more effective as well as improving the user experience.

Find your prospect's interests, their problems related to your niche and what they are complaining about. Go to sites that sell similar products and see what people say in the reviews, both positive and negative. Check out forums, social media, niche groups and anyplace where your ideal prospect hangs out.

The more you know about your prospect, their problem, their desires and their objections, the better you can craft your own messages.

3. Decide what type of content you will create.

Once you know your business goals and audience, you can decide what type of content you will create. Will you create blog posts, video content, or podcasts? What format will your content take? The type of content you create should be based on your business goals and audience needs.

4. Choose your platforms.

Find out where your ideal prospects hang out and then reach them where they are.

If your prospects are on Instagram, then that's where you go. If they are on LinkedIn, then you know where you need to be.

If you're unsure, you might need to do more research or simply test one platform against another until you find the right fit.



5. Create a content calendar.

Once you know what type of content you will create, you can start to develop a content calendar. This will help you plan and schedule your content so that you can stay organized and consistent. A content calendar will also help you measure your success over time.

Ideally you want to take your prospect through a buyer's journey that results in a sale.

One of the most common buyer's journeys looks like this:

- They discover your business through social media, a blog or a video
- They join your email list and or visit your site
- They find out more about your product and if it's right for them. They also look at reviews and ratings.
- They compare your product with your competitor's product
- They purchase

But if possible, you want your product to be perceived as having no competition at all. This way you will eliminate comparisons with competition, removing that step in the buyer's journey and getting to the sale that much faster.

6. Promote your content.

Promote your content once it's created. Share it on social media, email it to your list, and make sure it's easy for people to find. The more people see your content, the more likely it is to achieve your business goals.

Be sure to keep your content updated as well. Old, outdated content is not going to help you and in fact it can even turn people away from you.

7. Run a content audit.

This is where you will analyze which content is bringing in the most traffic, which content is converting to the most subscribers and which content is bringing in the most sales.

It's possible that one piece of content will bring in 1,000 new subscribers but none of them will purchase, while another piece of content will bring in only 100 new subscribers and 7 of those will purchase. It's important to analyze not just which content brings in the most eyeballs and the most subscribers, but also which pieces result in the most sales over time.

Double down on the content that is converting and stop wasting time with content that isn't working.



Mediums you could use to share content:

Written content:

- Email Newsletters
- Facebook Groups
- Guest Blogs
- LinkedIn
- Medium
- Quora
- Reddit
- Twitter
- Website Blogs

Visual Content:

- Imgur
- Instagram
- Pinterest
- SlideShare
- Snapchat
- StumbleUpon

Video Content:

- Facebook Watch
- Instagram Reels
- TikTok
- Twitch
- YouTube

Audio Content:

- Apple Podcasts
- Google Podcasts
- Pocket Casts
- Spotify
- Stitcher
- Types of content you could

create:

Types of Written Content:

- Articles
- Case Studies
- E-Books
- GIFs
- Guides
- Images
- Infographics
- Memes
- Videos
- Visual Content:
- White Papers



Types of video content:

- Demonstrations
- How-To Guides
- Vlogs
- Webinars

Interactive Content:

- Contests
- Games
- Polls
- Quizzes

Creating a content strategy is worth it because it provides you with clarity and makes it easier to know what kinds of content are going to bring you the greatest return for your time.

Instead of randomly posting odd bits of content as you think of it, you'll be able to focus on exactly the types of content that do the most work to bring in the most sales.

Learning to build and use my own content strategy more than doubled my sales in a very short amount of time, and it can do that for your business as well.

And a well-thought-out strategy will save you time and effort in the long run and help you create only content that is aligned with your business goals and audience needs.



Igor Kheifets

interview



Editor:

This time, we are talking with Igor Kheifets, who has been totally crushing it recently as an affiliate marketer, an online course creator, an author and speaker. He's the guy behind the claim product such as Elite Traffic Pro and the 301K Challenge. So, Igor, it's a real pleasure to meet you.

Igor Kheifets:

It's great to be here. I'm excited to share and excited to drop a few nuggets and see if we can help you guys listening make some more money, have more fun doing it as well.

Editor:

Sounds good. Now let's start by finding out more about you and your background, if that's okay.

Igor Kheifets:

Yeah. I'm originally Ukrainian. I was born in Ukraine. Both my parents are Russian. My dad was stationed in Ukraine because he was an officer in the Soviet Army. He graduated the Suvorov Military Academy in Moscow. And me and my brother were born in Ukraine. And by the time I was born, my dad decided that he didn't want to stay in the army because the wall came down. It was just coming down. It was 1988, and he went into business for himself. So I grew up watching my dad doing all kinds of entrepreneurial things. And then around when I was about 12 or so, just before my bar mitzvah, as you can tell I'm Jewish, my family decided to move to Israel, and this is where we entered this really, really, really, really rough patch that lasted about 10 years or so.

Now, I guess you can also say that the rough patch started in Ukraine because that was the reason we moved. We ended up selling all of our possessions. We were really living pretty well. I'd say we were considered to be upper middle class back then. We had a car. We had an apartment. We had food on the table. So we didn't struggle. But towards the move, yeah, we started struggling. And I think the reason we moved was because of that. My dad made a bad investment. He borrowed about 10,000 US dollars, which at the time was crazy ridiculous amount of money from a local mobster, Nikolai Makarenko, and obviously a guy you don't want to mess with.



And he invested in something called [inaudible 00:02:10], which is kind of like a farm. It used to be a state-owned farm, but then they got privatised after the wall came down, and it was just a wild, wild west.

So my dad and a few other people invested together, and the [inaudible 00:02:24] CEO at one point decided not to do anything for the [inaudible 00:02:29]. He decided to drink and have fun, and he spent the money. So when my dad realised that he just sold our possessions, and I think he had 1000 US dollars left to his name, and then we just moved to Israel once we paid off the debt. And that sparked one of the most difficult eras of my life, and I guess in life of my family members because we quickly sank into debt. My dad went to see a doctor, discovered he had diabetes, then he went into a double bypass, and he couldn't find work.

The few occasions were when he could find work usually was some sort of security guard job, which obviously didn't pay anything. But to make it worse, the security company would usually hire him, keep him for about eight months, and then fire him for three months to only rehire him again after a three months period because that was their way to leverage the loophole where if they didn't employ him for nine month straight, they didn't have to give him seniority, and of course, raise his paycheck, give him benefits and so on.

And growing up, my dad remembered that when he was a part of the Soviet Army, life was good. So he told me that I should do the same. And so in Israel, everyone has to do mandatory army service. So my parents enrolled me into a Israeli Air Force Academy when I was about 14. And I spent the next six years being trained as a soldier and going to school all the same time. I was wearing the uniform. I had my beret always sitting on my left shoulder. I was a proper little soldier. And then, I enrolled into the actual military, did my bootcamp, and started serving my time. And I say serving my time as if it's prison because it kind of felt like prison. I realised quickly that it wasn't the life I wanted because the guys who graduated before me, couple years before me, they were already serving for a few years, and they were still frustrated and broken.

I mean, it was just... They seemed like a bunch of miserable dudes. That's the impression I've got. So I decided I didn't want to do that, and I quickly found loopholes to get out of the army. I kind of broke that bureaucratic machine, which is when I learned quite a few lessons, to be honest with you, trying to game the system.



And so once I got out, I got involved in network marketing as a result of reading Robert Kiyosaki's Rich Dad Poor Dad because in the book he says, "Look, you should do real estate, but you should also go in business for yourself. And if you don't have any business ideas or money or sense or whatever, just go into MLM. And becoming a network marketer, you learn lots of great skills, including a skill of actually selling," which I did. But I went into an online market in the... I went into network marketing in the online space.

So I seek out these network marketing companies that were internet-friendly, if you will. And as a result, I got involved and exposed, I guess, in the world of digital marketing, social media marketing, blogging, running ads. At the time when I started, MySpace was still around. It was still a thing. So you could build MySpace profiles, promoting your business. I think I had five or something. And I just kind of built that skill set of a digital marketer. I quickly understood what WordPress was, and I started building WordPress websites. I became skilled, but I wasn't making any money. And it was through that I got exposed to affiliate marketing, which made a lot more sense to me than network marketing because it had that commission element where I didn't have to create the product myself, and I could make money, but there was no human motivation required. I didn't have to build a team and keep them motivated to continue to do the work, and I didn't have to do any kind of three-way meetings or go to hotel lobbies and pretend I'm having fun.

And so that's where I've experienced my first success. It was when I combined affiliate marketing with building my own email list, which at the time I came to realise is probably the only one thing that is common for anyone who was successful making money on the internet. They all had email lists, and it's like the bigger the list they had, the more money they were making. And when I realised that, I kind of put all my effort into building my list. I really just did everything. I tried every technique to do it, but everything I've done was eventually leading to an opt-in form or a capture page that was asking people for an email address and was after I built my first list of I believe at the time was about 1700 people or 2000 people that I started mailing offers.

I remember one day, I had this little thing that I've done on the side where I would drive people to the airport to make some extra money using my dad's car. And I came back from one of these trips, and I think I must have been stuck in traffic for at least three hours on a six-hour drive. It was terrible. I came back. My back was hurting like hell. And I just sat down. I realised didn't write my email for the day because I was really trying to stick to that daily email routine. And that day, it was a new product launching. It was, I think, 70 bucks or 67 bucks, and it paid a 50% commission. And there were also a few upsells that paid, I think, 40% commission as well. And I just sat down and I wrote an email. It was a really heartfelt email. I didn't really write a marketing email. I just shared my thoughts like it was my diary.



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



Holidays, no matter how obscure or strange, can be excellent marketing tools as well as a springboard for ideas.

What better excuse to send an email to your list than to remind them that today is National Peanut Butter Day, and if they tell you why they like creamy better than chunky or vice versa, they get a 21% discount off your product?

National Backward Day might be a time to offer your products at backward prices (\$79 instead of \$97, for example.)

National Hangover Day? Send them your own personal hangover cure. If you don't have one, make it up with humor.

If you have red hair, then on National Kiss a Ginger Day you might wear a t-shirt or carry a sign that tells people it's Kiss a Ginger Day and make a video of yourself in a public place trying to get air kisses or handing out Hershey Kisses.

The ideas are boundless and many of these offer excellent chances to inject humor into your marketing.

The more serious causes are even easier; simply give your readers a tiny education or story about the cause and let them know you're donating a certain percentage of all sales made that day.

In the list of holidays I'm also including hashtags to help you with your social media marketing as well, so that you can pick up some new subscribers from your holiday campaigns.

January Awareness Causes

- National Blood Donor Month - Encourages Americans to donate blood after a shortage of donations during the holiday season.

- National Braille Literacy Month - Raises awareness of the importance of braille to the blind and visually impaired community.

- National Hobby Month - Inspires people to pick up a new hobby or get back into an old one!

- National Hot Tea Month - Celebrates a nice cup of tea to warm you up from the inside out!

- National Mentoring Month - Promotes the growth of mentoring in all forms.

- National Slavery and Human Trafficking Prevention Month - Raises awareness about the modern-day issues of slavery and human trafficking.

- National Slow Cooking Month - Encourages making delicious food while saving time by using slow cookers.

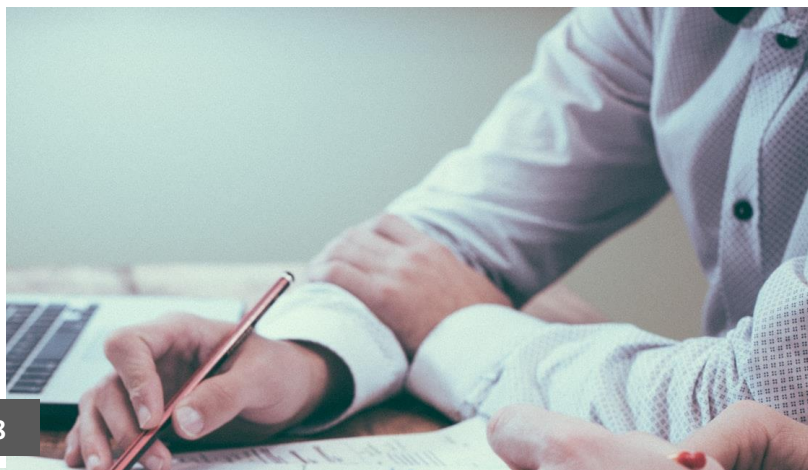
- National Sunday Supper Month - Aims to bring back the tradition of families eating supper together on Sunday nights!

131 January Marketing Ideas to Boost Your Sales



January Holidays and Dates

- 1 Global Family Day #globalfamilyday
- 1 National Bloody Mary Day #nationalbloodymaryday
- 1 National Hangover Day #nationalhangoverday
- 1 New Years Day #newyearsday
- 1 Polar Bear Plunge Day #polarplunge
- 1 St. Basil's Day #saintbasilsday
- 1 World Day of Peace #worlddayofpeace
- 2 National Buffet Day #nationalbuffetday
- 2 National Cream Puff Day #nationalcreampuffday
- 2 National Personal Trainer Awareness Day #personaltrainerawarenessday
- 2 National Science Fiction Day #sciencefictionday
- 2 National Thank God It's Monday Day #thankgoditsmondayday
- 2 World Introvert Day #worldintrovertday
- 3 Festival of Sleep Day #festivalofsleepday
- 3 National Chocolate Covered Cherry Day #chocolatecoveredcherryday
- 3 National Drinking Straw Day #drinkingstrawday
- 3 National Fruitcake Toss Day #fruitcaketosday
- 3 JRR Tolkien Day #JRR TolkienDay
- 4 National Spaghetti Day #nationalspaghettiday
- 4 National Trivia Day #nationaltriviaday
- 5 National Bird Day #nationalbirdday
- 5 National Keto Day #nationalketoday
- 5 National Screenwriters Day #nationalscreenwritersday
- 5 National Whipped Cream Day #whippedcreamday
- 6 National Bean Day #nationalbeanday
- 6 National Cuddle Up Day #nationalcuddleupday
- 6 National Shortbread Day #nationalshortbreadday
- 6 National Technology Day #technologyday
- 7 National Bobblehead Day #nationalbobbleheadday
- 7 National Tempura Day #nationaltempuraday
- 7 Old Rock Day #oldrockday
- 8 National Argyle Day #nationalargyleday
- 8 National Bubble Bath Day #bubblebathday
- 8 National English Toffee Day #englishtoffeday
- 8 National JoyGerm Day #nationaljoygermday
- 8 National Sunday Supper Day #sundaysupper
- 8 National Winter Skin Relief Day #winterskinreliefday
- 9 National Apricot Day #apricotday
- 9 National Law Enforcement Appreciation Day (LEAD) #lead
- 9 National Static Electricity Day #staticelectricityday
- 9 Word Nerd Day #wordnerdday
- 10 National Bittersweet Chocolate Day #bittersweetchocolateday
- 10 National Cut Your Energy Costs Day #cutyourenergycostsday
- 10 National Houseplant Appreciation Day #houseplantappreciationday
- 10 National Oysters Rockefeller Day #nationaloystersrockefellerday
- 10 National Save The Eagles Day #savetheeaglesday
- 10 Shop for Travel Day #shopfortravelday
- 11 National Hot Toddy Day #hottoddyday
- 11 National Human Trafficking Awareness Day #humantraffickingawarenessday
- 11 National Milk Day #nationalmilkday
- 11 National Step in a Puddle and Splash Your Friend Day #stepinapuddleandsplashyourfriendday
- 12 International Kiss A Ginger Day #kissagingerday
- 12 National Curried Chicken Day #curriedchickenday
- 12 National Marzipan Day #nationalmarzipanday
- 12 National Pharmacist Day #nationalpharmacistday
- 13 Korean American Day #koreanamericanday
- 13 Make Your Dreams Come True Day #makeyourdreamscometrueyday
- 13 National Clean Off Your Desk Day #cleanoffyourdeskday
- 13 National Peach Melba Day #koreanamericanday
- 13 National Rubber Ducky Day #nationalrubberduckyday
- 13 National Sticker Day #nationalstickerday



14 National Dress Up Your Pet Day
#dressupyourpetday

14 National Hot Pastrami Sandwich Day
#hotpastramisandwichday

14 National Vision Board Day #visionboardday

14 Organize Your Home Day
#organizyourhomeday

15 National Bagel Day #nationalbagelday

15 National Hat Day #nationalhatday

15 National Strawberry Ice Cream Day
#strawberryicecreamday

16 Blue Monday #bluemonday

16 National Fig Newton Day
#nationalfignewtonday

16 National Nothing Day #nothingday

16 National Religious Freedom Day
#religiousfreedomday

16 National Without a Scalpel Day
#withoutascalpelday

16 Appreciate a Dragon Day
#AppreciateADragonDay

17 Benjamin Franklin Day #benfranklinday

17 Ditch New Year's Resolution Day
#ditchnewyearsresolutionsday

17 Kid Inventors' Day #kidinventorsday

17 National Bootlegger's Day #bootleggersday or
#templetonrye

17 National Hot Buttered Rum Day
#hotbutteredrumday

18 National Peking Duck Day
#nationalpekingduckday

18 National Thesaurus Day #nationalthesaurusday

18 National Winnie The Pooh Day #winniethepoohday

19 Get to Know Your Customers Day
#gettoknowyourcustomersday

19 National Popcorn Day #nationalpopcornday.

19 Tin Can Day #tincanday

19 World Quark Day #worldquarkday

20 National Buttercrunch Day
#nationalbuttercrunchday

20 National Cheese Lover's Day #cheeseloversday

20 National Disc Jockey Day
#nationaldiscjockeyday

21 National Granola Bar Day
#nationalgranolabarday

21 National Hugging Day #nationalhuggingday

21 Squirrel Appreciation Day
#squirrelappreciationday

22 Celebration of Life Day #celebrationoflifeday

22 Hot Sauce Day #hotsauceday

22 National Answer Your Cat's Questions Day
#answeryourcatsquestionsday

22 National Blonde Brownie Day #blondebrownieday

23 Community Manager Appreciation Day
#communitymanagerappreciationday

23 National Handwriting Day
#nationalhandwritingday

23 National Pie Day #nationalpieday

24 Beer Can Appreciation Day
#beercanappreciationday

24 National Compliment Day
#nationalcomplimentday

24 National Peanut Butter Day
#nationalpeanutbutterday

25 Library Shelfie Day #libraryshelfieday

25 National Irish Coffee Day
#nationalirishcoffeeday

25 National Opposite Day #nationaloppositeday

26 National Green Juice Day
#nationalgreenjuiceday

26 National Peanut Brittle Day #peanutbrittleday

26 National Spouses Day #nationalspousesday

27 International Holocaust Remembrance Day
#holocaustremembranceday

27 National Big Wig Day #nationalbigwigday

27 National Bubble Wrap Appreciation Day
#bubblewrapday

27 National Chocolate Cake Day #chocolatecakeday

28 Data Privacy Day #dataprivacyday

28 International Lego Day #legoday

28 National Blueberry Pancake Day
#blueberrypancakeday

28 National Daisy Day #daisyday

28 National Have Fun At Work Day
#funatworkday

28 National Kazoo Day #nationalkazooday

28 National Seed Swap Day #nationalseedswapday

29 National Corn Chip Day #nationalcornchipday

29 National Puzzle Day #nationalpuzzleday

30 National Croissant Day #nationalcroissantday

31 National Backward Day #nationalbackwardday

31 National Hot Chocolate Day
#nationalhotchocolateday

31 National Inspire Your Heart With Art Day
#inspireyourheartwithartday

31 Plan for Vacation Day #planforvacation

Seth Godin: Some Thoughts on Mastodon

"It is, by far, the fastest-growing social network in history, growing more than 20% in about a week.

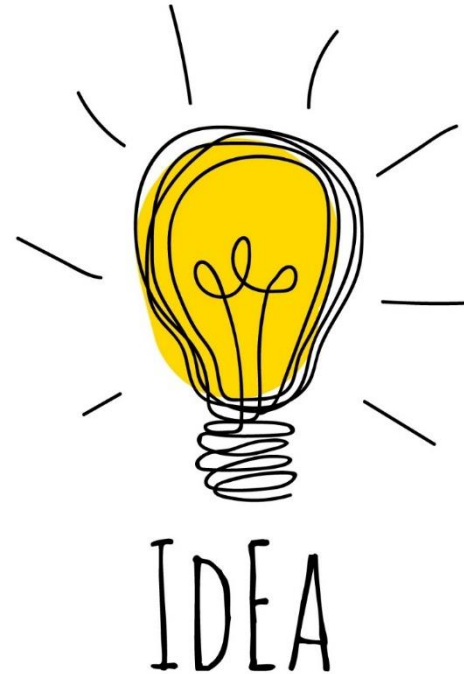
And yet it didn't stutter much.

How can this be?

It's a network in the real internet sense of the word. It's not just a network of users, it's a network of servers as well. No one owns it. Like email, it's a set of principles and rules, not a place. A federation is different than a corporation. It might not be as shiny, but it's far more resilient."

To keep reading, click here:

<https://seths.blog/2022/11/some-thoughts-on-mastodon/>



Why The FTX Collapse Has Plunged The Crypto World Into Upheaval

How did one of the largest crypto trading exchanges fail? Can customers get their money back? What does it mean for the cryptocurrency industry?

<https://www.washingtonpost.com/business/2022/11/10/ftx-faq-crypto-turmoil/>

Layoff Spree In Silicon Valley Spells End Of An Era For Big Tech

A crypto-collapse, layoffs at Facebook and carnage at Twitter are rocking the tech industry. It's stoking memories of the dot-com crash 20 years ago.

<https://www.washingtonpost.com/technology/2022/11/12/tech-facebook-twitter-layoffs-dotcom/>



25 Life Hacks I Wish I'd Known Sooner

The biggest thing I've learned in life is that the younger version of me wasn't nearly as smart as he thought he was.

If I could go back in time and give some wisdom to my younger self, here's what I would say:

1: Rejection can be tremendously empowering. Lots of rejections make you unstoppable, so go seek out rejection

2: People who disrespect service workers have no place in my life. Want to test someone? Take them out to lunch and instruct the waiter to make a mistake. See how they react and you'll see what kind of person they are.

3: Forget lottery thinking and just do the work.

4: A salary is a drug and your own business is freedom.

5: Busyness and work are not the same. Choose 2 or 3 big goals and forget everything else.

"The greatest enemy of good thinking is busyness." — John C. Maxwell

6: Success can destroy you if you forget to stay humble. The people you mistreat on the way up will rightfully step on you when you fall back down.

7: Don't compare yourself to others. Do compare yourself to how you were a year ago. Have you made progress or not?

8: Adversity is how you grow. Take risks and push your own limits.

9: Forget trying to be normal. The world wants you to fit in, blend in and be a sheep. People will judge you. Let them. Be your own extraordinary self.

10: There is a cost to everything. For example, if you make videos on YouTube, some people will hate your videos. Don't waste time or energy thinking about it, just keep moving forward.

"The haters gonna hate, hate, hate, but I'm just going to shake, shake, shake. Shake it off, shake it off." — Taylor Swift

11: Friends who show up during your darkest hours are your real friends. Everyone else is just a pretend friend.

12: Show emotion. No one responds to a cardboard cutout. Showing emotion doesn't make you weak, it makes you memorable, relatable, interesting and human.

13: Me-me-me is a no-no. Spend too much time thinking about yourself and you'll destroy your life.

14: Forget business conversations and have personal conversations to build business relationships.



15: You don't need permission. Whatever it is that you're waiting to do, just do it. Now. Still need permission? Then give it to yourself.

"Poor is the man whose pleasures depend on the permission of another." Madonna Ciccone

16: Know exactly what you want and where you want to go. Otherwise, you'll just get whatever you luck into, which might be nothing at all.

17: Every conversation is a potential opportunity. Whether it's online or in person, have real conversations with no personal agenda and a few of these will result in the biggest opportunities of your life.

18: Ready fire aim. Don't wait until you have all the information to act, because by then it will be too late.

19: Watch your self-talk. Good self-talk will overcome imposter syndrome, while bad self-talk will self-sabotage your every effort.

20: Obsession is wonderful. Focusing on just one thing will transform your life. Find it, live it, find a community that celebrates it and build a business around it.

"When you have seen as much of life as I have, you will not underestimate the power of obsessive love." ~ J.K. Rowling.

21: The obstacle is the way. This isn't just a book title, it's the truth. Not sure what you should do next? Find your biggest obstacle and go through it.

22: Be grateful every day for everything, even for your trials, tribulations and enemies because these are helping you to grow.

23: Your life can completely change in less than a year. Have a plan and work the plan every single day without fail.

24: Urgency is crucial. 5-year plan? Get it done in one year.

25: Whatever you're doing, find the joy in it. If you can't find the joy then find the happiness. If you can't find the happiness then find the zen. And if you can't find any of those things, maybe you shouldn't be doing it.

"You should do what suits you, and what makes you happy, instead of doing something you don't like." – Anurag Prakash Ray

"Never live your life for anyone else but you, find and Do what makes You happy." – Rashida Rowe





Mini Case Study: 10.5 Tips to Earning \$360,000 per Year for... Blogging?!

The best bloggers out there are absolutely killing it, earning far more than most people can even imagine.

For example, Ryan Robinson is earning more than \$30,000 per month simply from his blog. Not bad, right?

In Ryan's case, it took him over two years to begin generating serious income from his blog. He launched the blog in 2014, and the first monthly income report he published was in 2018 for \$9,322.

Generating traffic organically takes time and patience but it can pay off. Ryan says he doesn't expect a new post to rank on page one of Google any sooner than after six months, if they rank at all. Blogging will not get you rich overnight, but if you keep at it then you could build to a serious income over time.

Here's how Ryan has found success:

1: He writes massive 10,000 word posts. These are enormous authority articles that sometimes rank for the most popular of keywords, such as "business ideas" which is a 100,000 monthly search volume keyword.

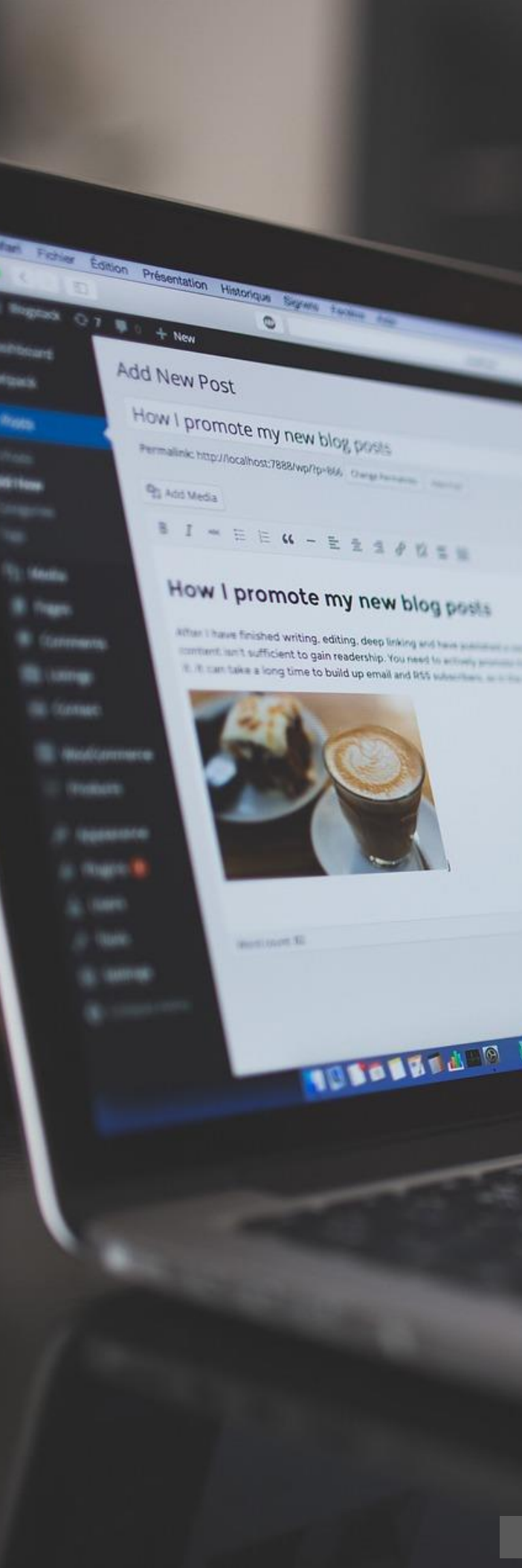
2: His favorite post is the listicle; huge, exhaustive lists such as '101 Business Ideas' and '70 Genius Ways to Make Money Online.' These posts could easily be Kindle books but he chooses to place them on his site to bring in traffic.

3: His other favorite type of post is the 'how to' guide, such as How to Start a Blog and How to Start a Freelancing Business While Working Full Time. These are long, detailed and all-encompassing guides that Google loves to rank high.

4: 92% of his income comes from affiliate sales. His top three affiliate products are Bluehost, Dreamhost and Flexjobs.

5: Ryan writes about freelancing and making money online because he's worked as a freelancer and because there is substantial affiliate income to be made in this niche. He doesn't recommend choosing a niche just because you love it unless you know ahead of time how you're going to monetize it.

6: Ryan focuses on getting backlinks because Google determines your 'social status' with your niche via the number and type of backlinks you have. Some of his backlinks come from major sites such as Hubspot, GoDaddy, Yelp, Money.com, LinkedIn blog and Sitepoint.



7: To get prized backlinks from major players, Ryan schedules a call with them, interviews them and then mentions them in his article. He says this dramatically increases the odds they will back link to you, as opposed to simply writing about someone and then telling them they are mentioned in your article.

8: Ryan continually updates his content and then places an 'updated on date' tag next to the title. He does this because Google encourages content creators to continually update their content.

9: He uses personal anecdotes and stories in his articles. He likes to open with a story and continue the personal tone and his own thoughts throughout the article, and it works.

10: Ryan stays focused on this blog. He hasn't started a second and third blog on other topics and he's not doing anything outside of this niche. He does, however, still do some freelancing work, which makes sense since he writes about the freelancing experience.

10.5 Most of his posts don't do all that well. Crazy as it might sound, his average blog posts only garner a few hundred views per month. And yet his top 15 posts bring in a flood of traffic that compensates. You never know which posts are going to explode, which is why you just have to keep writing and doing your best. Sooner or later, you will hit upon posts that drive massive traffic, and that traffic will then discover your other, less popular posts as well.

Mini Case Study: \$250,000 a Year Publishing Books

I was going to title this, “\$250,000 a Year Writing Books,” but the fact is that you never ever need to write a book yourself to make this work.

If you can outsource the writing of books, then you can do this.

For that matter, if you can ask 20 people a simple question, you can also do this.

Here’s how:

First, you need books. If you’re a writer, then you can skip ahead. If you’re not, you’re going to either:

A: Outsource the writing of your books. This is almost better than writing your own because you can hire multiple writers to write multiple books at the same time if you like.

The key, of course, is to find good writers who don’t sound like they’re an AI program. Your non-fiction books need not only good information people want, but also personality. It’s the helpful information that will sell the first book, and the personality that will keep buyers coming back for more and more.

If you hire more than one writer, then you’ll need to coach them on having a coherent voice. Ideally all of your books should read like they were written by one person – you.

B: Use other people’s articles. This is a super easy way to put a book together very quickly.

First you choose your topic and then you find blogposts and articles that directly address that topic.

Next, you approach the authors and ask if they would like to be in your book. You’ll have maybe 10 or 20 experts in each book, each with their own chapter. People will say yes to this because they love the extra exposure of being in a book with the other experts. And you’ll give them the opportunity to build their lists by making a free offer at the end of their own chapter, too.

Okay, now that you’re either writing your own books or using one of the two methods above, here are the actual methods one author named Carol uses to make well in excess of \$250,000 a year with her books on Amazon:

1: You need lots of books. Unless you miraculously write a super best seller, then you’re going to need a full-sized stable of books that readers love.

If you write one book every 3 months, then in 5 years you’ll have 20 books.

2: Marketing is just as important as writing. If you happen to be outsourcing all of your book writing, then you’ll be at an advantage because you can focus all of your time on marketing your books.

If you’re writing your own books, then you’ll have to decide how much time you’ll devote to writing and how much to marketing.



Carol's advice is to initially get 2 to 4 books under your belt as quickly as possible, and then devote half your time to marketing those books and half to writing your next books.

3: Short books are better than long books. Let's say your topic is how to drive traffic to a website. Instead of writing one big book on 10 different methods, write 10 books each detailing one method.

It will be easier to sell any one of these ten because each is tightly focused on its topic. And once a person has one book, and they like it, they'll naturally be predisposed to purchase more books in the series.

Not to mention the fact that it's far easier and faster to write a short book than it is a long one.

Recently, Amazon created categories specifically for a type of book called, "Short Reads." These short books are broken down by the number of minutes they take to read as well as the genre.

And when you write a short, tightly focused book, it's easier to rank high in your categories and also to get more of your books ranking high in more categories, creating a synergistic effect that sells more books.

4: A series sells better than individual books. Even if your topics are somewhat disparate, if you can find a way to place a block of them under one umbrella, you'll find it easier to make sales than if each one is a stand-alone book.

Perhaps you're writing books on all the different things someone needs to know to make money online. Your umbrella might be, "From Online Newbie to \$100,000 in One Year," or "The Ultimate Guide to Starting and Running Your Online Business".

5: Look at this business model of book writing and publishing as a marathon, not a sprint. Enjoy the process and don't place too much pressure on yourself in the beginning. This is a method many people are using to earn six figures per year, but it takes time.

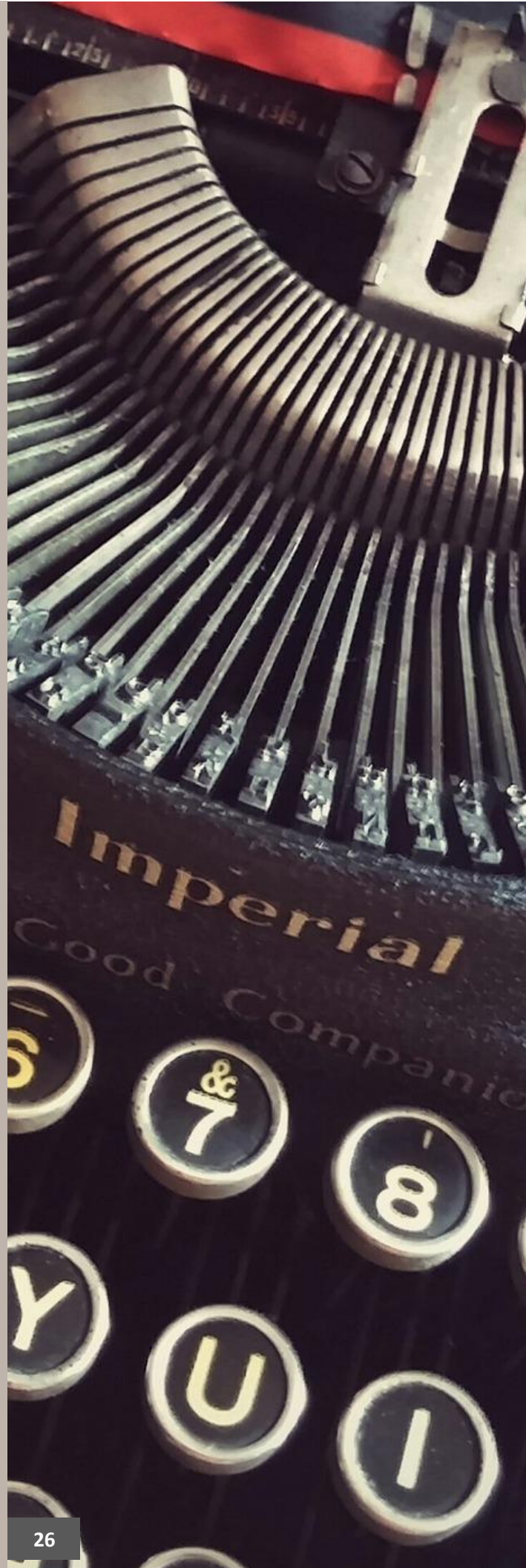
It took Carol six months to begin seeing any results and 3 years before she broke \$50,000. But the following year she nearly tripled that, and 5 years after she placed her first book on Amazon she is now earning in excess of a quarter of a million dollars per year.

It takes time to build a brand and become known, but once you begin to build your readership, things can really take off.

6: Become a master of book marketing. There are many courses you can take and books you can read to learn this valuable skill. Just placing books on Amazon Kindle won't cut it, but when you learn how to market your books you'll find it's not all that difficult, either.

7: Have a unique voice and story. Assuming you're writing non-fiction, you'll want to have a backstory of how you got into your chosen niche. And more importantly, you'll want to have a voice that resonates with people. Put your personality and your opinions into the books. Just imagine you're writing to a friend or giving advice to your grown child and you'll get the idea.

Maybe you never thought of yourself as an author, but since you don't have to do any writing yourself, this might be a good option for you to begin building toward a six figure income.





15 Best Small Business Ideas for 2023

There are so many great small business ideas out there that it can be tough to choose which one to pursue. And if you're currently employed full-time, it can be even tougher to find the time to start a business on the side.

But it is possible. I know firsthand because I've done it myself. In fact, some of the best businesses are started by people who are already working full-time.

If you're feeling motivated to start a business in 2023 but don't know where to start, here are 15 great business ideas you can pursue.

1. Start a blog

If you're passionate about a certain topic, why not start a blog about it? You can share your knowledge and expertise with the world, and if you're lucky, you might even be able to make some serious money from your blog through advertising or affiliate marketing.

On average, serious bloggers make around \$45,000 year. Keep in mind that the first six months is a building phase of creating content, driving traffic and building your following. The real income tends to kick in during the second six months, with the \$45,000 a year figure for an established blog.

One of the best things about blogging is that it's relatively inexpensive and can be done in your spare time.

2. Start an e-commerce business

If you're good at finding products that people want to buy online, an e-commerce business could be for you. You can sell just about anything, from physical goods to digital products. And the best part is, you can get started without investing a lot of money.

The trick is to find products you can purchase for a low amount, sell for substantially more and that people want to buy from you.

T-shirts and other personalized items can work really well for this and entire 6 figure businesses have been built with a few super catchy and timely t-shirt slogans along with good graphics and marketing.

3. Start a service business

If you have a particular skill or talent that you can offer others, why not start a service business? You can offer your services to clients on a freelance basis, or you can even start your own service-based business.



If you are particularly good at any one aspect of online marketing, for example, then this could be a good fit for you. Content creating, graphic design, reputation management and business coaching are all good possibilities.

4. Start a subscription box business

If you're looking for a unique business idea, why not start a subscription box business? You can curate boxes of products based on a theme and people can subscribe to receive them on a monthly or quarterly basis. This is a great way to build a loyal customer base and make some recurring revenue.

I've seen this work in crafting niches such as crochet and knitting, as well as pet niches, personal care items and even snack foods.

5. Start a drop shipping business

If you don't want to deal with the hassle of shipping products yourself, you can always start a drop shipping business. This type of business allows you to sell products without having to worry about inventory or shipping. Instead, when a customer orders a product from your store or from Amazon, you simply order it from your supplier and have it shipped directly to the customer.

The key here is to identify savvy product opportunities. Finding products from overseas that will sell well while giving you a good profit margin will take some research, but it can be well worth it.

6. Start an affiliate marketing website

If you're good at driving traffic to websites, you could start an affiliate marketing website. This type of site earns revenue by directing visitors to other websites via your affiliate link where they can make purchases. As an affiliate, you earn a commission on every sale that you refer.

Your first step is to choose a niche. Find products that you want to promote in that niche and then create content to bring in prospects. Build your list and market these affiliate products to your list as well as on your website.

7. Start a social media marketing agency

If you're good at marketing on social media, you could start your own social media marketing agency. You can help businesses grow their online following and get more leads and sales from their social media accounts.

8. Start writing ebooks

The beauty of ebooks is that while content matters, length does not. As long as you deliver on the promise of the title, your ebook can be almost any length. This means that if you get busy and focus, you could possibly write a new ebook every month or two. Heck, I've known people who wrote their first ebook over a two-day weekend.



Use each ebook to recommend the other ebooks as well as any services you provide.

In fact, an ebook can be a great way to get customers for your service. For example, if you're a web designer and you wrote the book on web design, clients are going to be much more eager to hire you for your services.

9. Start teaching online courses

If you're an expert then there is likely an audience willing to pay to learn what you know. Teachable is perhaps the easiest and most affordable platform to host your course and they have plenty of free resources to help you get started.

10. Start an SEO agency

If you're good at optimizing websites for search engines, you could start your own SEO agency. You can help businesses improve their ranking in search results and get more traffic to their website.

11. Start a web design agency

If you're good at designing websites, you could start your own web design agency. You can help businesses create beautiful and functional websites and entire sales funnels that convert visitors into customers.

12. Start a content marketing agency

If you're good at creating compelling content, you could start your own content marketing agency. You can help businesses attract more website visitors and convert them into customers with high-quality content.

13. Start Instagram marketing

Build a loyal following on Instagram and could get deals with major brands to promote their products and services related to your content. If you have enough followers, you can charge \$500 to \$5000 or more per post.

14. Start an online coaching business

This can be the perfect way to teach beginners in your field. One-on-one coaching is a dependable side business that can be grown into a full time income. If you charge by the hour, then you'll want to use a system like Teamwork to keep track of billable hours while managing client projects at the same time.

In addition to the help you give others, you can also build an online community using a private Facebook group or Slack for your clients to interact and learn from each other.

15. Start a podcast

If you enjoy telling stories, chatting and doing interviews then this is a great opportunity for you to build an audience around a specific topic. You can use your podcast to get sponsors, to promote affiliate products or your own products. Even a new podcast with a built-in audience or a podcast that is building a strong audience can secure advertisers at \$200 to \$500 per 90 second slot.

You can research and create your own content, or you can interview experts on your podcast. Be sure to do plenty of storytelling to get and keep your audience, as well as conveying your enthusiasm for your topic, using emotion and humor to keep listeners coming back for more.

Of course, these are just a few ideas to get you started. There are endless possibilities when it comes to starting your own business. So, if you're feeling motivated, take the first step and see where it takes you!

THE BIG SECTION



The Bedtime Skill That Earns Billion\$

Once upon a time...

About a century ago, the street was a public place open to everyone. It was shared by pedestrians, horses, streetcars and bicyclists. But as cars became popular, they would drive through the streets at top speed and mow down pedestrians.

Public outcry called for laws to be passed against these new automobiles to save lives. Naturally, fearing their product would become outlawed in cities, the auto industry fought back.

How did they do it? By controlling the story.

They told people that the streets were for cars only, and if a car kills you, then it's your own fault. They even called pedestrians by a nasty, humiliating name – Jay walking. Back then 'jay' was a truly offensive name, meaning 'dirty hillbilly.'

To publicize this new insult, the auto industry **planted stories in newspapers** blaming pedestrians for automobile deaths and calling them by the offensive name.

Today thanks to this blame shifting propaganda, jaywalking is a crime. Think about it: A group of businessmen created stories and coined an offensive slur to promote their product.

And it worked so well, this offensive slur is now a legal term.

As a result of this storytelling on the part of the auto industry, the street went from being a public place where everyone was welcome to a terrifying off-limits death trap for machines.

I suppose if there's a moral to this story, it's, "S/he Who Crafts The Story, Wins."

Last month we talked about why storytelling is so effective in business and how to use it to engage with customers and make more sales.

We told how simple storytelling increased the eBay bids on cheap ordinary items by 6395%.

And we covered how there are basically two types of stories in business: The entertaining story that might have little to do with your product, and yet they create clicks and sales...

...and the stories that are custom crafted to your particular business.

This month we're going to tackle this second type of story.

We all love a good story. And as we've seen, stories are great for marketing. That's because stories are the best way to engage your brain, according to neuroscientists.

That's why if you're looking for a way to make your marketing more engaging, using a storytelling template is a great place to start. And of all the storytelling templates out there, one of the most popular is the hero's journey.

The hero's journey is a template that's been used for centuries to tell everything from myths to movies including Star Wars. And it's also a powerful tool for content marketing.

The hero's journey template is all about following a character on a journey. Note that each step corresponds to a different stage in the character's development.

1: The first step is the "call to adventure." This is where the character is first introduced to the problem they're going to have to solve.

2: Next comes the "refusal of the call." This is where the character tries to resist getting involved in the adventure, but eventually they realize they have to face the problem head on.

3: After that comes the "meeting with the mentor." This is where the character meets someone who helps them prepare for the challenges ahead.

4: Then comes the "crossing the threshold." This is when the character finally commits to the adventure and starts taking action.

5: From there, the character faces a series of challenges, which leads to the "climax" of the story. This is the moment when the character overcomes the final obstacle and achieves their goal.

6: Finally, there's the "return home." This is where the character comes back changed from their adventure. They may not be the same person they were before, but they're better for having gone through the journey.

Let's see how this formula was used in Star Wars:

First you see the main character with a boring, everyday routine. Then they get pulled into conflict reluctantly and fall into the unknown, which is doing something for the first time such as leaving home.

Then everything seems too overwhelming. The main character hits a point of no return where it looks like all they can do is give up.

Against all odds, they choose to go forward. This transforms them into new people – typically Jedi – and they can now accomplish seemingly impossible goals such as blowing up the Death Star.

Finally, the main character returns to a comfortable life with much celebration with their friends.

How might this look in marketing?

Let's imagine that you teach Facebook advertising, or perhaps you do Facebook advertising for businesses.

Using the Hero's Journey as the framework, there are an infinite number of variations to the story you could write. Keep in mind there is no right or wrong way to do it. Test your story and refine it over time to make it even better.

Here's an example story and notice that some of the Hero's Journey steps are overlapped.

Bob was shocked. "What do you mean you make back \$4 for every dollar you spend on Facebook advertising? I don't believe it!"

Bob had his own online business, so he wasn't completely naïve about how things worked. Still, he preferred using 'free' methods to drive traffic, which meant putting in long hours for results that might not come.

I showed Bob exactly what I spent and how I earned it back times 4, and after an hour of listening to Bob tell me why it wouldn't work for his business, he finally agreed to let me do a small series of trial tests for him.

I'll never forget how he called me numerous times a day for the next few days to see how it was going. Bob thought for sure paid advertising would fail for him, and initially it did. It wasn't until the fourth try that we began to get it right, and by the seventh try we had it down cold. Bob was earning almost \$5 for every dollar he spent on Facebook advertising.

Over the next few weeks we further refined his campaign until he was earning \$7.12 for every dollar spent. Skepticism gone, Bob was so thrilled with the results, he brought over a bottle of champagne and we celebrated his good fortune together.

Now Bob spends his time playing golf instead of chasing 'free' traffic. His income is three times what it was before we started working together, and he plans to expand his business into related products to further increase his profits.

The hero's journey is a great way to structure a marketing story because it's proven to be engaging and effective. And best of all, it's easy to follow. When you're looking for a way to take your marketing to the next level, using the hero's journey template is a great place to start.

But what if you need something a little different?

The Television Sitcom Story Template

The Hero's Journey is great but it's not always right for what you want to convey. In those cases, you might want to try a story template that many sitcoms use, and it goes like this:

- 1: First the main character is in their comfort zone but then they want something.
- 2: They enter into an unfamiliar/uncomfortable situation but then they begin to grow and adapt.
- 3: They get what they want but not without having to pay a heavy price for it.
- 4: And then they return to their familiar situation as a changed person.

Returning back to our earlier example of Facebook advertising:

Bob was working 40-50 hours a week driving 'free' traffic to his website through writing content, creating videos, building links and asking other marketers for JV deals. Sure, he was making money, but what he really wanted was to play golf every day.

That's when Bob asked if I could help him. We worked together to convert his business to paid advertising, and at first Bob felt uncomfortable because Facebook advertising was new to him. But I took care of the details, created and tested the campaigns, and when we started to see results Bob was fully onboard with the idea of paying for traffic.

After 6 weeks we had his Facebook campaigns refined to a point where Bob was making \$7.12 for every dollar he spent.

And while the process was not cheap, Bob says it's the best thing he's ever done for his business and his life. He now plays golf 5 days a week and he's making plans to expand his business with new products and new markets.

See how easy that is? Mind you, these stories are completely off the top of my head. I'm simply following the outline. When you make your own stories, you'll want to try them out on people and refine them over time to get it just right.

Finally, I want you to have what I believe is the easiest storytelling template to use in business, and it comes from storytelling masters who have made a lot of money with this exact formula.

Pixar Films Storytelling Template

This is so simple, it really needs no introduction.

- 1: Once upon a time, there was...
- 2: Every day...
- 3: But one day...
- 4: Because of that...
- 5: Because of that...
- 6: Until finally...

Pixar's rate of success with this formula is ab

Ready for an example story? Let's do it...

Once there was an online business owner named Bob who spent his days and even some of his nights driving 'free' traffic to his website.

Every day he worked on link building, SEO, content creation, video creation, courting affiliates and looking for JV deals.

Bob was exhausted, but one day he heard about this guy who was helping businesses to use paid advertising on Facebook to earn at least \$3 for every dollar spent.

Bob didn't think it was possible, but just in case it was he contacted the guy and asked for his help.

Because of that, six weeks later Bob was getting as much traffic from Facebook as he could handle, and every dollar he spent on Facebook advertising was earning him \$7.12.

Now Bob was golfing 5 days a week, earning more money than ever.

And he has plans to use his fast growing profits to expand his product line and even venture into new markets.

Again, this is an imaginary business, an imaginary Bob and I made this up off the top of my head.

Imagine how much better you will do when talking about your own business, your own products and your own customers.

Have a conversation with your best customers and take notes. Then plug what they told you into any one of these three formulas and use it as a mini-case study, a testimonial or even the beginning of a sales letter or blog post.

You can also use these stories anyplace you post content, including in videos, articles, podcasts, social media and more.

Let's close out with the best storytelling tips I gleaned from storytelling experts:

12 Best Tips for Storytelling in Business

1. Start with the climax.

This is the most important part of the story, so make sure to start with it. It'll capture attention and keep people engaged.

2. Make it personal.

Your story should be about you and your experiences. It should be relatable and inspire others.

3. Use concrete details.

Talk about specific times, places, and people in your story. This will make it more interesting and believable.

4. Use strong verbs.

Choose verbs that are descriptive and vivid. This will help paint a picture in the reader's mind.

5. Use dialogue.

Use quotes from conversations you've had or overheard. This will add flavor to your story and make it more realistic.

6. Keep it simple.

Don't try to cram too much into your story. Stick to the important details and make sure it flows well.

7. Make it intriguing.

Your story should make people want to know more. Leave them wanting more at the end.

8. Be yourself.

Tell your story in your own voice. Be honest and authentic, and people will connect with you.

9. Use body language.

Your body language can convey a lot about how you're feeling. Use it to emphasize certain parts of your story.

10. Be passionate.

Tell your story with conviction and feeling. People will be more likely to believe you and be moved by your story.

11. Tell it like it is.

Don't try to sugarcoat or hide the ugly parts of your story. Be raw and honest for maximum impact.

12. Have a moral.

Your story should have a point or a moral that you want people to take away from it. u next month!

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—Nick James



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