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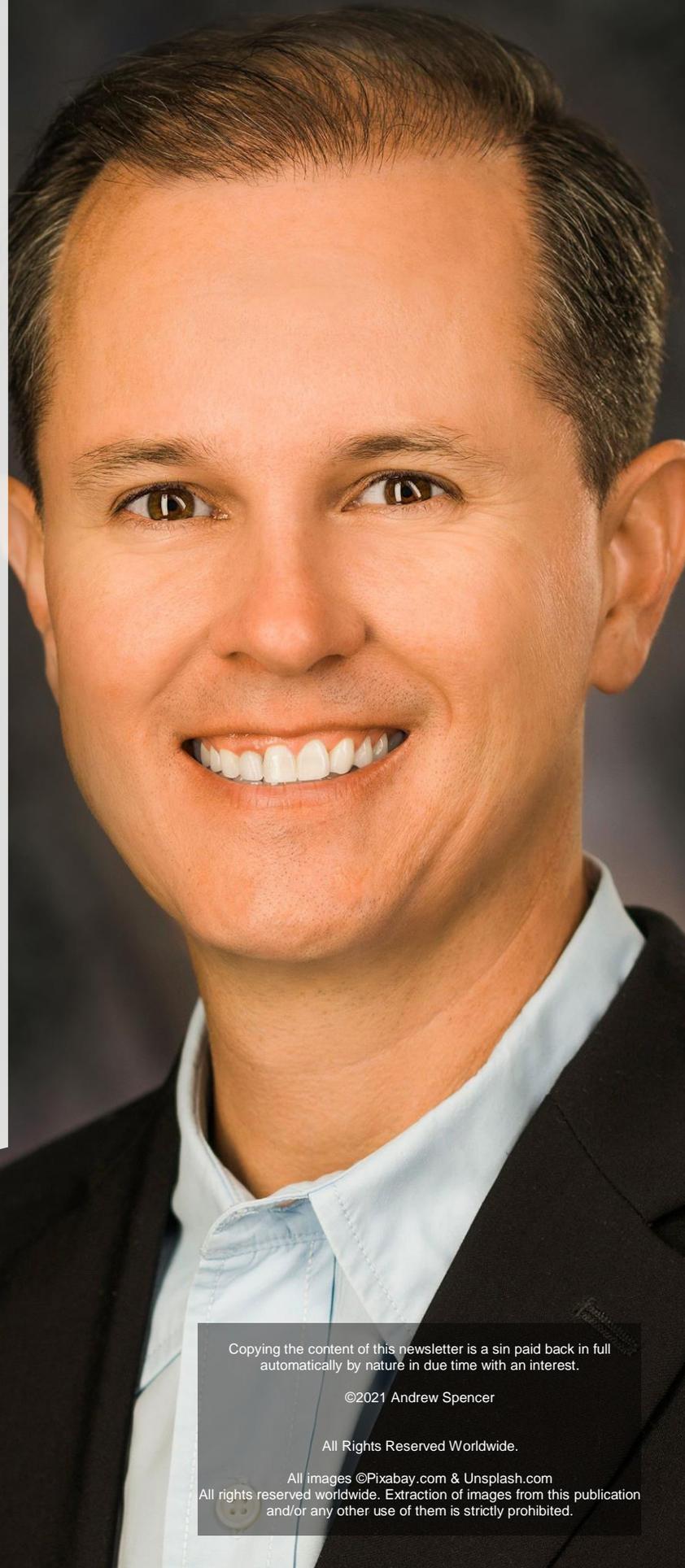
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Shares

The Lion went hunting along with the Fox, the Jackal, and the Wolf. They hunted and they hunted till at last they surprised a stag, and soon took its life. Then came the question how the spoil should be divided.

“Quarter me this Stag” roared the Lion; so the other animals skinned it and cut it into four parts. Then the Lion took his stand in front of the carcass and pronounced judgment: “The first quarter is for me in my capacity as King of Beasts; the second is mine as arbiter; another share comes to me for my part in the chase; and as for the fourth quarter, well, as for that, I should like to see which of you will dare to lay a paw upon it.”

“Humph” grumbled the Fox as he walked away with his tail between his legs; but he spoke in a low growl: “You may share the labours of the great, but you will not share the spoils.”

The internet has brought the world together and as such you will often find that you are working with businesses in other countries and cultures, and companies and partners that in your home market you may not have come across before. So much like the participants in our tale that have gone hunting together, each are effective hunters and leaders in their own environments but put them in a different environment and they become merely a supporting player.

As internet marketers ‘hunting’ our customers- Yes, the stag is your customer but please don’t pounce on them from the undergrowth. On this worldwide stage of open plains, forests, deserts and towns, what we have to do is make sure that we recognise that we are not always going to be the leader, the king of beasts.

But also, we need to be aware that we need to treat those that have got us there fairly. It may not be equal parts of the ‘stag’ for all but recognise their contribution and reward them accordingly. We want our partners worldwide to be freely helping us and us helping them now and in the future, knowing that each are being rewarded fairly for the contributions that they make. We want our partner (the fox) to be saying: “We share in the labours of the great and we too are great, and we are rewarded by our partners...”

A photograph of a middle-aged man with glasses and a goatee, wearing a white short-sleeved button-down shirt, sitting on a couch and reading a newspaper. The scene is lit with a warm, orange-toned light, creating a cozy atmosphere. The background is softly blurred, showing what appears to be a living room setting.

Resources and news

Facebook Attempts to Distance Itself From Self-Created Toxic Reputation

In case you haven't heard, Facebook is renaming itself as Meta.

"A new corporate name doesn't fix Facebook's seemingly endless list of problems. For years, the company has dealt with criticism that it doesn't do enough to safeguard privacy, combat hate speech and stop the spread of misinformation."

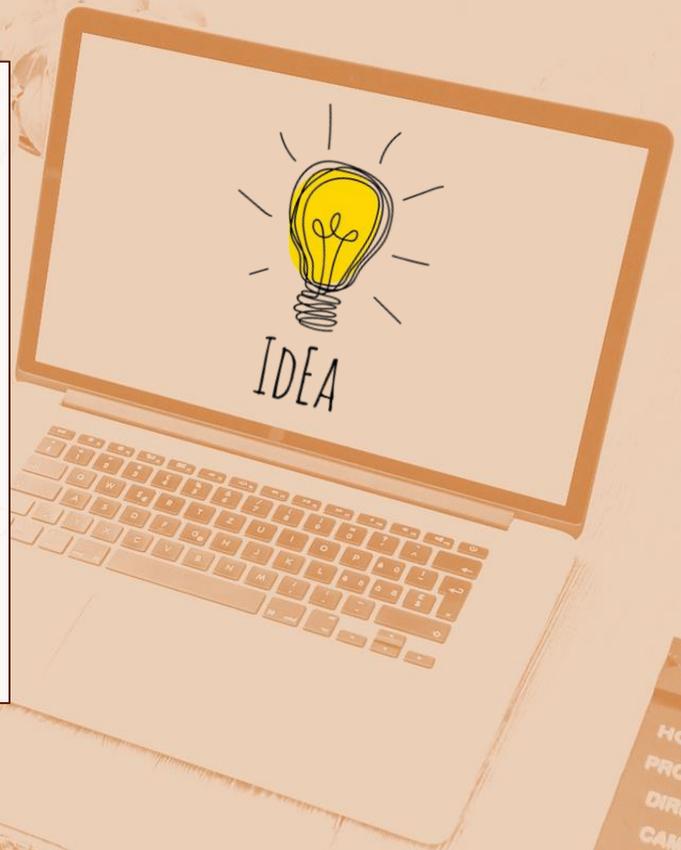
"Now the social network is grappling with more allegations that it puts profits over user safety after former Facebook product manager turned whistleblower Frances Haugen leaked internal research to Congress and the US Securities and Exchange Commission. The Wall Street Journal and then a consortium of US and international news outlets published stories based on some of those documents."

<https://www.cnet.com/tech/services-and-software/facebook-renames-itself-meta-amid-controversy/>

The 2 Types of Fear That Stop Most Entrepreneurs...

Scroll down this page to find the self-made richest women, right after the overall richest, oldest and youngest. Take note of their sources of wealth, and you might be surprised. Roofing? Trucking? Pizza? I had no idea. But I do notice that about half of them are using the internet in one form or another to build their wealth.

<https://www.visualcapitalist.com/richest-women-in-america/>



YouTube Removes Dislike Count On All Videos

YouTube believes removing the dislike count will better protect its creators from harassment and reduce the threat of what it calls “dislike attacks” — essentially, when a group teams up to drive up the number of dislikes a video receives.

While dislike counts won't be visible to the public, YouTube isn't removing the dislike button itself. Users can still click the thumbs down button on videos to signal their dislike to creators privately and creators will be able to track their dislikes in YouTube Studio alongside other analytics about their video's performance.

<https://techcrunch.com/2021/11/10/youtube-is-removing-the-dislike-count-on-all-videos-across-its-platform/>



The 40% Rule To Success

Jerry Itzler invited a US Navy Seal to come live with him for a month, to both teach and train his host.

The day the Seal arrived, he asked Jerry how many pullups he could do. Jerry said he wasn't very good at it and only did about 8. The Seal said to take 30 seconds and do it again, so 30 seconds later Jerry struggled to do 6 more. The Seal told him to do it one more time, and 30 seconds later Jerry barely managed to do 3.

At this point Jerry is so wiped out he can't move his arms, which is when the Seal says, "Alright, we're not leaving here until you do 100 more." And while Jerry didn't think it was possible, one by one he managed to do 100 with the Seal showing him how.

There is so much more we're all capable of doing than we think we can do. We have reserves we seldom tap. According to Seal, when your mind is telling you that you're done, you're really only 40% done.

Whatever it is that you're striving to accomplish, when you hit the wall and your mind is telling you to quit, how do you keep going? What is it that motivates you to move through that mental barrier and reach the finish line? Whatever it is – your family, a vision of your future, a particular goal – you've got to keep it front and center so that when you do hit the wall, you have the will to smash through that barrier and keep going.



The “2 People 1 Difference” \$Billion Sales Technique

I’ve used variations on this technique to sell courses, software, services, books and more. And so far, it’s worked every single time.

You’ve probably heard about the famous 2\$ Billion Wall Street Journal sales letter. It’s the one that compares two guys who are very much the same. They’re both better than average students, they’re both personable, they’re both filled with ambitious dreams of the future, and they graduate from the same class.

25 years later they meet for their class reunion. They both work for the same company, but while one is manager of a small department, the other is president.

What made all the difference? In this case, reading the Wall Street Journal.

The idea is simple – take two similar people, give one of them your product and report on the difference it makes. The one without your product is still having the problem, or miserable, or fat, or poor or unsuccessful. But the one who used your product is now problem free, happy, thin, rich or successful, depending on what your product can do for them.

Here’s an example using a variation of this formula. Instead of telling the reader the outcome and then telling them what made the difference, we are taking them on the journey of two people from start to finish.

“Bob and Joe both started their own similar small businesses. Bob knew he could save money by doing his own SEO, while Joe hired a professional to handle his SEO for him.

Because Bob didn’t know a lot about SEO, he took some SEO courses to find out what he needed to do, and then he spent 20 hours a month practicing what he learned in class on his business.

Joe didn’t want to bother with classes, and he didn’t want to spend 20 hours a month on SEO. He’d rather spend his time in other areas of his business, or even taking time off.

At the end of the first year Bob had spent a couple of thousand dollars and a total of 300 hours on classes and doing SEO for his website. Joe also spent about the same amount of money hiring an SEO professional but he spent no time doing any SEO.

Bob’s efforts didn’t payoff the first year. The SEO rules were confusing and kept changing and he simply didn’t have time to keep up with things. When he was honest with himself, he realized he just wasn’t interested in SEO and dreaded working on it, but he did his best. Despite his efforts, Bob’s business barely grew.

Joe, on the other hand, saw his business double in that first year.

The second year Bob didn’t even try to do SEO anymore because he just couldn’t seem to make it work. So, Bob spent no money on classes and no time on SEO, same as Joe.

But Joe did continue to invest in his professional SEO service, and again he saw his revenue double for the year.

In the third year Bob closed his business for lack of customers and went to work at his old job.

What happened to Joe? He sold his business for a healthy 7 figure number and retired on the beach.

Abundance Mindsets Create... Wait for It... Abundance!

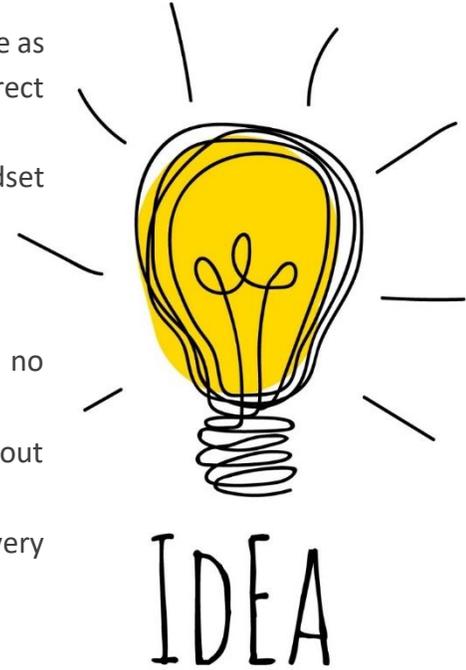
A colleague asks you to promote her on LinkedIn. She provides the same service as you and she does it for the same people, which by definition makes her your direct competitor. Do you promote her stuff?

My greatest takeaway from this story was this list of how an abundance mindset can change your life:

- You're happier because you have less resentment
- You lose your self-doubt and believe you can do it
- You become enthusiastic about learning because you know there are no limits to what you can do
- Your aspirations grow bigger than ever, making you super excited about what you're doing
- The pressure is gone because you don't have to 'win' everything, every time.
- And you finally realize that you can be... you!

Check it out:

<https://smartbrief.com/original/2021/11/want-be-happier-choose-abundance-over-scarcity>



Biden's Infrastructure Plan: Can You Cash In?

The recently signed \$1.2 trillion U.S. infrastructure bill still sets aside hundreds of billions of dollars for government investment in sectors where venture-backed startups are likely to play an active role.

That includes spending earmarked for cybersecurity investment, electric vehicle infrastructure, broadband internet expansion, and a host of clean energy and climate tech initiatives. Venture investors say that all adds up to opportunities for startups working on the next generation of infrastructure-related technologies.

Position yourself or your company correctly and there might be a seat at this financial table for you.

<https://news.crunchbase.com/news/infrastructure-bill-tech-spending-startups-broadband-cybersecurity-electric-vehicles-climate/>



Seth Godin – What’s the Difference Between a Logo and a Brand?



Ask a consumer what’s the difference between a logo and brand, and they’ll probably guess they’re the same thing.

Ask a marketer the same question, and the answers will vary wildly. Frankly, I don’t think most marketers know the difference, and I’m not criticizing. There was a time when I had no clue, either, because unless someone breaks it down for you – not with some B.S. marketing-ese taught in school but with a real-world answer – it’s confusing.

And so, I turned to a video clip of Seth Godin explaining the difference, and while his explanation isn’t super short, I do think it explains the difference in a way we can all understand AND use to build a REAL business that makes SIGNIFICANT money.

Here’s what Seth has to say:

“Companies spend way too much time on their logo. If Nike opened a hotel, I think we would be able to guess pretty accurately what it would be like. If Hyatt came out with sneakers, we’d have no clue, because Hyatt doesn’t have a brand. They have a logo.

If I swap the signs on a hotel at that price point, you couldn’t tell if you were at a Marriott, if you were at a Hilton or the Hyatt, because there’s no brand.

What it means to have a brand is you’ve made a promise to people. They have expectations. They know what they should expect the next time. And if that is distinct, you’ve earned something. If it’s not distinct, let’s admit you make a commodity and you’re trying to charge just a little bit extra for peace of mind.

The problem that Hyatt and Hilton and Marriott and the rest have is ‘sort by price.’ When I go online now to find a hotel, I sort by price. Why would I pay \$200 extra to go a block away? I don’t.

So what’s the value of a brand? The value of a brand is how much extra am I paying above the substitute. And if I’m not paying extra, you don’t have a brand.”

Okay, let’s break this down. If you go to the store and look at laundry detergents, you’ll find a lot of very similar items with very similar prices. Yes, maybe you always grab the Tide with Bleach, but let’s be honest: Most any other laundry detergent will work just as well. Those products have logos, not brands.



Now let's look at chocolates. You can buy an entire bag of foil wrapped chocolate Easter eggs for about \$3. Taste one of those eggs and you'll realize chocolate is not one of the first ingredients. Who makes this lousy stuff? I couldn't even tell you.

Then there's products like Hershey's Chocolate Bar. While it's certainly much better than those 'chocolate' eggs, it's not much different from many other chocolates available for similar price points. I can go to Amazon and get 3.5 pounds of Hershey Bars for \$39 with Prime shipping. Other candy bars and chocolate bars have similar pricing.

But search for Godiva Chocolates on Amazon and what do you find? Half a pound costs \$40. That means it's more than 7 times more expensive than Hershey.

7 times!!!

Is Godiva 7 times better than Hershey? Frankly, I don't think so. But their brand name is one that people love. Just whisper the name, "Godiva Chocolates" in someone's ear and they'll melt. Try that with, "Hershey Bar" and they'll look at you like you're someone to avoid.

Do you have a logo? Or a brand name?

How can you make your business look, sound and be so different from anything else that don't have any direct competition? Remember, from Godiva's standpoint, Hershey isn't even in the same business.

But Tide, All, Gain, Era, Arm and Hammer and so forth are so similar, if you substituted one for another most people would never notice the difference. They all face stiff competition because they have no clear way of differentiating themselves.

Being different is definitely more difficult in some industries. In some cases, you'll need to change how you do business to stand apart, rather than the product itself. For example (and completely off the top of my head) if I owned a laundry detergent, I'd market myself to moms and dads. Mine would be the laundry soap that not only gets kids clothes clean without chemicals, but also gives away a free book with every box of detergent to help their kids learn to love reading.

If I was starting a chocolate business, I know the cheap end of chocolates is saturated. Organic chocolates still has room to enter. And people love to try new, strange, exotic things. Plus people love pets. That's why my chocolate company would be 100% organic, incorporate interesting flavor combinations (chocolate, banana, walnut, anybody?) and feature adorable, limited edition pet artwork on the labels. Buy the original artwork and all proceeds go to animal shelters. Or something like that.

Again, that's just off the top of my head, so I have no doubt that with some thought you can do even better.

Questions to ask yourself:

How can your product or service be different from anything else out there?

And how will this difference command a higher price than your closest competitors?



Which Of These 5 YouTube Mistakes Are You Making?

If you're a seasoned YouTube marketer, odds are you've already learned not to do these 5 things.

But if you're new to YouTube, take heart – these are the same mistakes almost everyone makes in the beginning, and they're easy to correct.

1: Creating Videos on Anything and Everything

It's tempting to create several videos a week or even every day just to get loads of content onto YouTube. But unless one of those videos happens to go viral, all that work isn't going to do you much good.

Instead, focus exclusively on the content that positions you as a trusted resource. Once your growing audience realizes that every single one of your videos is paydirt, they'll keep watching.

Your goal is to become THE go-to resource for your narrow niche, product or service.

2: Posting a Gazillion Promotional Videos

Okay, a gazillion is a big number, but darned if there aren't channels out there with video after video that all say the same thing – “BUY MY STUFF!”

Big mistake. If you're going to make your channel a valuable destination that people WANT to view, you're going to want to tamp down the self-promotion and focus on creating value (think 'education') and rapport with your audience.

3: Getting Your Titles Wrong, Wrong, Wrong

You're the expert, so you give your video a title from YOUR point of view.

But guess what? Your audience is searching for answers from THEIR point of view, not yours.

Maybe you've got the perfect video for them, but if they can't find it, then they'll never see it.

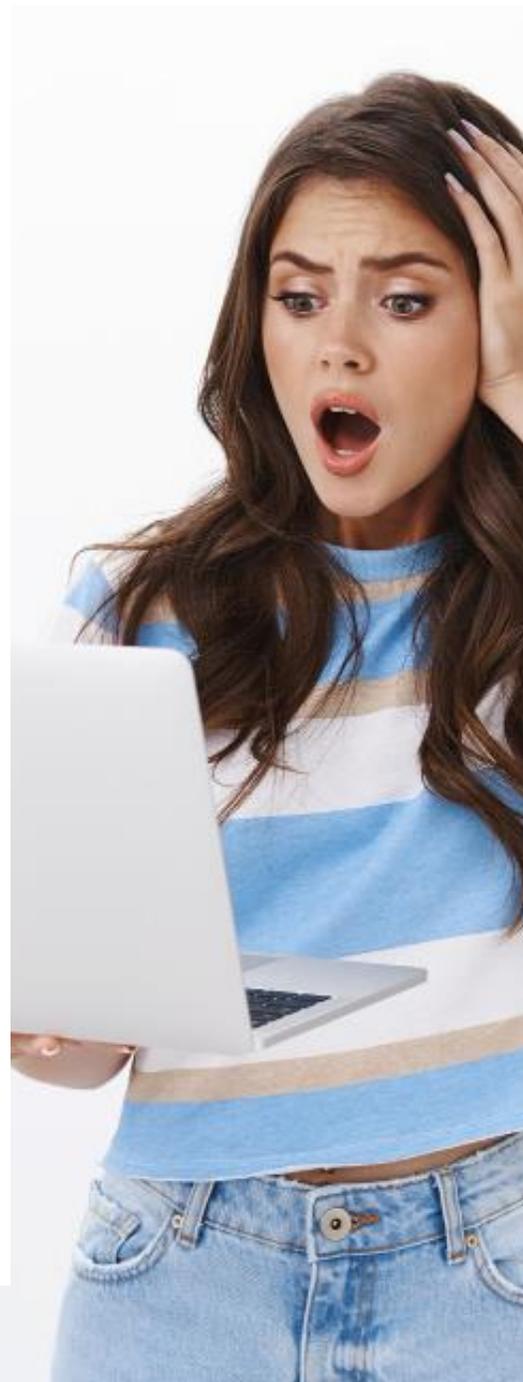
Poll your YouTube subscribers via the Community Tab and ASK them what they're looking for. Or do a keyword search for what people are looking for. Or find relevant YouTube channels and dig into the comments to discover the language your audience is using.

Not sure what your next video will be? Go to the Google search bar, type in a relevant phrase and see what comes up. Then use this exact phrase as the title of your next video.

4: Not Being Consistent

If someone clicks on your video for marketing on Facebook, they're going to expect the rest of your videos will be something similar. But if they find videos on dog tricks or your family vacation, it just gets weird and confusing, and they'll leave.

When you create a video, ask yourself what the next logical question is that your viewer might be asking and then create a video on that. This way you can make entire series of videos on, say, Facebook Marketing, Instagram Marketing and so forth, and your viewers will continue to come back for more.



5: Using Lousy Thumbnails

Your YouTube video thumbnails should help to sell the click, which is why using a random shot of you talking usually isn't going to work.

Instead, place a headline on your thumbnail that speaks to what the visitor is looking for. If someone is searching for "How to Make Chocolate Chip Cookies" and your thumbnail text is, "Voted World's Best Chocolate Chip Cookie" then you're likely to get the click.

Bonus Tips for Marketing On YouTube

1: The key to successfully marketing on YouTube is simple if you can imagine two circles...

...One circle is all the content you can create that serves your business.

...The other circle is all the content you can create that serves your audience.

Now figure out which content does BOTH simultaneously (where the two circles overlap) and create that.

Every time you think about making new content, ask if it serves your business AND your audience. If it doesn't, rethink it.

2: Here's a formula for getting email subscribers from YouTube:

Create a video on how to do something relevant to your business.

Maybe there are 20 ways to do it, and in the video you give them three of those methods. Then plug your freebie throughout the video.

You finish tip #1 and you say, "This is just a small portion of what I cover in depth in this free guide. You can grab it by following the link in the description.

Then you finish tip #2 and you offhandedly (no hard sell) mention you cover that more extensively in the guide.

Then when you finish the third tip, remind them that they've only gotten just a little bit of what you offer, and they can access more in the free guide.

Doing this lets the viewer know early on that the video is valuable and the report is even more valuable. It also sets you up as the expert they need to pay attention to.



Robin Williams

In the beginning of his career the comedian Robin Williams couldn't hang on to money and he made lousy business decisions. In fact, he didn't want to be bothered with the business end of anything. He didn't even want to hear contract details, didn't know how to publicize himself and despite growing fame he still took every job that came his way – even birthday parties.

Can you imagine having Robin Williams perform at your birthday party? Holy cow.

He was continually borrowing from friends and there were days when he wouldn't have eaten if not for some kind soul inviting him to dinner.

As his fame began to grow he partied until the sun came up and did copious amounts of recreational drugs; yet he is considered one of the greatest performers of all time.

How did he do it?

Two things:

First, while people think his performances were spontaneous and off the cuff, most of it was not. He practiced. He worked and honed his craft like a madman. He came up with new bits, tested and tweaked them, and then tested them some more. If it worked, he reused it over and over again. If it didn't work, he either fixed it or threw it out.

Second, he surrounded himself with people who handled the business side of everything. All he had to do was be the world-class performer he was building himself into.

What the heck does any of this have to do with marketing?

I'm so very glad you asked.

To make your business look as easy as Robin Williams spontaneously throwing out the perfect line, you've got to work as hard as he did. Whatever your specialty is, you've got to perfect it until you are one of the very best in your field. Once you do that, you can be a star in your niche and sell your products or services for enormous fees and enjoy the love and adulation of your followers. But first, you've got to do the work.

Second, you don't need to be an expert on every facet of your business. Instead, you simply need to bring in people to handle things for you. Robin had an entertainment lawyer, managers, publicity agents and a host of other people who did their jobs in order to allow Robin to do his job. If your specialty is creating information products but you're terrible at writing sales letters, recruiting affiliates and doing social media, then hire those things out to experts who can do it for you.

Focus on what you do well. Become the best at it. And build a team to handle the rest of it for you.



Tracy Childers

interview



Editor:

This time, we're chatting with Tracy Childers, an entrepreneur who's behind one of the most celebrated internet marketing success stories, WishList Products. Now WishList are arguably most famous for WishList Member that powers thousands and thousands of online membership sites across the internet and around the world.

Editor:

So, Tracy, it's a pleasure to meet you.

Tracy Childers:

Well, thank you. Appreciate you having me.

Editor:

You have been around on the internet now for many, many years. Can I ask how your journey started?

Tracy Childers:

Well, that's a great question. It's maybe a unique background. Well, I grew up, when I was a kid, I had a father who was an entrepreneur and all kinds of businesses. The first, primarily, was automotive repair shops. And then eventually, he just took his entrepreneur background and started investing in real estate. And then after he started investing in real estate, he started teaching people about how he invested in real estate. And back then, the only thing that was really around was direct marketing and also seminars. So, he did a lot of teaching at seminars. So, back then, at the ripe age of 11 or 12, I had my job was the director of shipping, which basically meant I duplicated audio tapes and packaged them up to send them to the people that purchased them at the seminar over the weekend.

So, I kind of took that and recognized just how the world was just, even way back then, this is a long time ago, I'm talking in 1982, people were hungry to buy information, all kinds of information. It wasn't just learning how to invest in real estate, but just all kinds of things. And just over the course of the years, it naturally kind of evolved into things were being sold online in terms of the internet. And I was just always fascinated with technology. So the internet just kind of became a real good fit for me.



Editor:

Wow. Okay. I mean, it's amazing that that's been your journey into the online world. I mentioned WishList Member at the very beginning of this, but for anyone who hasn't heard of it, I guess it's time for us to explain more about WishList Member. Could you just give us a bit of background and tell us what the software itself does?

Tracy Childers:

Sure. So WishList Member runs, as you mentioned, as a WordPress plugin. And, way back in 2008 or so, a close friend of mine, Stu McLaren, and I decided that we would become partners and set up a company that would create software to run a membership site. And the backstory of it was, he was trying to set up a membership site of his own online, and was really, really frustrated with the current solutions that were available back then. Really, there wasn't much around back then. One was really inexpensive and was available to the masses, and it was really complicated to set up. It didn't have anything to do with WordPress. Then, there was another system that also had nothing to do with WordPress, and it was very, very expensive, but they kind of walked you through everything.

And so, we saw that the majority of the people that we were talking to were tired of building sites with HTML where they had to hire a webmaster. And things were starting to move in the direction of WordPress with plugins and themes. And, Stu said how frustrated he was. And I said, "Well, why don't you just build something?" He said, "I don't think you heard me. I'm having trouble using these other pieces of software that are already created, much less, be able to create one of my own." And I said, "Well, why don't we team up? I have been developing software for quite some time," at that point, "and I think that we could build something fairly easily." And, believe it or not, we built this, really in mind, that he could use it to run an idea for a membership site. And then, we would create a company that was also running as a membership site as well.

And it wasn't really our intention to create specifically that product the way it is today. We knew that we wanted to sell information.



And back then, way back then, if you've been around WordPress at all, you've probably heard of a popular plugin for eCommerce called WooCommerce. Well, back in the day, that was a company called WooThemes. And WooThemes, they were one of the early companies that were building themes for WordPress. And if you know anything about WordPress, themes mean how it looks, and then plugins were how it functions. And so, they were creating all these themes, and they had a membership. "Hey, you can sign up for our membership, and you'll get a new theme every month."

Tracy Childers:

And what we saw was there were two things with WordPress, themes and plugins. And everything was going in the way of themes, and plugins really weren't quite popular yet. There were a lot of plugins, but most of them were free. And we said, "Hey, what if we became the first membership that sold plugins. You would get a new plugin every month." And that was our initial idea. And in order to create that, we had to create our own system that would run our membership site, and that's what WishList Member was. And, at the time, we really had no idea how important that first plugin would be, and how many people had the same need for something like that.

Editor:

Yeah. I mean, it has become the go-to membership site plugin on the internet. And I'm sure that many people who are either reading or listening to this have come across WishList Member. That was back in 2008 that you had the idea. How has it evolved over time, Tracy, and what challenges have you faced along that route?

Tracy Childers:

Oh, wow. I don't know how much time you have. So, it's a great question though, because I'd say... First, I want to clarify one thing. When we talk about WishList Member, and we talk about a membership site, there's typically a little bit of confusion that comes up. And people say, "Well, what exactly does that mean?" They hear the term membership site, and they immediately think, "Oh, that's where I pay you something every month to get something." Well, no, that's actually a subscription model, a business plan. We charge you something per month. But a membership can come in many shapes or forms. It could be a free membership.

Ultimately, we kind of break it down and we say, a membership plugin controls access to what people have, meaning, they have to log in first with their username and a password, and then they can get access to this, and these people can get access to that. So, that's kind of the clarification.

Now, if you move on to saying, "Hey, all the way back in 2008, what were the big challenges and roadblocks?" Well, really, when you look at it back then, there was not a clear example of how to structure a plugin business. I mentioned that there were a lot of people selling themes...



Listen To This Interview By Scanning The Barcode With The Spotify App



Note from the editor:

This is a bridged version of the full interview which is available to listen to separately.



Heads Up! There are several juicy entrepreneurial lessons here for you to find – I point some out but see if you can spot the rest.

31 year old Sabeena Ladha launched her vegan cookie dough company in June 2020.

Lesson #1: Just because there's stuff happening (a global pandemic, for example) doesn't mean you can't get stuff done.

She named her company Deux, which is pronounced "dough", which I find irritating as heck, but that's just me.

By the time Sabeena went on Shark Tank to ask for \$300,000, she'd already raised \$1 million in venture capital and brought in \$630,000 in revenue.

Lesson #2: Think big and move fast because... why not? Who says you have to slog away for years before creating your success?

She uses a direct to consumer Instagram sales strategy with placement in 40 Whole Foods locations.

Lesson #3: Combine online with offline tactics for maximum effect.

One of the Sharks, Robert Herjavec, noted that he didn't like sweets but wanted to invest in her rather than the company. He offered Ladha \$300,000 for 15% of her company's equity.

Ladha then went on to haggle over the specifics of the deal, causing Herjavec to pull out.

Now I know the author of this article (link below) states this was a mistake, and perhaps it was. Billions of dollars of sales have been lost because the person doing the selling didn't know when to stop talking.

However, I'm going to give Ladha the benefit of the doubt here, which brings us to...

Lesson #4: Know what you want and don't give away the farm to get it.

I think Ladha didn't want to give 15% of her company away, which is why she was haggling over terms. To her it was more important to retain as much ownership as possible rather than raise more money. (Remember she already had \$1 million in venture capital and \$600,000 in sales.)

However...

There is more to this story than just money. Herjavec is a seasoned entrepreneur who could have guided Ladha to even greater success. It's possible that giving away the 15% of equity would have eventually put millions into her pocket she otherwise would not have earned, but we'll never know.

Mistake Costs Entrepreneur \$300,000



And finally, the entire point of this story is that Ladha failed to read the room. These Sharks aren't kids. They're older, they're concerned for their health, and they found Ladha's 110 calories per 28 grams of cookie dough spread to be well outside of their health-conscious comfort zone.

When one of the investors told Ladha that he no longer eats this kind of food, she defended her product by saying he was not her target consumer.

"I am the target investor," he retorted.

Ouch.

Lesson #5: Find ways to make people feel good about themselves rather than marginalizing them or making them feel (in this case) old.

Read the room, whether it's in person or online, and speak to your prospects in a way that respects them and makes them feel better than before you got there, and you'll be halfway to making the sale.

<https://www.cNBC.com/2021/11/15/mark-cubans-shark-tank-advice-you-need-to-learn-to-read-the-room.html>

I just went to Ladha's website <https://www.eatdeux.com> and encountered (GASP!) a pop-up asking for my email address.

Smart.

But what surprised me was how it was worded:

"Sign Up for 10% Off"

"We'll Send Sweet AF Emails"

Now unless "AF" means something other than what I'm thinking... geez. You can tell she is marketing to a young demographic and not to Grandma and Grandpa.

Lesson #6: Know your audience and how they like to communicate.

I entered my email address, hit submit and got... an error message. Not kidding. I tried it twice.

Lesson #7: Regularly check every aspect of your website to see if it's working.

Are we done yet?

Not quite.

Here's the best lesson of all:

Lesson #8: Handle product objections BEFORE they kill sales.

This is a high calorie product. Of course, they could simply avoid that topic altogether and hope people don't notice.

But with everyone on social media having an opinion, that likely won't work.

Instead, they made an entire slideshow demonstrating why their calorie count is a GOOD thing.



Here's the gist of the slideshow:

Slide 1:

"This is too high calorie." (A thread about why this narrative is so f*cked.)

Slide 2:

Nutrition Facts (Looks kind of like a nutritional label)

High Calorie \neq Unhealthy

Quality > Quantity

Calorie counting = big impact on mental health + small impact on long term physical health.

Slide 3:

Not all calories are created equal. Let's compare two chocolate chip cookies.

Here they compare their cookie to Nestle Tollhouse, showing calories and ingredients.

Slide 4:

The quick math:

Calories in one serving of a:

Nestle Tollhouse Cookie = 90

DEUX Cookie = 110

Choose the lower calorie cookie? You've given up 20 calories but you're consuming 11 extra (questionable) ingredients.

Choose the higher calorie cookie? Sure, that's an extra 20 calories. But those extra 20 calories are whole, clean ingredients that fuel your body. Because that's what calories are for, right?

Slide 5:

Oh, and a quick English lesson:

The word "calorie" is just another word for energy. I'm serious. Look it up.

Slide 6:

TL;DR*

Eat whatever the f*ck you want. (Sometimes I pick the Nestle cookie, too!) But don't be scared of something because it's "high calorie."

"High calorie" does not make something less healthy and "high calorie" should never deter you from eating things that fuel your body (like oats and nut butters)!

Eat what makes you feel good. And also f*ck restrictive diet culture.

Bye now!

You'll notice she takes the "high calorie" objection and turns it on its head, making a negative into a benefit.

How can you apply that in your business?



One last thing...

Lesson #9: "I'm just like you". Notice how she says she eats Nestle Tollhouse cookies, too?

People buy from brands and people they like. And people like brands and people who are just like them (or at least they perceive them as being just like them.)

What do you and your customers have in common? Point it out to build camaraderie and make sales, because this stuff works.

*Are you wondering what TL;DR means?

Don't feel bad. This internet abbreviation stuff is like an entirely new language.

TL;DR means, "Too long, didn't read." If someone didn't read the previous slides, they can read the TL;DR for a short summary of the post.

For example, the TL;DR of Romeo and Juliet might be, "A 6 day relationship between a 17 year old and a 13 year old causes 5 deaths."

There. Now I saved you from having to read the play.

□



This Star Wars Method for Creating Huge Demand for Old(er) Products

Before the Star Wars prequel of 1999 even hit theaters, people lined up around the block to buy tickets for movies – any other movies – that were showing the Star Wars TRAILER.

How weird is that?

Imagine you owned one of those other movies. Would you take the extra ticket sales, knowing the people were motivated by someone else's trailer rather than your movie?

Heck yeah. After all, money is money.

How do we use this in marketing?

Supposed a hot new trend comes out – maybe everybody wants to know how to use a duck to clean their car (I'm making this up, in case you had any doubt).

You've got a product on car maintenance, or on how to buy cars, or sell cars, or use cars as building materials – whatever.

Your product has been selling well for sometime, but that's the problem. Your product is OLD NEWS.

The duck is NEW NEWS.

So, here's what you do: Create a bonus for your product that's all about the hot new trend; in this case, car cleaning ducks.

Advertise the BONUS. Not the product, but the bonus. Let people know you are giving it away for FREE when they buy your related product.

Then see what happens.

Here's a real world example: You have a course on social media marketing. Some billionaire astronaut starts an entirely new social media site. It's so new, there's not enough there to create an entire course yet. But you can certainly create a bonus in about a day.

Then offer the bonus for free when people sign up for your social media marketing course.

And watch the sales soar.

Sales Copy Tip That Breaks a Golden Rule

If you've ever taken a course in writing sales copy, you know that you never, ever reveal the price until you've first justified the price.

You've got to build value, make the prospect want your product, and drive them into a frenzy of desire. Then you've got to show that your product is worth a lot, and I mean a LOT.

Then and only then can you finally reveal the price.

At least, that's the rule.

But rules are made to be broken, and there are two times when you can break this one.

The first is when your price is your selling point. Your prospect already knows they like jewelry, and they've already seen a picture of the gorgeous sapphire necklace you're offering. Hit them with the price up front – “Just \$29 for this genuine 3 carat sapphire necklace, the exact replica of the priceless necklace that her royal highness the Princess of Topzaschia wore at her royal wedding.”

The second is when your price is crazy high.

“This is a one-time invitation to get a seat at the table with 8 figure online marketers for just \$100,000. We are accepting only 3 people, and when your name came up at our last meeting, I knew you were the candidate we wanted to invite to apply for membership.”

Whoa, you're probably wondering WHY you would tell them UP FRONT that the price is \$100,000, right?

Imagine you receive that letter, and right up front they're telling you that they're inviting you to apply for one of three seats, and it's going to cost you \$100,000.

Even if you don't have \$100,000, odds are you're going to keep reading because this is a glimpse into a world you only dream of. Plus, you can admit it – you're flattered.

And if you truly are a candidate for the \$100,000 mastermind group, you're going to immediately realize this is something special and highly valuable. Why else would it cost so much?

That's why you'll keep reading to see what it's all about.

Remember – the two times you can reveal your price right up front at the beginning of your sales letter or video is when the price is super low or when it's super high.

But that's another rule, isn't it?

I think I'm going to start revealing prices up front as a test, compare it to the standard method of establishing value first, and see which one converts better than the other.

I know that I'm tired of sitting through 30-minute sales videos to find out WHAT they're selling and HOW MUCH it is.

I'm busy. You're busy. Our customers are busy. Maybe this is something worth testing just to see what happens.

What do you think? Am I off my rocker?





7 Free Traffic Strategies That Convert

Maybe you're just starting out and you don't have money to pay for traffic. What can you do to get eyeballs on your offers and start making sales as quickly as possible without paying money up front?

Here are seven methods that are proven to work. Choose whichever one makes the most sense for you, get started and within days you can begin making sales.

1: Do Expert Roundups.

Ask a bunch of experts the same question and put all of their answers into an expert roundup article. This can be any and all experts in your niche.

You might be asking for their best tip for marketing on Facebook, for example. Once you get the article written, nearly all of the experts will be willing to promote the article, publish it, link to it and so forth, bring you all kinds of new traffic.

2: Be a Podcast Guest.

You know things that other people want to know, and you can share this information on other people's podcasts.

But here's the rub: While you'd probably make a terrific guest on a podcast, the person running the podcast doesn't know this. Or more to the point, they don't know you.

So instead of saying, "Hey, can I be a guest on your podcast?" You want to approach them for something that is much smaller. Remember that it's easier to get a big favor if you ask for a small one, first.

Here's how to ask for that small favor: Make a list of podcasters in your niche. Choose a pertinent topic (or topics) to write about. Then ask each podcaster for a quote that you can use in your article(s), as we did in the expert roundup above.

Let each podcaster know you'll be linking back to them. Most, if not all, will say yes to this small request because it's flattering to be acknowledged and quoted as an expert, plus they're happy to have the link. Plus, if you're getting a lot of experts, they want to be included and not excluded.

These experts will notice they are featured with other experts in their niche. In fact, you'll email them and let them know you've published the article featuring their quote, and tell them to feel free to share it, too. This will get you free traffic.



Then in a few weeks you can go back to each of these podcasters and ask if you can be featured on their podcast. Some will say yes, some will say no, and that's okay. Keep in touch with all of them and sooner or later they'll probably ask you to be on their podcast.

There's another payoff to using this method, too. In the future when you approach someone to do business or be on their podcast, you can reference all the influencers who are featured on your site, and this will make it much easier for them to say yes to your request.

3: Create Ultimate Lists

After you've done a few expert roundups, start creating ultimate lists. This could be the ultimate list of travel bloggers, or the top 100 SEO blogs, or the top 100 recipe sites.

Then go to Fiverr and pay someone to create a badge for each of these roundups. For example, 'The Top 100 Keto Websites by Your Name', and make these available for everyone on your ultimate list. People will put these on their sites, providing a link back to your site.

By doing the expert roundups first, you're creating rapport with some of these influential people. Then when you create an ultimate list, they are much more likely to place the badge on their website and share the list with others, too.

4: Post Partial Articles on Medium.

Contrary to popular belief, Google does not penalize you for duplicate content. This means that whatever you post on your own site, you can post on other sites as well.

Here's the strategy for posting on Medium: Take the first few paragraphs of your article and post it to Medium. At the end of those paragraphs, post a link to continue reading that sends them back to your site to finish the article. Then use a pop-up or content upgrade to collect their email address.

The more you do this on Medium, the more new traffic you'll get. And as you continue to collect email addresses, you can send out notifications each time you publish new content which will drive more traffic to your own site. Follow up with offers and you can see how lucrative this can become.

5: Post Full Articles on LinkedIn.

Using the Medium strategy of posting a few paragraphs and linking to your site doesn't seem to work nearly as well on LinkedIn. Maybe this is because LinkedIn is a social media site. But what does work well is posting the entire article on LinkedIn and then offering a 'cheat sheet' that is available on your website.

For example, maybe you write an article about 7 ways to get free traffic and you post it on LinkedIn and on your site, too. Then you create a cheat sheet with all the steps to each of the 7 strategies and you offer that in exchange for their email address.

STRATEGY



Offer the cheat sheet, or the step-by-step instructions, or whatever your content upgrade might be to the LinkedIn readers with a link to your site.

This works best if your freebie is a visual graphic, such as an infographic or anything that is more than just plain text. The same information given in a visually appealing infographic is worth more than plain text, and people will click over from LinkedIn to get that.

6: Repurpose Your Content into Video

When people watch your videos, they are more engaged with your content than at any other time.

Take your written content and your podcast content and use it to do live videos on Facebook, YouTube, LinkedIn, Instagram and Twitter. You can do these live videos on all of these platforms at the same time.

Watch to see what topics are super popular that you want to discuss, and do live videos on those as well.

When you're live on these sites, talking about different tactics and strategies, let viewers know that if they want your free cheat sheet / manual / video etc., they just need to go to your site and claim it.

You can get traffic to your site, build your email list and of course pitch your products and services.

And here's the important thing to remember – someone who has just watched your video is far, FAR more engaged in what you have to say and offer than someone who, for example, just read a tweet. That's why the traffic you get from your videos is going to convert at a higher (odds are MUCH higher) rate than most other forms of traffic.

7: Leverage Contests and Giveaways.

Not just any contest or giveaway is going to be effective, but if you build one specifically on a points-based system, it can bring in a good amount of new traffic. For example, participants get 5 points or contest entries for sharing the contest on Twitter, and 5 more for sharing on Instagram, and 20 points for blogging about the contest and so forth.

You can also provide referral links, so that every person they get to sign up through their link provides them with another 5 entries or points.

Using a point system makes the contest or giveaway go viral. Be sure the prizes make sense for your niche. If you give away iPhones but your niche is gardening, you'll get lots of entries from people who don't garden. But if you give away the top 10 gardening books, then you know that people who are entering are mostly gardeners themselves.

Your winners can be randomly drawn or prizes can go to the people with the most points, or you can do a combination of these two so that some prizes are randomly drawn and some go to the top point earners.



Content Creators: How to Write 5,000 Words per Day

If 5,000 words sounds like a crazy high number, you're not alone.

Most people, even when they're trying to be super productive in their writing, generally won't write more than 2,000 words on a good day.

Yet when I put the pedal to the metal, I can do 5,000 or even more.

How do I do it?

First, I take a few moments to relax. Yes, seriously, I sit in my favorite chair, get comfortable, and relax my entire body.

Next, I set my intention to write X number of words in the next X number of hours.

For simplicity, let's say I want to write 5,000 words in 5 hours. That's 1,000 words per hour, a perfectly respectable number that yes, YOU can achieve.

Now in my mind's eye I see myself after I've finished the 5,000 words in 5 hours. I see myself leave my office, give my wife a hug and tell her I did it! I feel the sense of accomplishment at having achieved my goal and the relief that I got the work done. I'll even see the end result, such people being helped by my articles or sales being made or whatever my goal is with the writing.

The key here is to not just see myself accomplishing the goal, but to experience what it feels like to have the goal already accomplished. It's the difference between seeing yourself climbing a ladder and closing your eyes and feeling yourself climb that ladder.

And of course, you can use this technique to accomplish any goal – not just being super productive in your writing.

A few more fast writing tips:

- Don't edit as you write – just write. You can do your revising and editing later. There are two reasons to write now and edit later: First, editing as you write creates stumbling blocks and disrupts your natural writing flow. Second, editing a day or two later makes for better writing because you have fresh eyes.

- Use outlines to guide your writing. Taking the time to make an outline will actually SAVE you time on your writing project.



- Do your research. Drop in any relevant bits, quotes, stats and so forth right into your outline for fast reference when you're writing.

- Remove all distractions, or at least as many as possible. You know the drill on this one – close all browser windows, turn your phone off and so forth.

- If you're more comfortable speaking than writing, do it. Either use the feature on Word that allows you to speak or have someone transcribe your recordings.

- Write every day. Writing skill is like a muscle – the more you use it, the stronger (and faster) it gets.

- Set a timer. If you want to start by writing 500 words per hour, then set a timer for 25 minutes with the goal of writing 250 words. Then repeat the process.

- Take a few minutes to do something completely different. In the above example, you'll be writing those 500 words in a total of 50 minutes, leaving you 10 minutes to stretch your legs, look out the window and pet the cats before you get back to work. Short breaks can actually make you more productive, especially if you use them to move your body while letting your brain rest.

- Use placeholders. When your goal is to write 5000 words in 5 hours, you're essentially running a marathon. And while you're running a marathon, would you stop to check out the café you just passed? Most likely you'd make a note in your mind to come back later. It's the same thing when you're writing. If you come to a place where you need a quote or a statistic or a bit of info you don't have, write "TK*" in that spot to indicate it's "to come", and then do it later. Otherwise researching that one bit of info can lead you down an internet rabbit hole, and before you know it an hour has passed with zero writing.

**Why TK for "To Come?" I'm told it's an old journalist strategy from back in the day when stories were written on typewriters. The TK was easier to pick out at a glance than TC because the TK combination almost never naturally occurs in English. Of course, these days you can also do a Control F to find your TK's, as well.*

- Know your own biology. Some people write better in the morning, some in the evening and so forth. Set aside time to write when you're at your best.

- Sit up. Slouching leads to fatigue, sore shoulders and fuzzy thinking. Sit up straight in a comfortable position.

- Use focus recordings. If you go to YouTube and type in something like, "Focus Music" you'll find recordings that provide tones, frequencies or music that can help you to stay focused. If you tend towards ADHD, find recordings specifically for ADHD people.



- Become a faster typist. There are games online to help you with your typing speed so that your fingers can keep up with your mind.

- Invest in a good keyboard. When it comes to keyboards, one type does not suit all. Find a keyboard that allows you to type as fast as possible with as few errors as possible in comfort.

- Don't know what to write? If your fingers are poised over the keyboard but nothing is happening, then just start writing ANYTHING. Anything at all. Write what you had for breakfast, how annoying the neighbor was yesterday, or the reasons why Star Trek is the greatest show of all time. Once you've primed your writing engine, it will be easy to switch over to writing about your topic.

- Stop judging yourself. When a child is handed a box of crayons and a pad of blank paper, magic happens. That child doesn't worry about how good her work is, she just has fun and creates to her heart's content. But hand a box of crayons and paper to an adult and 9 times out of 10 they will freeze up like deer caught in the headlights. Writing is no different. If you judge what you write as you write it, then the entire writing process will be as painful as childbirth. Instead, just have fun with it. Write like a kid. Forget about trying to impress anyone with your sophisticated vocabulary and just write.

- Start in the middle. Or the end. Or the second page. Jump in anyplace you like and just start writing.

- Write the introduction last. How can you write an introduction when you don't know exactly what's going to be in the piece? Writing an introduction first is difficult because you're having to consider everything you may (or may not) end up keeping in the article / book / email / whatever. But if you save the intro for last (TK) then you'll find it's super easy to write and practically flows out of you with little effort.

- Stop writing in mid-sentence. Are you done writing for the day? Then use this trick for a fast start tomorrow: Stop writing mid-sentence so that you can pick up where you left off. Not only will this give you a running start when you come back to your writing, but it will also allow your mind to percolate and come up with even more ideas overnight.

- Exercise. The more you move your body, the better your mind works. And of course the better your mind works, the easier it can be to write and write fast.



- Change your writing venue. Before Covid, I would sometimes take my laptop to the local coffee house and write like a madman. I don't know why being in a different place made it easier to write, but it did. It was like my brain was being stimulated by the sounds, sights and people around me. These days I take my laptop outside in good weather, and other times I take it to the kitchen, the den and even the attic.

- Write drunk, edit sober. Feel free to ignore this one if you don't drink. It sounds like weird advice anyway, right? And yet if you have a drink (I recommend brandy or wine, but not much) and then you write, you'll find you're more free with your thoughts and ideas. An alternative is to try something like kava, CBD or gaba, available at your local health food store. These may help you to relax and focus on your work. Results will vary.

- Journal your butt off. If you write in a journal daily, or several times per day, you'll become more creative. You'll have more ideas (write them down!) and you'll become a better writer. The only rule to journaling you need to follow is to do it often. Other than that, writing anything and everything you like, whether it's chronicling your daily adventures, creating your plans and goals, capturing your thoughts and ideas... anything goes as long as you're writing.

- Change your thoughts. Instead of thinking, "Oh crap, I have to write 5,000 words today," try thinking, "Yeah! I get to write my butt off today and I'm going to love every minute of it! Whoo-hoo!" If that sounded sarcastic to you (not intended) then find your own way of thinking that turns writing into something you look forward to.

THE **BIG** SECTION



Marketing Persuasion 2.0

5 MORE Scientifically Proven Ways to Sell More Stuff with Less Effort

Last month gave you 10 ways to be more persuasive and sell more stuff.

This month we continue the series with 5 more ways to persuade your prospects to become your customers, including a method for completely changing a person's mind, which not always an easy thing to do.

And you can use these methods in your personal life, too. Want to convince your kid to do his chores without protesting or your spouse to happily agree with your vacation choice? Then keep reading...

1: Here's How a Simple Question Increases Conversions

Researchers asked potential voters to predict if they would vote on election day, and to provide a reason for their prediction.

Those who were asked to make a prediction yielded a turnout rate 25% higher than the rate for those who were not asked.

What's happening here?

First, when people are asked whether they will engage in a socially desirable behavior in the future, they feel compelled to say yes to avoid looking bad.

Second, once people have predicted they will vote, they're motivated to behave consistently with the statement they've just made.

When a restaurant was having problems with people not showing up for their reservations, they stopped saying, "Please call us if you have to cancel." Instead, they asked, "Will you please call us if you have to cancel?" Of course, people said yes, and their no-show rate dropped from 30% to 10%.

Salesmen have been using a version of this commitment technique for decades. "If I can show you how to save 50% on your car insurance, will you allow us to insure you today?"

Perhaps a slightly better way of doing this is to break it down into 2 questions.

"If you were given the chance to save half of what you're paying for insurance for the exact same coverage, would you want to put that money in your pocket?"

"And if I can show you exactly how to do that, I'm wondering if you will allow us to save you that money starting today?"

Just an aside: That second question has the phrase, "You will allow us to save you that money starting today," which is an embedded command.

How does this commitment technique work online?

If you're doing a live event such as a webinar or Facebook Live, you can ask for the commitment. "Are you going to do everything you can to ensure your family has a financially secure future?" Who is going to say no to that?

You can also place these questions in your sales material. Include a drop-down box where they choose their answer.

Or... "Do you predict you're going to become a millionaire once you figure out how to do it?" Or... "Are you willing to invest in yourself to lose that extra weight, live 10 years longer and feel 20 years younger?"

Get them to say yes, then allow them the chance to be consistent with their prediction.

2: Here's How to Make Your Prospect's Commitment LAST

In a recent study, students were asked if they would like to volunteer. Half of them were told that if they wanted to volunteer, they should fill out an application. The other half of students were told that if they wanted to volunteer, they should leave the form blank.

The percentage of students in each group that wanted to volunteer was about the same. However, the percentage of students who actually showed up to volunteer was radically different. Of those who were told to leave the form blank, only 17% showed up to participate in the project. But of those who filled out the form, 49% showed up to volunteer.

What's the lesson in this? If you want your prospect to commit long term to their goal, get them to write it down.

People who write down their commitment or goal are more invested in seeing it through than those who simply commit verbally. If you're making a New Year's resolution, write it down along with the steps you're going to take to make it happen, and you're much more likely to follow through and actually do it.

If you want your client to commit to a new way of doing things, get them to write down their commitment. For example, if you're doing a webinar, get participants to write down their goal in the chat box. Even better, get them to write it down on a piece of paper, too. You might even have them text a photo of that paper to you for a discount on the product you're selling.

3: Here's How to Unstick Someone with Rigid Beliefs

Generally speaking, the older a person is, the more rigid their beliefs become. They "know how things are" and it's difficult to get them to even consider changing their mind. Not everyone over a certain age is this way, and I've known young people who are so rigid in their views you'd think they were 100 years old, but those are perhaps the exceptions to the rule.

Let's take an extreme example and say you want to convince an 80 year old to do their banking online. They "know" that online banking is risky, that there are thieves who will empty their bank account the moment they go online, and that the only safe method is going to the bank in person.

Wow, that totally sounds like people I know, and one in particular.

Telling them that online banking is totally safe, that billions of people do it, that it does not increase the odds their money will be stolen, that there is more risk in driving to and from the bank than doing it online... all of those common sense arguments will fall on deaf ears. I know, I've actually tried to talk an 80 year old into doing her banking online, which resulted in frustration on both our parts and no change in her behavior.

Here's what I should have done instead:

The first step I should have taken was to frame her decision to not bank online as correct at the time that she made it. After all, given the evidence and information she had at the time, it only made sense not to bank online. When the internet was young, she heard news stories of people online stealing money. Thus, it was reasonable to believe that not banking online would keep her money safe.

The second step is to show her how banking online is consistent with her original decision to keep her money safe. By banking online now she is not changing her mind. Rather, she is making a new decision with new information that is consistent with her previous behavior.

I know it might sound like I'm splitting hairs, but this works. I tried it with an elderly neighbor who didn't want to get a smartphone. His kids wanted very much to be able to text their father and have him text them back, but he was resistant to getting and using a smartphone because he thought it would be too difficult to learn.

I told him that his decision made perfect sense when cell phones were new. Texting was a pain, batteries didn't last long, getting from one screen to another on the phone was difficult... I even made some stuff up about how hard it was to help him justify his reason for not getting a cell phone back then.

Then I asked him about his kids, why it was important to stay in touch with them, whether he would like to hear from them every day and so forth.

Finally, I proposed that getting a cell phone now was completely consistent with his desire to be in communication with his kids, and his desire to

use this new gadget. I told him that making calls and sending text messages was now easier than ever and that he'd been right to wait until now to get one.

The next week when I saw him, he proudly showed me his new smartphone and absolutely glowed when he told me his kids now text him every day.

Remember, when you want to influence someone who is rigid in his beliefs, first praise their previous decision as correct at the time they made it with the information they had at the time.

Then show them how this new product or behavior is consistent with their pre-existing practices, beliefs or values.

4: Here's How to Make Friends of an Enemy

Ben Franklin, the American author, inventor, statesman, politician, diplomat, scientist, publisher and philosopher, had a problem. While in the Pennsylvania legislature, he was continually bothered and harassed by a hostile political opponent. In his own words, here's how Franklin won him over:

"I did not, however, aim at gaining his favor by paying any servile respect to him, but, after some time, took this other method. Having heard that he had in his library a certain very scarce and curious book, I wrote a note to him, expressing my desire of perusing that book, and requesting he would do me the favor of lending it to me for a few days. He sent it immediately, and I returned it in about a week with another note, expressing strongly my sense of the favor. When we next met in the House, he spoke to me (which he had never done before) and with great civility; and he ever after manifested a readiness to serve me on all occasions, so that we became great friends, and our friendship continued to his death. This is another instance of the truth of an old maxim I had learned, which says, 'He that has once done you a kindness will be more ready to do you another, than he whom you yourself have obliged.'" – Ben Franklin

Will this still work today? In one study, participants won money from an experimenter. Half of those winners were then asked by the experimenter if they would give the money back, since he had been using his own money and had very little left. Nearly everyone who was asked to give back the money did so.

Afterwards, both those who were asked to return the money and those who were not were surveyed about how much they liked the experimenter. Those who were asked to do the favor for the experimenter rated him more highly than those who were not asked to return the money.

People will change their attitude to remain consistent with their behavior. If they have done a favor for someone, then perhaps subconsciously they reason that they must like that person.

If you have someone in our life or business whom you might consider an enemy, ask them for a favor. The worse that can happen is nothing changes, but you might be surprised to find you've made a new ally.

5: Here's How to CHANGE Their Mind

Convincing someone to choose your product or service over the competition is one thing.

But how do you completely change their mind on something? For example, what if they are certain they do not need what you offer, and yet you know it's the best possible thing they could do for themselves?

You might be thinking all you need to do is build a proper case of why your product will improve their life.

But while most people think that giving enough information and facts will cause people to change their minds, it doesn't usually work that way.

People decide which facts they want to listen to and which ones they want to ignore or twist into something else entirely.

When something doesn't conform to what a person already believes, they tend to either disregard it or rationalize it away. We are driven by our emotions, motives, prior beliefs and desires while sadly, we are seldom influenced by facts.

Take climate change as an example. Researchers wanted to see if they could use science to change people's opinions about climate change. First, they asked people if they believed in man-made climate change and if they supported the Paris agreement.

Then based on their answers, researchers divided them into strong believers and weak believers. They told some of the people that science had reevaluated the data and now conclude that things are much worse than they thought before, and that temperatures would now rise by 7 to 10 degrees.

For others they said that scientists have reevaluated the data and they now believe that the situation is not as bad as they thought; it's much better and the rise in temperature will be quite small.

Here's what they found: When people who did not believe in climate change heard that scientists say it's not that bad, they changed their beliefs even more in that direction and became more extreme in their belief that climate change is not real. But when non-believers were told that scientists think it's much worse, they didn't budge in their beliefs.

When the people who already believe that climate change is man-made heard that scientists say things are much worse than they said before, they moved more in that direction, becoming more polarized. But when they heard scientists say it's not that bad, they didn't budge on their opinion.

Giving either group scientific information caused more polarization and did not cause people to come together.

What's happening when facts don't persuade? Oddly enough, it's because the information isn't reaching the person.

When scientists scan brain activity of two people who are interacting, they'll find that the brains of two people who agree are each encoding what the other person is saying. But when the two people disagree, it appears the brain is switching off and not encoding what the other person is saying.

When two people agree, their confidence increases that they are correct. But when they disagree, there is little to no change in their confidence that they are correct or incorrect in their view.

And it gets even worse (or better, depending on how you view this information.) Scientists have found that the more intelligent you are, the more likely you are to twist or manipulate data in your mind to make it conform to your own beliefs.

Even if you are getting your information through to the recipient, they are still likely to change that information in their mind to conform to their current beliefs, rather than changing their beliefs to conform to the new data.

How, then, do you go about changing someone's mind?

It's important to know where people are coming from before you try to walk them to where you want them to go. Going against their conviction will backfire, but starting where they are or coming at it from an entirely different angle can change their mind.

For example, if you want to convince someone that you don't have to be a rich one percenter to make big money in the stock market, your first step is to agree with them that it appears the only people who can get rich in the stock market are the one percenters. Only then do you begin to move them to where you want them to go.

You might think of two people, yourself and your prospect, standing on opposite sides of the room with you shouting at them to walk over to you, versus you going over there, taking their hand and walking them back to where you want them to go.

In one UCLA study, they wanted to convince parents to vaccinate their children. Some of the parents didn't want to vaccinate their kids because they thought there was a link to autism. When scientist showed the parents that the link to autism is not real, that there is data to prove it's false, and that vaccines are safe, the parents didn't budge in their views. Hearing the fact made no difference whatsoever.

But then researchers tried another approach, which was to not talk about autism, but rather talk about how the vaccines protect the child from deadly diseases. They showed the parents what these diseases such as the measles look like and what these diseases do to children. They never spoke about autism.

And the results of doing this were much better. Now the parents said that they would get their children vaccinated. The moral in this is that the parents had forgotten what the vaccines were for, and instead took up the false narrative that vacc

By not directly confronting these beliefs, and instead getting back to what was truly at stake, the parents were able to see clearly that vaccines are helpful, not harmful.

Imagine you want your friend to wear her seatbelt. You could show her stats of how people in bad accidents who wear a seatbelt survive and those who don't wear it die, but odds are she's heard all that and won't listen to you.

But if you ask her about her last wishes – does she want to be buried or cremated? What music does she want at her funeral? Who does she want to raise her children when she's dead because she didn't wear a seatbelt?

This could be a roundabout way of getting through to her, just as the parent of those unvaccinated children should be prepared for their children's death and a possible legal charges against them for not preventing their children from dying.

If you want to change your prospect's mind, you'll want to start where they are and then take a roundabout path that goes through what's important rather than confronting the myth they currently believe.

Don't try to refute the nonsense they've heard on social media. Instead, get back to the real reason they need to do, have, buy or take the route you propose.

Years ago when I was still fairly new to online marketing, I decided to try coaching others. I'd had some success and felt I knew what it took to get a business off the ground.

One day I was on the phone with a coaching prospect. Why he wanted to talk, I don't remember. But I do remember he was saying that having a coach was a total waste of time and money.

So I agreed. Frankly, I was just trying to get him off the phone. But I told him that personal experience was best. How else would he learn if not from his own mistakes? Years of trial and error, wasted money and so forth, and eventually he would have massive success if he just hung in there through the lean years. It made no sense at all to have someone by his side who could help him avoid the pitfalls, save time and money and build his business faster, better and stronger when he could eventually, one day, figure it out all alone by himself.

I was, of course, being sarcastic. I was annoyed with him. But I was so passionate in my agreement with him that he really should do it all himself, the hard way, that by the time I finished my rant, he was silent. Just stone cold silent. I thought he'd hung up and I was about to hang up myself, when he said, "How do I sign up for coaching?"

I nearly dropped the phone in shock.

He turned out to be one of my best students, following every step I laid out and in a year he was earning 6 figures.

All because I agreed with what he was saying.

Remember the parents who were afraid of vaccines because social media said they cause autism? The real goal of these parents was protecting their children. Start from there and show them how they can get what they want.

If you remember only one thing, make it this: Start where they are and find agreement. After that, the rest will be easy.

The Milkmaid

Mary the milkmaid was going to market carrying her milk in a pail on her head.

As she went along, she began calculating what she would do with the money she would get for the milk.

“I’ll buy some fowls from Farmer Brown” she mused, “and they will lay eggs each morning, which I will sell to the parson’s wife. With the money that I get from the sale of these eggs I’ll buy myself a new dress and a hat; and when I go to market, all the young men come up and speak to me! Jane will be so jealous, but I don’t care. I shall just look at her and toss my head like this.”

As she spoke, she tossed her head back, the pail fell off it, and all the milk was spilt. So she had to go home and tell her mother what had occurred.

“Ah, child” said the mother: “Do not count your chickens before they are hatched!” And here ends the most important lesson for any young business. Think back to that proper job you had, not the paper round as a kid, or that summer job in the shop. That first real job after you had grown up and ventured out into the world. When you go that very first pay-check at the end of your first week or month. Do you remember?



How quickly did you spend every penny? It's a life lesson blowing your first pay- check- it's what sets you up for all the forthcoming years. And it's all the more important when it comes to your first internet business or entrepreneurial venture. Your whole future track can be set in those first few months. As you are working towards that first payday, are you already thinking of how you are going to spend it? Once you've sold that first app or launched that new social media site, are you already thinking of that sports car or swanky riverside apartment? You can already feel yourself slipping into that cosseting seat and turning the key to hear that V8 rumble as you sweep off heading straight toward the next thing on your list.

But if your killer idea doesn't take off, and you've used all your venture capital funding, that sports car isn't going to look so sexy on the back of the truck the lease company has sent to take it back.

You just made the same mistake our young milkmaid did...

Dream big but don't let it veer you off the slow and steady path to the bigger picture.

You counted your chickens before they are hatched...

See you next month!

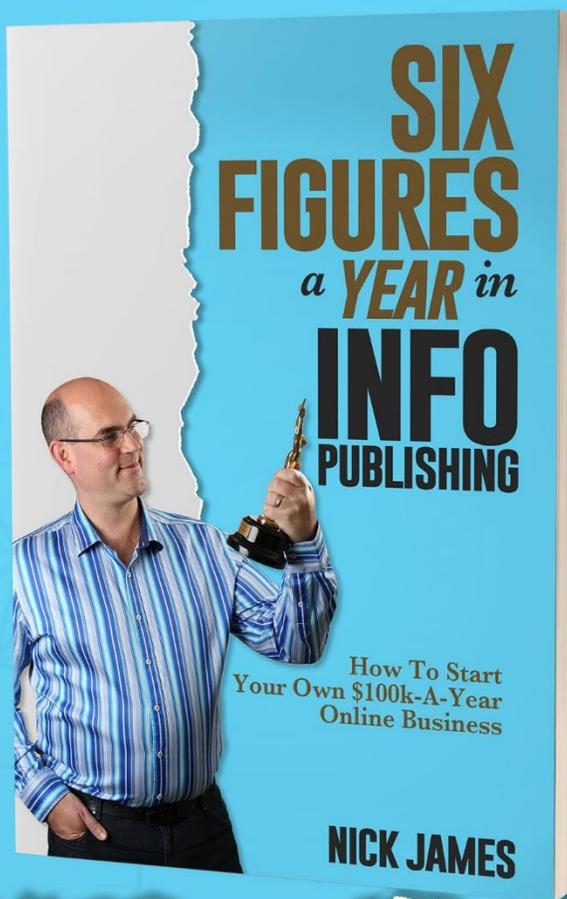


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