

# AUTHORITY MARKETING SECRETS

*of the*



**MODERN  
WEALTHY**

A Hyper Profitable Approach to  
Selling Products & Services on  
Complete Autopilot

**STUART ROSS**

## AUTHORITY MARKETING – Secrets of the Modern Wealthy

*A Hyper Profitable Approach to Selling Products & Services on Complete Autopilot.*

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Even though I have all the faith in the world in this system, and as much as I hate to have to include this here, we do live in a society where litigation is rife. With that having been said, please note that the use of this guide is no guarantee that you will achieve the results and earnings mentioned or implied in this guide.

Every precaution has been taken to ensure that the information in this guide is correct and complete, and no liability is assumed for any errors or omissions, real or perceived. The author reserves the right to update or edit this book in accordance with new conditions at any time.

Finally, remember that everything in this book is designed to complement common sense – not replace it! It's intended for educational purposes, and to help you grow your business. Have fun and apply the principles of Authority Marketing to your business!

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# INTRODUCTION

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Thank you for purchasing Authority Marketing - Secrets of the Modern Wealthy, and congratulations – you’re about to learn secrets that will turn your business the right side up overnight!

Your investment in this program now gives you the keys to achieve genuine success, as I will be showing you EXACTLY how you can automate your business in a way that will develop multiple income streams, with less expense, and in less time than you ever imagined possible.

There will of course be some effort and thought required on your part, but I’ve done my best to make this book straightforward and simple, to take a lot of the hard work out of the process.

Online business has been a great success for me, and it’s helped me to live the life I’d always dreamed about. I get to travel, live the lifestyle I want, and enjoy the finer things in life. I’ve written this book with YOU in mind, and whether you’re a newbie who’s just getting started, or a struggling online business owner ready

to throw in the towel, I'm hoping this book breathes new life into YOUR business.

In fact, I would say that this book is one of my greatest achievements to date, and if it can help just one person to succeed (hopefully you!) then it's achieved its purpose!

Online marketing is a skillset that has a very steep learning curve. When you're a beginner or a 'newbie', there are all kinds of confusing concepts to master, which can be daunting. However, even if you've been around the block a few times, you've probably still got a thing or two to learn.

The most important thing that I've discovered is that online Authority Marketing very much has a rhythm of logic and common sense to it. There are skills that you can learn to improve on your successes and this book is designed to help you do just that.

Whether you're just looking to get more leads, or to have a better conversion rate, or to improve your purchasing rate with existing customers, this book will show you how to do it. Before we get into the 'nuts and bolts' of what will turn your online business earnings from a trickle (or even nothing) to a flood, let me tell you a bit about myself.

My name is Stuart Ross, and since 2008, I've been making a very good living, as an online marketer and entrepreneur.

I'm from the United Kingdom, and I used to be stuck on the corporate hamster wheel, just like a lot of people. I started working at 18, and it was only 8 years later, at 26, that I realized that while I've enjoyed some success in the traditional job space, I wasn't where I wanted to be, and I'd never make the kind of money or achieve the kind of freedom I desired. I was pretty much spending nearly all of my time either working or sleeping.

My first foray into business, was when I borrowed money to buy into a 'real world' advertising franchise, but, as is often the case with having your own business, no matter how much hard work I put into it, nothing seemed to work, despite my working even harder than when I had a full time job. Six months later, I had enough, and I gave up on the business. That's when I discovered online marketing and the idea of running an Internet business.

The learning curve was pretty steep, but with the help of some very inspiring and supportive mentors along the way, I developed a fool-proof system for gaining more leads, more conversions and more business than I ever thought possible. I also learned the secrets of automating my business, and creating multiple income streams, all of which I will teach you in this book.

I learned the importance of creating a brand story, and pursuing personal connections —that's when real change happened. I learned how to change the way I did business. Instead of chasing after customers, I had them coming to me! It was a revelation, and it turned my business, and my life, around.

I don't believe in prospecting, cold calling and chasing leads any more. I believe in authority marketing. My clients come to ME, and when they do, they're already primed to buy.

Within months of changing my tactics, I was earning what I've only been able to dream about before, and it all came down to the simple strategies I am going to share in this book.



# NO HYPE – JUST THE FACTS

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Too often, self-styled ‘marketing gurus’ out there sell a lot of hype, with very little to back it up.

Oftentimes, their strategies are so complex, and so confusing to put into practice that they are just not possible for most people to try.

That’s not what I aim to do.

I want to give you a simple, easy to follow and easy to implement system that will automate your business, and earn you the money you want.

Be warned, however – while Authority Marketing can be easy to automate and will earn you passive income when you are up and running, you do still need to put in the work to get started!

What I am doing is not selling you a “get rich quick” scheme; I’m selling you a marketing formula that lets you bypass the learning curve, and all the mistakes I made early on and get straight to a strategy that works!

If you follow this system, all you'll ever have to worry about is not taking action or assuming that you can't go from good to great. Without action, nothing happens, and there's ALWAYS room to improve.

With that and a little bit of tenacity, you will find yourself slowly but surely gaining momentum, and then, a few months down the line, you'll be earning more than you ever dreamed possible!

# WHAT I WANT YOU TO GET FROM THIS BOOK

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When I wrote this book, I had a few simple goals in mind. First, I wanted to give you a complete, foolproof blueprint to build any online business. Next, I wanted to make sure that you never have to FIGHT for leads or customers again. I wanted to show you how to have customers coming to YOU, so that you can kiss your online sales struggles goodbye.

I also wanted to make sure that you make MONEY, and lots of it, and if you follow this system, without skipping any steps, and you keep at it, that's exactly what will happen. I've seen it over and over again and it's absolutely replicable. The biggest hurdle most of us have in changing our mindset is to learn to put our customers first. As you read through this book, you'll discover why that's a mistake, and what your strategy should be!

# PUTTING OTHERS FIRST – AN EPIPHANY

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When I was still chasing sales and using the ‘hard sell’ method to get it, I was failing, just like most people do. It was only when I realized that the BEST way to entice prospects to become customers was to put them FIRST, that I really began to succeed. The best part is that this type of marketing doesn’t require you to chase people or make all those awful cold calls. All it requires is for you to be yourself and be honest with people.

That change in attitude, coupled with learning how to apply the law of attraction and the law of reciprocity in my own business and marketing efforts, made all the difference. It ended the struggles and got me the level of success I always wanted. It allowed me to have a business that I was happy with, letting me choose my own hours and work from anywhere in the world. But

most importantly, my business now enables me to have a ton of free time with my loved ones.

I get to do business on my terms – with honesty and integrity and STILL get better results than I ever did before. So if you're struggling with your business, working crazy hours that means that you never see your family but can still never afford the things you want, you've come to the right place.

Read on and find out how a simple change in mindset can change your business, and your life, forever.

# HOW TO USE THIS GUIDE

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If you have bought this book, then you probably only have one thing on your mind: kickstarting your marketing into overdrive, and watching your sales figures soar! However, you should remember a few things before you dive right in and get started.

You are going to want to wait to read this when you are alone and when you have a few quiet hours to spare. Trying to absorb the information in this guide while your kids are talking to you, your dog is barking, your phone is pinging, and that pan on the hob is boiling over is NOT the way to get the best results!

Make sure that you have a pen and a highlighter in hand to make notes and highlight key passages as we go along, and make sure that you have the following in your marketing arsenal:

- Basic computer skills. You do not have to be a computer whiz, but you will need to know your way around an

internet browser at least (e.g. Google Chrome, Internet Explorer, Firefox)

- An understanding of the internet. You do not need anything in depth or fancy just yet, but knowing the basics is important.
- Self-discipline. Without it, your marketing efforts will be a non-starter, I promise you.
- Patience. As they say, Rome wasn't built in a day, and neither will your marketing efforts. But, given time, they will work!
- Focus. You're going to need to pay close attention to this guide, and to your marketing efforts on the whole.
- A burning desire to succeed. Without this as your fundamental mindset, you're only ever going to achieve average results, and you want FANTASTIC results, don't you?

All of these things are going to be important, especially when the going gets tough, and it will. However, remember the old saying 'it's always darkest before the dawn?' The same applies to marketing. At times, it will feel like you're getting nowhere, but then, you WILL turn a corner, and you'll wonder why you ever thought your efforts weren't paying off.

Look out for the specific actions you will need to take in each chapter. We're going to cover a lot of theory, and there will be specific tasks you will need to complete. There may also be some costs involved, and certainly, a lot of effort on your part, but

those are the two critical factors in building ANY business, and I can virtually guarantee that if you devote time, effort, and just a little money to your marketing efforts, you will see the results you want.

Remember to follow the instructions in this book to a tee– think of them as a blueprint. Much as you wouldn't build your home without following the blueprints, you can't build your business without following this plan, so DON'T CUT CORNERS!

There may be some tasks and items in this marketing guide that take a little time and effort to get right, and you may need to learn new skills to do so, but please, don't be daunted. All of those tasks are well within your ability to complete, and while they may seem a little tricky now, they will become second nature later on.

You may also want to spend some time thinking about WHY you're doing what you're doing. Marketing is very much about cause and effect, and you need to be sure before you start that the items you're tackling now are going to produce the effect that you want. Just follow the plan, systematically, and I guarantee you, you will soon have an authority marketing system that works for you, over and over again. This system is completely replicable, so there's no doubt in my mind that it will work for you, as it has for me, so have a little faith, and remember the goal: to build a business that markets itself! Trust me, if you follow this plan, you WILL have customers knocking on YOUR door, instead of the other way round.

Finally, remember that this is meant to be a comprehensive guide to building your brand, your marketing efforts, and your business. It can seem overwhelming at first, and honestly, there IS a lot to do. However, just like the old saying, ‘How do you eat an elephant? One bite at a time!’, if you tackle the information presented in this guide one step at a time, you’ll find that it’s a lot easier to do than trying to cram it all in one sitting.

## ***Take Notes***

Just one final thing before we get started. I want you to make sure that you have somewhere to keep your notes (and if you’re doing this right, there will be plenty!). You can use a whiteboard, a notebook, or even yellow sticky notes on your desk or computer for the things you want to implement right away. Just make sure that you have somewhere to write down all the great ideas you have, when you have them, so you can get back to them later! I also suggest you grab yourself a hardback notebook so you have a physical journal that you can flick through over and over again. I still go through my original journal to this day and it helps me keep my marketing on track.

# PHASE ONE: THE LAW OF ATTRACTION

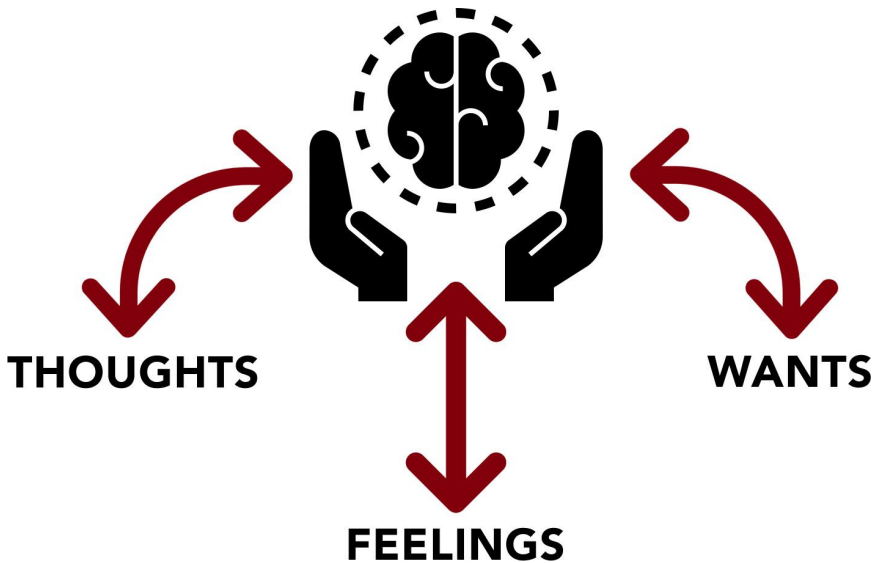
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You've probably heard about the Law of Attraction at some point. Famous authors and motivational speakers from Napoleon Hill to Bob Proctor have been talking about it for years. You might not understand yet exactly what the Law of Attraction is, and how it can work for, or against you. There are really two kinds of people in the world – those that understand the LOA, and those that don't.

You can see the difference between them very easily. The ones who do are the ones to whom success seems to flow naturally, and the ones who don't are the ones who always seem to struggle and never seem to get anywhere. We all know which one we'd rather be, right?

The Law of Attraction may seem complicated, but actually, at its core, it's quite simple. The LOA is based on one simple premise:

that the thoughts, desires, and wants you put out into the world are what will come flowing back to you.



However, most people are tethered to fear. They're afraid of being poor (or being poorer), they're worried about their jobs (even though they hate them), or they're frustrated that they're never experiencing the success they want.

In each of those examples, the thoughts that you're putting out into the world are negative. They're attracting the negative back to you. As long as you think of money with dread, because you're scared you won't have enough of it, you won't. As long as you hate your job, you're going to stay stuck in it, and hate it even more as time goes by. Let's turn it around though, and apply the Law of Attraction.

Instead of worrying that you won't have enough money, start visualizing what you will do **WHEN** you do. Instead of hating your

job, start visualizing what you will do WHEN you are in a job you love. You'll already be in a better frame of mind; the more positive thoughts and energy you put into the world, the more possible it is for those positive things to flow back to you.



Success is not something you chase. It's not something you catch. Success is something that comes to you, and you attract it with your thoughts and actions.

Isaac Newton famously said: 'for every action, there is an equal and opposite reaction.' Now think about your thoughts and actions. If they are all negative, then you will automatically be getting a negative reaction. If they're positive, however, you will get a positive reaction. That's just the law of nature, and it's as real as gravity. There are plenty of books and movies about the Law of Attraction, such as 'The Secret' and 'The Secret Behind the Secret,' and they can all be helpful, but the golden rule of the LOA is simple: Stop focusing on what you don't want, and start focusing on what you want to manifest in your life, and it WILL follow.

## ***Allowing Abundance Into Your Life***

The next concept you need to understand when it comes to the Law of Attraction, is that you need to allow the abundance that you want and deserve to come into your life. Think of all your negative thoughts and feelings as blocking the channels into your life. All the good things that COULD be flowing into your life from the universe can't, because you're too focused on the things you DON'T have.

The secret to breaking down those barriers lies in visualizing what you DO want in your life, rather than what you don't have. A vision board is one way to do that. Spend some time cutting out images of the physical items, feelings, and other things you want in your life, and put them up on a big wall, somewhere that you can see them all the time. Then focus on those things. Imagine how you will feel when you have them. Picture getting them, and how great your life will be.

The more you focus on the positive – on the things you CAN have, the less time you will spend worrying about the things you don't have now. Now that we've covered the basics involved in the Law of Attraction, there's a little 'homework' you'll need to do before you move on.

## ***Your To Do List***

- ✓ Watch 'The Secret', or 'The Secret Behind the Secret'. Watch them over and over again, until you really 'get it'. <https://www.theseecret.tv/products/the-secret-film-download/>
- ✓ Download a free copy of Napoleon Hill's book. The man wrote this book over a century ago, and it's STILL relevant today! [www.stuart.blog/thinkandgrowrich](http://www.stuart.blog/thinkandgrowrich)
- ✓ I think Napoleon Hill summed it up best when he said: If you can conceive it and believe it, you can achieve it! The Law of Attraction DOES work, and it WILL work for you, once you believe it!

# THE SIMPLE SCIENCE OF MARKETING

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Have you ever wondered why so many small businesses fail? It's not because the owners don't know their business. They're probably a great plumber / massage therapist / electrician / network marketer / affiliate. What they usually lack are crucial keys to being great at business.

The people who DO succeed in business know that there's really only one law that all business is based on: the law of supply and demand. The only real secret to doing well in business is identifying a need, and then filling that need.

It sounds simple, doesn't it? However, think about some really massive companies out there. People need good take away coffee. Starbucks came along, with their philosophy of putting a Starbucks on every corner, and boom, a multibillion dollar

company was born. In fact, I am in a Starbucks right now with my coffee writing this book!

People need something to use to clean their teeth. Proctor and Gamble developed toothpaste, and another mega company was born. So the secret to successful business really IS all about finding a need, and making sure you have the product or service to fill that need.

Once you have a product / service / item that fulfills that need, it is still up to you to market it in such a way that the people who need it (your target market) hear about it, and that they trust you to give it to them. Yes, marketing really IS that simple.

Most businesspeople hate the idea of selling. They don't want to tell people about their products, but they DO want customers knocking on their door to buy from them. Crazy isn't it?

But think of it this way: every time you've gone to a job interview, or even on a date, you've been selling something. Yourself. Everyone is a salesperson, and everyone has been involved in marketing since the day they were born.

The truth is, there are two types of selling. There are the dyed in the wool 'salesmen' that turn up on your doorstep, get their foot in the door, and then refuse to leave until you've parted with your hard earned cash. That's not the kind of selling most people want to do, and quite honestly, that's not the best way to sell anything.

The second type of selling is a lot more subtle. It's about providing a great product or service, but it's also about making the buying experience pleasant. It's about giving your clients great information, and about going the extra mile. It's about making people WANT to buy from you.

There are some clever ways to make the online buying experience more fun, and easier, for your clients, but before we get there, let's look at some of the fundamentals of selling.

## ***Authority Marketing and Relationship Building***

Many people associate online marketing with long sales letters or video sales pitches that opt for the 'hard sell' approach, or with spam email marketing. Those things could not be further from successful authority marketing.

Let's consider an analogy.

Let's say it's your first day in a new job. You're fresh out of college or university, and eager to please. You walk into the CEO's office, sit down, and start telling him how to run the company he started from the ground up thirty years ago. How long do you think you'll still be employed? If you think, not long, you're on the money. A far more effective strategy would be to keep a low profile, observe how the company works for a while, and then start making constructive suggestions.

This is exactly why so many online marketers fail. Instead of taking the time to build RELATIONSHIPS with their customers,

they go straight to telling them what they must want. That's never going to work in a job, and that's not going to work when it comes to marketing. This attitude of going in 'for the kill' right off the gate has been called Interruption Marketing by marketing guru Seth Godin, in his book 'Permission Marketing', and as the marketing maestro says in the book, the average person is bombarded with more than 3,000 marketing messages every day. And this is an old book; it's a lot more than that now. So no wonder we've become so adept at tuning out the in-your-face marketing tactics that some people use!

The same goes for internet business opportunities. People have become so used to being told that they can make a fortune by doing nothing that they automatically assume that those offers are scams, and they IGNORE them! In fact, when most people see one of those ads, they won't even click through. They KNOW they are going to get the hard sell, and they'd rather avoid it.

## ***A Beginner's Mistake***

Trying to entice people to your great opportunity or transformational products by posting ads along the lines of 'I made a million dollars in three months' or 'lose 20 pounds in 2 days' actually have the opposite effect to what you want.

Not only will most people not believe you, they'll probably also avoid the ad. If they DO click through, only to be 'sold at' hard, they're likely to leave your site forever, never to be seen again.

There's an old saying in the online business world – it's not the unique visitors that matter, but the repeat visitors!

Not only is it illegal to make those kinds of false claims, those marketers who make big promises and then go straight for the sale are losing all of those people who did click on their links FOREVER!

So here's the first, golden rule of online relationship building and sales that you need to remember: when someone visits their site, don't try to SELL them. Give them information, help them to trust you, and let the relationship grow over time. The more times they visit your site, the more likely they are to make a buying decision.

## ***Ask, Don't Tell***

A far better way to get the visitors to your site to buy on their first visit is to find out what they want. Instead of TELLING them what your opportunity or products can do for them, ASK them what they want. Offer them a free report or a free video course that will help them to achieve those goals. Giving something away in the beginning, and asking your prospects for their opinions, thoughts, or questions is a far better approach when it comes to marketing than simply telling them what you want them to hear.

## ***Permission Marketing, and You***

Another key factor that most newbie marketers don't understand is the concept of permission marketing. Here's how it works: you

create a value rich offer that comes with a subscription mailing list. Visitors to your site decide that they like what you're talking about and they sign up, giving you the permission to send them information and marketing materials. You can't buy, rent or steal those email addresses. Those people have to GIVE you their permission to send them information.

It's not an overnight process either. First, you have to get their attention, then you have to keep them interested enough so that they opt in to your list. Once they have, you can't start spamming them with emails full of hard sales either – you need to keep up the relationship building, until THEY'RE ready to make a purchase from you.

It's time consuming and labor intensive, BUT done correctly, this sort of marketing can build you a list of loyal clients that will buy from you over and over again. That's much better than a visitor who clicks on your site once and never returns, isn't it? Of course, even having your prospect sign up to your list doesn't guarantee you a sale, and it's going to take a lot more than that. In this relationship, as in any other, the power rests squarely with your prospect. He or she can choose to opt out of your mailing list at any time, which means that you need to keep providing them with information that is of value to THEM, rather than trying to ram your sales message down their proverbial throats!

The secret is to figure out what your prospects want to know, and then give them that. It's a longer process than a quick, one-time attack, but it has a much, much higher chance of

success than the old-fashioned interruption marketer's approach!

## ***The Three Types of Prospects***

Another important thing that you need to learn is that there are three types of potential clients that you will encounter. The first are cynics, then there are skeptics, and then there are buyers.

Cynics are the people out there who have already decided that they are not buying what you are selling, and there's nothing you can do to change their minds. No matter how often you contact them or how great your marketing ability is, you're not going to turn this type of prospect into a customer. Rather, move on and don't waste time and resources trying.

Skeptics, on the other hand, are those people that might become customers, depending on their mindset. If they're skeptical because they don't believe in themselves or their ability to turn any opportunity you're offering into a viable business, then they're probably not going to become your client. If, however, their skepticism is external, and all you have to do is convince them that your products or opportunity is a viable option, then you have a fighting chance, and it's worth pursuing them, albeit gently, using the permission marketing approach. Give a skeptic enough facts and information to tip the scales from disbelief to belief, and you should have someone who's ready to sign up or buy your products!

Finally, there are the buyers. They're the people who are looking for opportunities or who have already heard of your products

and its successes and are ready to make a buying decision. While you should still avoid the hard sell with these prospects, they're much more likely to make the decision to sign up with only a gentle nudge needed from you.

When it comes to prospects that fall into the second and third categories – the skeptics and the buyers – remember to make the selling process fun, easy, and driven by them. You don't want to SELL to them, you want them to have enough information to make the buying decision themselves.

The best way to do that is by marketing to their emotions. People make buying decisions because they want to, and that's an emotional thing. When you're using this type of marketing to build your business, that's where branding and clever marketing come into play. So let's look at branding.

# YOU AND YOUR BRAND

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Let's look at why most online businesses fail. They've spent the money, put in the work, and have a website that's ready to knock their visitors' socks off. They've even got a good volume of traffic. But they don't get any sales. Why?

The trouble stems from the lack of substance in their brand. They see your website and the promises you're making, but they don't equate those promises with anything meaningful. They don't have anyone to look to as an example. So instead of taking what you're saying to heart and at least showing some interest, they look elsewhere.

The simple truth is, people want to know who you are, and why what you are telling them is of benefit to them. That's key; they will only buy into something that is of BENEFIT to them, and they'll buy it from someone they trust to have their best interests at heart.

Once you've understood that, the next step is to make sure that the people you are communicating with are the right prospects.

Remember, cynics won't buy, but skeptics and buyers are just waiting for YOUR message, to convince them to make a buying decision.

Easier said than done? Not true. The first thing you can do is to identify the problems you know they have, and show empathy. When it comes to network marketing and direct sales business opportunities, for example, one is that they probably don't have as much money as they'd like. Maybe they work long hours and don't have time for their social lives, their partners, or their children, or maybe they work in a job they hate, for a boss they despise.

TELL them your own story. Tell them how, before starting your business, you were struggling with the very same problems. Share your experiences and knowledge. Your prospects are far more likely to trust someone who shares their experiences, and who 'knows where they are coming from,' rather than someone with a PhD, who comes from a wealthy family, and who's never known a single day's hard work!

No matter how fancy your website is, how flashy your videos are, and how convincing your copywriting is, the fundamental fact is that people don't buy from websites – they buy from people/brands – and if you're not getting that personalized message across, your website is not going to convert prospects into buyers, no matter how much you spend on bells and whistles!

Doing that once is great. Building yourself into a brand, of which people who want to buy a product or service you're selling AUTOMATICALLY think of you, is where you want to be. Think about it. If someone thinks of fast food, they probably think of McDonalds, Kentucky Fried Chicken, or Burger King. There are millions of other small fast food options out there, but they don't come readily to mind.

Branding right puts you into the same category as those companies who have spent billions on their brand over the years. It takes you from another guy with a website to becoming a household name. It puts you, and your business, right in the front of people's minds when they want to buy, and it BRINGS BUYERS TO YOU.

One of the key points in branding when it comes to online marketing of your business is to identify a USP. That stands for Unique Selling Point, and it's something every business needs. What sets you and your business apart? Why should your prospects spend their money with you, rather than any one of other millions of faceless competitors? If you're doing branding correctly, the answer is, quite simply, YOU!

Sometimes, that will happen quickly; however, in the vast majority of cases, it will be a process, where, over time, you slowly feed your prospects useful information- and establish yourself as a mentor or expert. As your prospects keep receiving that information, their trust grows, and when they finally ARE ready to buy, you're their first choice.

## ***What If You're a Newbie?***

One of the most common questions that people have when they're faced with this type of marketing is, what do you do if you're only starting out? How do you share experience and knowledge when your own experience and knowledge are limited?

The truth is, within a very short amount of time, with the right attitude, and by using the right resources out there, anyone can become an expert. Even if your only experience has been failure, you're already an expert! If you're wondering why this is the case, consider this: you have already failed so many times, you're an expert on what NOT to do, right? Sharing that knowledge with others can help them to avoid your failures, so in essence, you are an expert.

Another key point to remember is that experience and knowledge need not be yours. You don't have to reinvent the wheel! Thousands, if not millions of people have gone before you, and figured out what works and what doesn't. You can take the time to do your research and make the knowledge your own, thereby becoming an expert in your own right. So decide what it is you want to be an expert in, do the research, and the rest will follow. It's a natural progression.

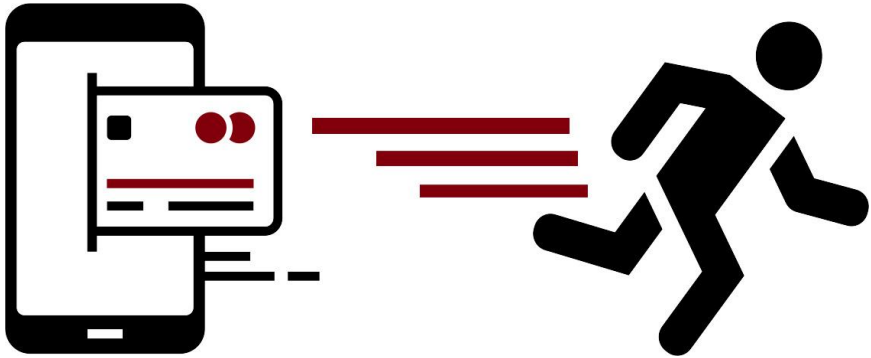
## *Picking Up the Pieces*

A major obstacle that most people who are marketing a new opportunity discover is that most people, at some time, have been sold a product or a service by someone who took their money and then left them hung out to dry, without support. Those people are, justifiably, scared that the same thing will happen if they purchase again, that they will be out of pocket and out of their depth, with no support.

Your job is to convince them that when they buy YOUR offer or your services you're as committed to their success as they are, and that you'll be there to help and guide them along the way.

Those people want to know that once they've handed over their money, you'll be there with advice, to answer their questions, and to help them succeed. Tell them that you'll be there (or your team will be). If someone asks you something you don't know the answer to, don't be evasive, get back to them, and tell them you're finding it out for them. It's better to be honest than to avoid the people you want to become your customers!

When you're dealing with people, whether it's with people who've already bought from you, or those that you're hoping to do business with, being honest and sincere is far more important than anything else. Nothing attracts people to your business more than trust, and nothing sends them running more than the feeling that you're not sincere.



Honesty can take even something that seems negative, like your failures, and turn it into something positive, when you share the obstacles to success with your prospects, and help them to avoid your pitfalls. Whether it's a product, a service, coaching, or a business opportunity that you are selling, you need to be right by your prospects' side, guiding them through the benefits and features, helping them to make informed decisions, until eventually, they're ready to buy.

Remember the old saying though – you can lead a horse to water, but you can't make it drink. The final decision – the decision to buy, needs to be your prospects, and that can only happen once you've addressed, and allayed, all of their fears.

# GIVING IN ORDER TO RECEIVE

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Most of the people who fail in business do so for one simple reason. They're in business to get as much as they can, and they fail to understand the law of reciprocity. Time and again, people go into business focused on what they can get out of their clients, seeing them as nothing more than units of turnover, and hence they fail miserably.

The truth of the matter is that in order to get something from your prospects, you have to first give them something in return. That's true even in conventional business. Take a corner store, for instance. The store owner does not make any money unless someone who needs something gets it in their store. If they find what they are looking for, they hand over their hard-earned cash willingly, and leave a happy customer. If they don't, they leave empty handed and look elsewhere.

Running an online business is no different. You need to provide a service, expecting nothing in return, until your customer is

satisfied that you have what they need. Then, and ONLY then, will they spend their money with you.

In order to achieve this, you need a few things:

1. You have to have the right ATTITUDE. You need to understand that, in order to build your brand and your business, you first need to make sure your prospects are happy, and that they trust you.
1. You need to be willing to GIVE them information, without expecting anything in return.
2. You need to have a pleasant, open, and sincere PERSONALITY. People do business with people, and you need to have the type of personality that inspires confidence and trust.
3. You need to COMMUNICATE your personality, and your offer, effectively.

When you combine all of these traits, you will become a trusted expert, and you'll be well on your way to building the brand your customers want and need. So change your mindset. Make your business about serving others, and helping them to succeed, rather than about taking something from them, and you should find your business turns around almost immediately. The good news is that once you've done this, you will start to have more successes of your own, and you will be building a successful track record that you can share with your prospects.

Remember – GIVING is the key to RECEIVING! So be a giver, rather than a taker, and be warned – this is something you can't fake – you HAVE to be genuine!

# THE CHANGE IN THINKING

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If you're anything like most people who have been involved in traditional sales, you've probably heard the same thing over and over again, that it's a "numbers game" when it comes to leads. Sell, sell, sell and sell. Even harass friends and family until they buy. Cold call. Spam as many people as possible, regardless of who they are, and what they want. Get more marketing out there, don't worry about targeting. It's a numbers game. SELL HARD!

The trouble is, even though the "sales & marketing leaders" in these businesses are telling you these things, and that they will work, you probably spend most of your day doing them, with little or no result.

For the first few weeks, you think it's a fluke, and then you start to realize that that type of marketing DOES NOT WORK! For the amount of time, energy, and money you're pouring into following instructions like these, you're getting very little, if

anything, in return. You'll probably even find that this type of marketing means you spend much more than you earn. It's also no fun at all, which you will discover very soon after you start to engage in this type of sporadic marketing.

Essentially, as much as you don't want to be cold calling people who are likely to be rude, not understanding who you are or what you're talking about, and generally annoyed that you called them, those people on that list you bought don't want you to call them!

One of the biggest reasons you're likely to get a dismal response when you hard sell or push your offers on people is that the people you're reaching don't know you at all. How would YOU like to be called up at home, while you're busy with your family or other commitments, by someone you don't know, being sold something you've never heard of? If you say not much, then you'd be right on target!

The truth is, cold calling and spamming posts all over the internet is long, thankless work, of which the successes are few and far between, and your days are all about frustration, rejection, and worry! As you watch your money flow out and time flowing out, and no one responds to your marketing efforts, you'll start to worry that you're never going to make it as a marketer. If you stick to old, outdated methods, you probably won't.

If you keep following what I am telling you in this book, you can kiss cold calling, random direct messaging, and spamming social media goodbye! You won't HAVE to hound your prospects,

because they're going to come to you! The good thing is that because you're reading this book, you won't have to go through the months of frustration and expense that most people do before realizing that the old way to market, the way that many of the modern day sales and social media gurus were telling me to use, just DOES NOT work!

## ***The Personal Touch***

The big change for me came when I embraced the fact that people want to buy from a PERSON, rather than an unknown corporation. I made changes to my funnels, websites and emails. They weren't dramatic, but they revealed more of who I was as a person: my life, my interests, my successes, and even my failures.

Simply adding my biography to my site, and giving my business a FACE that my potential customers could connect with, really was the turning point in my marketing. I added some information about the businesses and products I was involved with, and why I was confident in them, and then I used that to connect with my clients.

I still get on the phone now and again when someone asks to have a call, but I make a point of directing my prospects to my funnel, and you know what, being able to connect the voice on the phone with an actual person makes all the difference.

THAT'S why branding is so important. When I would speak to people on calls, nine out of ten prospects greeted me by name and really WANTED to talk to me. They knew who I was, and they

were much more willing to listen to me. In fact they often would tell me how nervous they were to be talking to me!

The revelations didn't stop there though. I took it one step forward and started promoting myself, rather than copycat websites. I drove much of my marketing traffic to a 'thank you' page with a welcome video of me introducing myself, and THAT was when everything really changed for me. Instead of doing things backwards – trying to sell products first and myself second, I introduced myself first, and THEN told people about my products.

This strategy also turned my marketing efforts around. Very soon after I started marketing myself first, and my business second, I started getting emails from prospects who were interested. They'd seen my video, felt they knew and trusted me as a PERSON, and wanted to know more about the products I spoke about.

Instead of trying to just pitch all the time, and trying to convince people who did not know me at all, I was getting emails from people who already knew, liked, and trusted me. That's the power of branding, and THAT is what turned my business around. Had I not made that discovery, chances are I would have given up, like so many marketers do, and gone back to my day job. But with the power of branding myself, I turned my business and my life around completely, and I've been making a fortune ever since. The funny thing is, I can work and sell far less now, and I get more business!

If you follow this philosophy and allow your prospects to come to you instead of pursuing them, and if you focus on building the relationship first, the exact same thing will happen to you! This IS a result you can replicate in your own business. I don't face rejection. I don't have to sell hard. I get emails from people who already know me, and my business, and are ready to buy.

Using this system, you will have the same results. You will get emails from pre-qualified buyers, who want to do business with you. You will receive orders from people you've never even spoken to, who want to buy your stuff. You will start to make more money than you ever thought possible when you were too busy 'selling' to build relationships.

Every single day, I get emails from subscribers who've been to my websites, and who want to get involved in my business or buy my products. They're ready to buy, they know what they're buying, and all it takes is a simple response to sign them up. Doesn't that sound easier than making hundreds of calls or social media posts to people who don't want to talk to you?



# YOU ARE YOUR USP!

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There's a term in the business world: USP. It stands for Unique Selling Point, and if you're at all interested in business, then you'll know that it's the one thing every business needs to have in order to succeed. The great news is that each and every one of us is unique, and your uniqueness IS your USP when you use this type of marketing!

It's only when you realize that being exactly like other marketers on the internet, all with identical sites and identical selling methods, is never going to yield the results that you want, that you can truly start to make a change.

You need to figure out what your unique talents and values are, what makes you special, and then use those talents and values to set yourself apart. You need to make yourself memorable, rather than be another clone in an endless line of sites that look the same, sound the same, and fail because of the same reasons.

Remember – none of those personality-free, boring, and generic sites can build relationships for you, and RELATIONSHIPS are the only thing that separates your business from anyone else's.

By now, you should have realized why it's so important to build your brand and let your personality shine through in your website and in all your online marketing endeavors. So let's move on from the WHY to the HOW. Here comes the step-by-step guide to branding and relationship-building.

# YOUR AUTHORITY WEBSITE

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Your very first question is probably ‘Why do I need an authority website to promote my business and products?’ That’s what most people ask. If you’ve been paying attention so far, however, you already know the answer to that question.

You want an authority website so that your clients can get to know you and your personality. If they like you and trust you, then you already have a relationship, and a sale is the next logical step!

You may think that it’s simpler to go with the cookie-cutter funnel that all affiliates/coaches/marketers use, but EVERYONE has one of those, and there’s zero difference between the majority of them. Your funnel will likely fail, just like almost everyone else’s does, because your prospects just feel like they are being ‘sold to’, and why should they trust you, let alone trust you with their money?

Don’t get me wrong, some of the cookie-cutter, replicated funnels out there look pretty fancy, and they can work as a part

of your overall marketing plan, but they shouldn't form the foundation of that plan. You need to put your own spin on them in order to be attractive to your audience.

Remember that when someone finds you for the first time, they're probably wary, and maybe even a little skeptical. An obviously replicated funnel alone won't reassure them, no matter how slick it looks. The simple fact is, no one out there has your experiences, your talents, or your stories. That's what sets your authority site apart from everyone else, and while it's okay to use templated funnels, your overall approach with your prospects should always be personalized

Let's consider how your prospect feels for a moment. Let's say they land on your landing page. They've probably seen one (or dozens, or hundreds) like it before, and they're probably wary of false promises. Your replicated funnel might even LOOK a little like some of the sites they've encountered before, and even if your product or service is great, they're probably wary.

The first thing they see when they land on your page is just another SALES PITCH, and while sales pages and pitches work (in fact, they are essential), you need to take a far more nuanced approach than most.

What they don't see is why they need to make a buying decision. They don't see a friendly face or a story they can relate to. They don't see the information they want – just a lot of vague, sales-related slogans. Their fears are only going to be compounded by your all-too-familiar sounding pitch, and they're

likely to be a little frustrated and annoyed that there's no real information.

The result, in about 99% of all cases, is that that visit is going to not turn into a sale, and it will possibly be the only visit that person will make to your site. That's exactly why a replicated funnel doesn't work on its own, and that's exactly why, if you do something different and bring your personality and brand into the mix, you'll stand out from the other 99% of marketers out there!

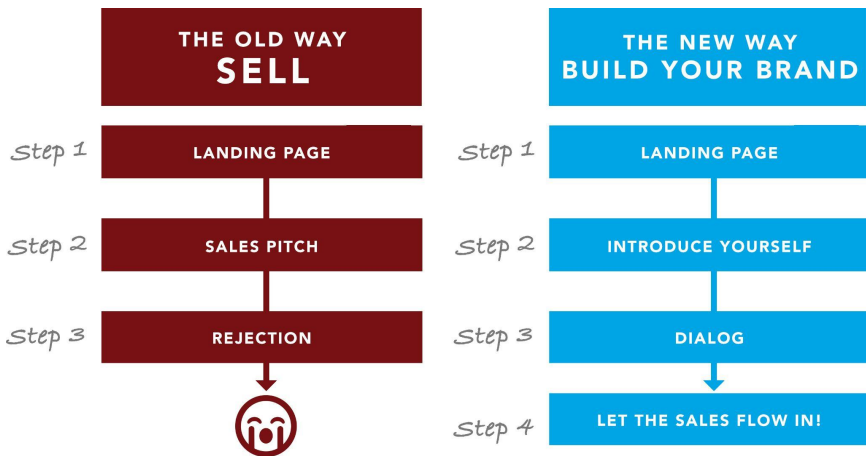
It's GOOD news that everyone else is clinging to the doomed idea of their replicated funnel being their best marketing strategy! It means that YOUR pages, with your personal message and brand, and the relationships that you build, founded on trust and friendship, will bring you sales that those other marketers couldn't ever dream of getting!

At the very least, your personal approach will spark curiosity, and that will result in further engagement, followed by dialogue, and finally, a sale. We'll get into the details of what specific content you should have on your pages later on, but for now, start thinking about what you can say that will make your prospects trust you more, and more likely to buy from you.

Forget about selling – consider their needs. They need to be reassured. They need information. They need someone they can trust to give them that information. Make your online presence the place that they find what they need, and you'll have prospects falling over each other in a rush to sign up, rather than running as fast as they can from your funnel!

Your website presence is the first step in your marketing. It establishes your credibility and whets your prospect's appetite. That means that by the time they book a call or email you – and they will – they're already hungry for what you're selling.

There is another crucial factor here though – if and when people do reach out to you, or your assistant (if you have one) needs to be available. Why? For the same reason you have an authority website. You want your prospects to know that they're dealing with a professional person, and that you're available to them. Why do you think so many people hang up when they reach an automated answering service? Because they want to speak to a real person. That person, in this case, has to be you or your assistant!



The next golden rule for your website presence, in order to ensure that you start building trust from the very first click is to

avoid free sites. Why? Well there are plenty of reasons. First, if you can't afford a real site, you can't be all that successful, can you? Next, there are the ads, which are annoying to say the least. Then there's the fact that you don't have a custom domain, which makes marketing harder.

It only takes about ten bucks to register a real domain, and a few more a month for hosting, so this is one area where you need to spend a little to gain a lot!

Now that we've covered why you need an authority website and brand, let's get down to the nuts and bolts of building one.

# YOUR DOMAIN AND YOUR BRAND

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We've already covered why you don't want a free site, but let's look at it purely from a domain perspective.

If you opt for a free site, your domain is going to look something like: [www.mysite.freeservice.com](http://www.mysite.freeservice.com).

That doesn't look very professional, does it? Everyone who lands on your site will KNOW that you didn't make the commitment of a few dollars to register your own domain, and that will immediately scream 'amateur' or 'fake.' You've already lost the game.

As I've said before, a custom, top-level domain costs around \$10 - \$15 a year, and it will look like this: [www.mysite.com](http://www.mysite.com) - mine is [www.Stuart.blog](http://www.Stuart.blog). And before that I used [www.Stuart-Ross.com](http://www.Stuart-Ross.com)

Doesn't that already look a lot more professional? Marketing is all about presentation, and you must use the best domain name in order to inspire confidence and trust!

Another great idea is to register a domain that contains the term 'Who is.' For instance, your domain would look like this: [www.whoisyourname.com](http://www.whoisyourname.com). That immediately generates more interest than simply your name, and more interest means more traffic to your site. Again mine is [www.WholisStuartRoss.com](http://www.WholisStuartRoss.com) and goes directly to my personal bio page.

## ***Your To Do List***

- ✓ Brainstorm domain name ideas that include your name, and the term 'who is', as well as other possible ideas.
- ✓ Check whether your domain is available.
- ✓ Register your domain. Use a well-known service like [www.godaddy.com](http://www.godaddy.com), or [www.namecheap.com](http://www.namecheap.com), and find a reliable host for your site.

If you are a customer of [mentors.com](http://mentors.com), or [launchyou.com](http://launchyou.com), then depending on your membership level, you may have all of this included and a lot of shortcuts & templates to make this all work easier for you. If you have invested in our Brand Incubator program, this will all be designed and built out for you by the exact same team that does all of our stuff!

# BRANDING YOUR EMAILS

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Have you ever stopped to think about how many emails you send out every day? If you're like most people, you send anything from a dozen to several hundred. If you're not already branding your emails with an email signature, then you're losing out on the possibility of marketing yourself and your authority website to everyone you've sent that email to! Your signature can include a logo, but it's usually fairly simple. You could try something along the lines of:

**Want to find out how I live the laptop lifestyle?**

[www.yourwebsite.com](http://www.yourwebsite.com)

**Who the heck is this Stuart guy anyway?**

[www.WholStuartRoss.com](http://www.WholStuartRoss.com)

Vary the wording according to your exact business, product, or service, but be sure to make it short, easy to read, and enticing. I have found that by simply adding this to all my email follow up

and broadcast messages, it has made a HUGE difference to the number of people who engage, reply and buy from me. In fact, it's one of my best kept secrets!

# SO HOW DO YOU WRITE YOUR STORY?

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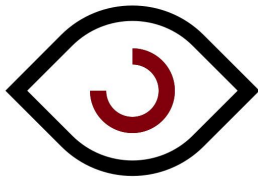
You've probably heard that you only have a few seconds to make an impression when you meet someone. The same goes for the internet. In fact, research has shown that you've got less than 10 seconds to make an impression with your website, or you're likely to lose that visitor forever.

So, as with real life, first impressions count on the web, and your personal story that you will be using to gain your prospects' trust had better be at the top of your game! This is the page that will introduce you properly to your visitors, and it's your ONE CHANCE to make the right impression. That's why you should engage in this task with all your attention to get it right!

If you're worried because you're not a great writer, don't be. You aren't writing a bestseller – you're writing to build a relationship with those who are your target audience only. You're going to want to share a little bit about your personal background, as well as information about why you are in the business you're in, or why you back a product, service, or opportunity. You'll also want to get the right balance between personal information and factual information regarding what you offer.

When it comes to personal information, feel free to share as much as you feel comfortable with. Hobbies, relationships, hardships, failures, education (or lack thereof) can all help you to find common ground with your visitors, and when you make that connection, you're taking the first step towards turning a visitor into a customer.

## WHAT CAN YOU SHARE FROM YOUR PERSONAL BACKGROUND?



### FIRST IMPRESSION

- ✓ Hobbies
- ✓ Relationships
- ✓ Hardships
- ✓ Failures
- ✓ Education
- ✓ Etc.

If you're selling some sort of new opportunity, it's important to remember that there are plenty of other people out there selling

the exact same opportunity. What's going to make a visitor sign up with you, rather than someone else, is not facts about your products, but facts about yourself. They want to know that you have a genuine solution, and the best way you can do that is by showing them how similar you are to them. The upside to this is that by sharing your story, you're automatically going to appeal to people who share your mindset, values and goals, at least to some degree, and those are the best kinds of people to work with, aren't they?

You don't want to rush this process either. Your story is your one chance to break through the skepticism and make an impression, so you want to get it right! Most people skip this stuff, and so again; it's your chance to do this right and reap the benefits. Do this once, and it can serve you for years to come, with your prospects remembering you over everyone else in a sea of sound. Not to mention, this will make you a lot more money too!

## ***Getting Started***

When you start with your story, you're going to feel daunted. Don't worry – everyone does. Sit down with a piece of paper, or your computer, and try to focus on keeping your story friendly and engaging. Great web copywriting isn't dry and technical, it should sound like a conversation you'd have with a friend.

Try to be as clear and concise as possible, but add elements like slang, anecdotes, and humor to keep the tone of the writing light and conversational. Don't panic too much about spelling and

grammar errors at first either – you can always spell check and edit your work later on. Focus on making the content flow, and imagine yourself telling your story to a friend, or to someone you are sitting next to.

Think about it this way – every person who reads your content is the only person you’re talking to, so this is very much a one-on-one conversation! By making each visitor feel like you’re talking directly to them and them alone, you’re already building a relationship and gaining their trust, and you’re far more likely to keep them interested long enough to when buying is an option for them.

Remember, you want to make friends first – not sales, so focus on your experiences, and don’t try to push your sales agenda too hard. Also, remember that humor can be a tricky thing, particularly in an electronic format, so it’s best to err on the side of caution, rather than accidentally causing offense!

When you reach the end of your story, and you’ve shared your experiences (general and business-related), then you will want to make a recommendation to your new friend. The story, in essence, gets your prospect warmed up. It helps to build your credibility, and for your prospect to see you as a real person, who has a real life, just like theirs. By the time they’ve read your whole story, they’re likely already half-inclined to make a buying decision and they’re much more likely to take your recommendation to heart.

Keep it simple, share your own story, and you'll automatically attract like-minded people who are ready for your offers or help. Remember the Law of Attraction? That's what's at work when you write this story!

## ***The Actual Writing***

Now that you've had some time to think about what you want to write, and how to write it, it's time to put pen to paper (or fingers to keyboard) and start writing your story. Don't panic though, because very few of the complex ideas you learned in school come into play here. You're going to be writing conversationally, so while spelling is important, you won't have to worry about complex sentence structures!

Write as if you were having a one-on-one conversation and you will have the art of writing for the internet perfected. In fact, in case you were still worried, you'll be relieved to know that most internet users read at school year 7 to 10 level, the same as a thirteen to fifteen year old, so you don't have to impress any English professors here!

Avoid complex terminology, forget about jargon, and just write in a conversational tone that you're comfortable with.

## ***Communicate!***

Too often, when we're writing for the internet or for offline purposes, we write as if we are in a corporate environment. While your corporate compatriots may be impressed, your

visitors probably won't be. In fact, if you try to impress your visitors too much, you run the risk of confusing them, or of coming across as arrogant, neither of which are a part of your goal!

The only time this rule DOESN'T apply is if your site is targeted for a specific professional group, where highbrow language and technical terminology is expected. As they say, when in Rome, do as the Romans do!

Aside from language, there are other tricks to writing for the web. These include:

- Keep your sentences short and to the point. Long sentences can be confusing or too much to read on smartphones.
- Keeping paragraphs short. Most people scan more than read intently on the internet, so long paragraphs can be frustrating. Two to five lines is the optimal length for your paragraphs.
- Use lists, bullet points, and subheadings if necessary to break up the monotony of the text, and make it easier to scan.
- Spell check, and then proofread your content again. Typing errors are normal, but if your content has too many of them, you start to look sloppy, and no one trusts a sloppy business person with their money!

If you combine these writing tips for the web with a little humor and a lot of personality, then you have the perfect formula for your story!

Now that the fundamentals are out of the way, start writing. A great way to anticipate the reaction of your readers on the web is to send it over to your best friend to read first.

They'll be able to tell you whether your writing is engaging and interesting, or whether it sounds too much like a sales pitch – or worse – boring! You can also opt to have a professional editor or copywriter to go over your story once it's written, but remember – it is your story, so you need to do the initial writing yourself!

The content on your site should be a reflection of yourself, and people who know you should be able to recognise you instantly if you've done a good job on your story.

Get your ideas on paper, and have people read and critique them. Then, once you're happy that you've got the basics right, it's on to the next step.



# THE RECIPE

## WHAT YOU NEED:

- ✓ Paper & Pen (or laptop)

## DIRECTIONS:

- ✓ Imagine your are telling a friend your story
- ✓ Start writing short sentences (in short paragraphs)
- ✓ Throw in some list, bullet points, and/or subheads if they help break up your text
- ✓ When you've finished, go back and sprinkle in a touch of slang and humor
- ✓ Finally - check for spelling & grammar

## *Your Very Own Headline*

Most people I know have secret dreams of one day making front-page news. The good news is that when you create your personal story on your site, your own headline is an important part of the final product!

You're going to want to create a headline that includes parts of your story, and that connects instantly with your reader. For instance, you might consider something like:

## ***“DISCOVER HOW A BURNT OUT & INJURED AUTO MECHANIC WENT FROM LIVING PAYCHECK TO PAYCHECK TO EARNING A GREAT LIVING ONLINE, FROM HIS LAPTOP”***

As you can see in this example, it combines personal information with a call to action, and just enough information about the opportunity to make your prospect curious.

### ***Your To Do List***

- ✓ Create a headline that combines parts of your personal story with elements of your offer. Write as many as you like, and choose the best of the bunch to use for testing on your site.

### ***Introducing Yourself***

After your headline, the first thing your visitor is going to read when they reach your bio (about page) is your introduction. In order to make it a little easier for you to understand how your introduction should look, I've added links to two of my authority sites:

<https://justvanlife.com/about/>

<https://stuart.blog/about-stuart-ross/>



**“Discover How an Introverted Estate Agent Went From Working 70 Hours a Week to Make a Living, to Building a Multi-Million Online Business From Scratch, Using Nothing More Than His Laptop, the Internet & the Power of Authority Marketing”**

*"I can help you join the new wealthy by leveraging 'Authority Marketing' to generate sales & income on complete autopilot."*

Hi, I'm Stuart Ross... and if you don't mind I'm going to cut to the chase...

First of all, let me warn you this won't be your typical formal "about me" website bio.

That's because I expect you aren't really here right now to learn my whole life story or read some website bio that's supposed to have been written by the third person but is actually always written by the site owner. That's just weird if you ask me.

Instead, I will just share with you stuff that I think will help you, assuming you're possibly looking for my help.

If you're here, I expect it's because you want to figure out how to earn your living doing something that's fulfilling to you, and that is relevant for today's online world.

As you can see, I've combined my personal and professional lives in my introduction, and I also give my prospects information about my family, friends, hobbies and interests. All of this has one goal – to make my prospects see me as a person, just like them, and to make a connection that will hopefully lead to a meaningful relationship with them.

I invite you now to click on those links and take a closer look at my introductions.

Don't they help you to form a picture of who I am? Don't you already start to feel that you know where I am coming from, and that I might know what you want and desire? That's the essence of connection – shared experiences.

Write personally. Talk to one person. Share information about yourself, and write the same way you would speak to someone sitting right next to you. When you combine those things, you will have an introduction that conveys your personality to the reader. Nowhere in my writing do you see anything about a particular product or any kind of hard sales pitch.

All my introductions are just me sharing my own experience. That's because when your prospects first 'meet' you, your prospects don't need to know your sales pitch. They need to know you. Address their needs first, and then you can suggest the solution to their problems to them.

We're going to cover how to make a video and other aspects of web-building later on, but the key content on your site will always be the writing, so it's best to make sure that you it right!

## ***Your To Do List***

- ✓ Decide what personal information you are willing to share, and make notes.
- ✓ Take your notes and write them into a basic introduction that tells your visitors who you are, what you like, what you don't, and what's important to you.

## ***Your Story***

Once you've gotten past the introduction, you've probably gained momentum and confidence, and it's time to start adding to your story.

Your visitor already feels like he or she knows you on a personal level, but it's time to add more detail. Share details about your education, professional life, and achievements. Tell them more about what you like and what motivates you.

## ***What to Do When the Words Won't Come***

Everyone has a moment when they're writing something, particularly something important like this, and they hit a brick wall, and the words just dry up. The first thing you should try is to picture yourself talking to your prospect. What questions is he or she asking you? What does he or she want to know about you?

Answer those questions first, and you'll be able to kick-start your creativity. Another thing you could try is to just write down whatever comes into your head. The weird thing about writer's block is that writing is usually the best cure for it. It might sound like nonsense, but try it and you will find your groove again, and once you do, you will get back on track.

Of course, if that doesn't work, you might need some distance to think about things. Take a walk, or do something you enjoy. Even 'sleeping on it' can help, or you might find that exercise, or reading works for you. Do whatever you need to distance yourself from the writing itself, and you should find that ideas start flowing again.

If you're still stuck, it might be the writing itself. Try recording yourself on your phone, and just start talking. Often, your 'stream of consciousness' will yield some great content for your site! The good news is that the more you write, the easier it gets, so keep at it!



- ✓ TAKE A WALK
- ✓ EXERCISE
- ✓ READ
- ✓ COME BACK TOMORROW
- ✓ RECORD YOURSELF SPEAKING
- ✓ TALK TO A FRIEND

## ***Avoid Marketing Speak***

We've all seen the sites that promise visitors that they will make loads of money with no work, no investment, in no time at all. Or lose twenty pounds in weight without exercise or changing one's diet. We all know that most of them are full of it. Don't try to exaggerate your successes, or you'll scare off legitimate prospects, and only attract people who look but don't buy.

If you decide to tell your prospects about your successes, make sure that you have the proof to back it up. If you tell them that you spend six months of the year skiing and surfing, show them the photos to prove it. If you can back it up with proof, it's not hype, and in that case, it can certainly help your cause. However, whatever you do – don't try to lie about your successes to your visitors – they will see right through it!

Remember that the people who end up on your site are looking for the same thing that every user of the internet is looking for: information. If you give them that information, instead of a lot of smoke and mirrors in the form of sales pitches, half-truths and whole lies, you'll be a step ahead of the competition: more credible and more likely to be the person they choose when the time comes for a buying decision.

## ***Demographics and Your Site***

If you've ever been involved in business, you'll know that most businesses have a target demographic – the people they most want to sell to. Your site is no different. You want a particular

type of visitor, who you believe will be your best prospect for a sale.

What you need to do is figure out who that person is. Ask yourself a series of questions:

- How old are they? Are you looking for young people, middle-aged and settled people, or retirees?
- Does your ideal prospect already have a little money in the bank, are they affluent, or are they in dire straits?
- What are their concerns?
- What matters to them?
- What do they need more of in their lives?
- What pain are they in? Remember, everyone has some form of emotional pain, and if you can address that pain, then you're halfway to a sale already!

You need to speak to your ideal prospect's emotions. Tell them about the benefits your product, service, or business will bring to their lives. Consider how your own life experiences mirror your targets, and share those particular experiences. Give them MORE information than they could possibly ask for, and be as honest, trustworthy, and believable as you can be.

Remember, you're attempting to establish yourself as an expert – someone that your target demographic can look up to. Credibility is key, and the only way you can come off looking credible is to be honest.

## ***Your To Do List***

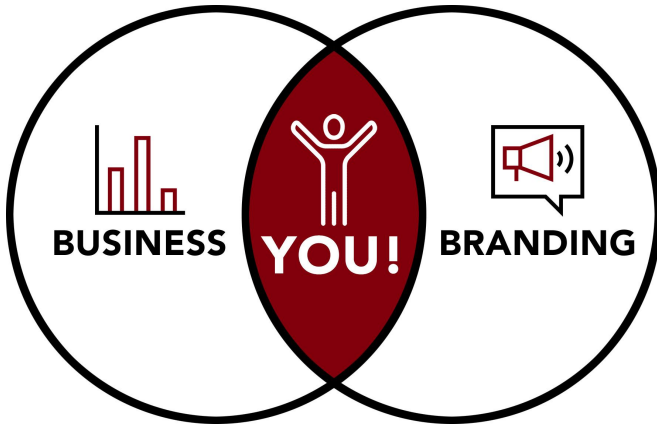
- ✓ Write the rest of your story. Focus on getting it down first – you can perfect it later. Ideally, you should take several days, at least, to get your ideas on paper before you start editing and changing it to suit your site.

# MONETISING YOUR SITE

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Once you've crafted your personal story, and polished it so that it's ready for your website, it's time to do what any business owner does – make sure that your site turns a profit too. If you've done your job right, writing your personal story, then you've already eased your prospects into the opportunity, product, or service that you're selling. Remember – even though you're using an emotional connection, and a relationship built on trust, to attract the people you want to do business with, they do need to know that your site is about business.

You don't have to hide the fact that you're offering something for sale. There is an art to blending business with branding, and that's what we'll cover next.



## ***Adding Your Business Information to Your Site***

Once you've introduced yourself to your visitors, the next step in creating an easy way for your visitors to take action (buy, book a call, email). The key here is to establish yourself as an expert first, gain your prospect's trust, connect with them emotionally, and THEN outline your business, product, or service. A good idea is not to overload your website with business information. A short paragraph, or a simple review, should be enough to direct people who are interested to your business site or funnel, and you can always add links from your blog posts to your funnel or offers where appropriate.

If you have a replicated site such as an affiliate offer/funnel, then this is where it would be useful. You could build trust in yourself and your product, business or service on your authority site, and

then link prospects to your offer and funnel to do the actual selling. However, it's worth remembering that even in your marketing funnel, you aren't 'hard selling'. Keep your content focused on your prospect's needs, so that they don't feel cheated or tricked because they followed your link. You don't want to undo all the good work so far!

One of the best strategies that worked here for me when my primary business was high ticket affiliate marketing was to offer two options at the end of my story. This was simply done with two buttons. "Schedule Your Free Call With Me" or "Click Here To Discover More" The first button linking to a calendar where they could self schedule a call and speak. The second linking directly to my primary affiliate offer which was a high value low ticket offer to get them started there and then.

Remember that your prospect doesn't care about your business. The only question on their minds is 'what's in it for me?' The content on your business site and the funnels you use need to answer that question, and if it does, and you have built a relationship with your prospect, then you should find that they're a lot easier to sell to.

Well-written business content can ensure that you end up with more money in your bank account, but ONLY if your personal story on your website has already 'primed' your visitors to trust you and to WANT to buy from you.

Think of it in the same way as if you were working as a sales rep. You wouldn't walk into a prospective client's office immediately pushing your products and services, would you?

You'd spend some of your time making small talk, getting to know them, and building rapport. By the same token, you wouldn't sell your clients based on the fact that you want their money. You'd tell them how your product can help them. You'd give them benefits. The same principle applies online.

## ***Your To Do List***

- ✓ Consider the benefits that your business, product, or service offer visitors to your site.
- ✓ Write a short paragraph, review, or article that outlines those benefits, and include a link to your funnel/offer.

## ***Why Reviews Work***

There's a good reason why reviews are a popular way of selling anything from products to new opportunities on the web. When they're done right, they work beautifully! It's the online equivalent to word-of-mouth advertising, and it demonstrates to your visitors that you're a genuine business owner who knows what you're talking about. At the same time, your reviews give your visitors the information they need about your business to make a buying decision, and that can be the catalyst you need to start selling the way you want to be selling. There are, in fact,

only two things your reviews need to be communicating to your prospects:

1. That you've been around the block, that you know what you're talking about, and that you want to share your knowledge and insights with your visitors.
2. That you have their best interests at heart, are on top of your game, and are carefully watching all the information you're getting about the product / service / business that you're telling them about, and giving them your honest opinions.

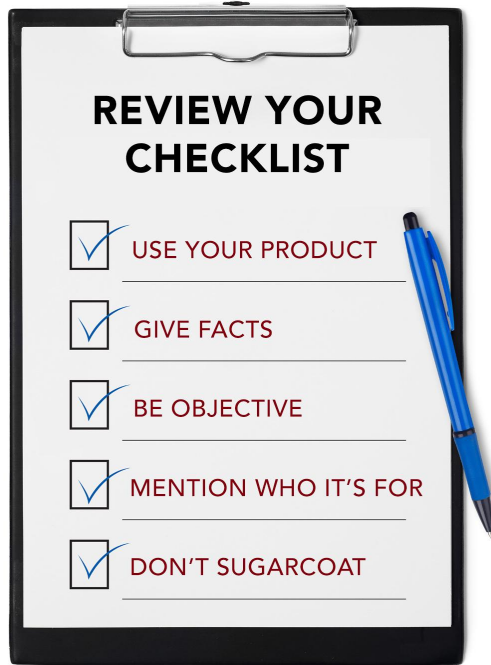
In order to do this, your reviews need to be factual, as well as objective. If you tell everyone that whatever you're selling is the best thing since sliced bread, they're not going to believe you. Why? Because NOTHING is perfect. Include a few mildly cautious statements in your reviews, but make sure that the positives by far outweigh them. Again, this helps your readers to believe and trust you, because you're not sugar coating anything, and you're not lying to them. You'd be surprised at how quickly people pick up on lies, even online; if you're not straight with your visitors, trust that they will know.

Keeping your prospect's best interests at heart, whether it's pointing out a minor shortcoming of your product, or telling them that a particular opportunity is not right for a particular type of person, makes you that much more believable. That, in turn, is in your best interest, because they're far more likely to buy from someone they believe in.

A good idea is to familiarize yourself with the product you're reviewing too. Whether it's a new opportunity, a book like this one, or something tangible, you can't write about it unless you've read it, used it, or tried it yourself. Don't try to recycle other people's reviews. Remember that they all have their own agenda, and you have no way of knowing what that is. Also, remember that you're an individual, and something you love may not be another reviewer's favorite thing, while something you hate might set someone else's heart racing!

The only way to be SURE that you're giving your visitors accurate, honest information is to do the work, and test the product or service yourself. Knowing your product, e-book, service, or opportunity intimately also helps you to share in depth information about it. That helps to reassure your visitors that you know what you're talking about, and helps them to make a buying decision.

There's nothing more obvious than a vague review, written by someone who's never used a particular product or service before, and who's simply recycling other people's words, and there's nothing that will lose you business faster! That's about it for essential content for now. Of course, over time, you can add more information, screenshots, videos and other material, but the basics have been covered in these few simple paragraphs, so it's on to web design and more!



# DESIGNING YOUR AUTHORITY WEBSITE

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There are a few golden rules that apply to every website out there, no matter what you are selling. Here is a list of the most important factors you need to remember:

- Your site needs to be clear, clean, and easy to read. That means no blinking animations, pop ups and pop unders, and text that contrasts too vividly with your background. No matter how great your copy is, if your visitors can't read it, it can't do its job!
- While on the topic of background, picture or video backgrounds with the main text over are a no-no. They're confusing, and make your site hard to read. Keep them just for your headers if you are going to use them.
- Easy-to-follow navigation. People expect to find navigation buttons on the top or the left of your site. Don't try to be creative. Put them there.
- No broken links. Broken links are frustrating and will make most people leave your site before they've seen everything you have to say.
- Limited photos, graphics and flash animations, or those that you have to click to load. Sites that automatically display videos and animations load slowly on slow connections and many of your prospects might never see your site at all if it takes too long.

Remember that you have LESS THAN 5 - 10 SECONDS to make an impression with your site. Let your content do the talking, and

keep the design simple and conventional, rather than losing prospects because you feel the need to express your creativity. You may now think, that's all very easy to say if you're a web designer, and you know html, graphic design and all the other ins and outs of web design, but what if you don't? The good news is that there are now simple packages that offer ready-made sites, or site builders, that require little more than cutting and pasting, and dragging and dropping.

ANYONE with even basic computer skills can use them to create their own sites. Once you've got the basics covered, there are a few things you want to remember when it comes to style. First, there's the content itself. Make sure that you spell check, and proofread carefully.

One or two typos are forgivable, but do you REALLY want millions of potential visitors to think that you can't spell? It looks amateurish, and that's going to kill your credibility! Don't use ALL CAPS either, and limit your use of exclamation marks, bold text, and colors. You want the text that you format in this way to stand out, and if everything looks like it is already standing out, the important points are going to be lost in a mess of blinking, flashing, and sound!

Consider color carefully. Basic black on white (or vice versa) is the best choice for your main color scheme, and bright colors, particularly red and yellow are your best choices when it comes to highlighting key points. They draw attention, and instantly make your message stand out more.

Try to break your text up too – use shorter paragraphs, lists, bullet points, and subheaders to avoid your text looking like one solid block. Likewise, choose a sans serif font like this one, rather than a serif font like Times New Roman. Both of these make reading online, which is harder than reading on paper, easier to do. White space is good, as it gives your eyes somewhere to rest, and a few well-chosen pictures can enhance your site. Make them tasteful and stylish though – garish clip art additions to your site won't look fun – they look childish and amateurish.

# NAVIGATION – HOW TO MAKE SURE PEOPLE FIND THEIR WAY AROUND YOUR CONTENT

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Of course, even great web design, coupled with fantastic copywriting, doesn't mean much if your site is impossible to navigate! You need people to be able to access the different parts of your site quickly and easily, and there are several ways to do that.

- Your navigation bar. Usually located on the top right of your site, this features your menus and submenus, and lets your visitors find the different sections of your site.
- Embedded links in your text. Those are the classic (usually blue and underlined) hyperlinks that link readers to other content on your site.

- A breadcrumb trail, which is a series of links to sections and categories that appear at the top of your content, allowing visitors to navigate back to sections they want to take a closer look at.
- Tabs that allow you to break up sections into subsections.

Whichever strategy you choose, or even if you choose a combination of all of these, it's imperative that your site is easy to navigate; otherwise, no one will see the content and design you've spent time and money on! One important tip is to make sure that any links open on a new window, as that keeps the window that your visitor was reading open, so they can return to it easily. You can choose this option when putting links on your site, simply by checking the box that says 'open link in new window.'

# YOUR AUTHORITY SITE BACKGROUNDS

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We've already covered backgrounds a little bit, but there are a few other things to consider. First, it's okay to choose a color, video or picture background, so long as your text contrasts well with it, and can be easily read. For instance, white text on a dark blue or green background can still be read, while white on a yellow background can't. Test a variety of options if you must, before you choose one.

Colors like black, blue, gray and green give the impression of stability and style, and are good choices. Black can be tricky, but it can work with a clean modern site. Purple is a poor choice, as it gives visitors a feeling of ambiguity, and a red background is difficult to get away with, both because it seems aggressive and because it can be hard to read text over a red background. Whatever you do though, DON'T choose complicated,

over-styled backgrounds. They are confusing, and they hardly ever work.

# MORE ABOUT FONTS

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We've already touched a little on font choice for your website, but there's a lot more to consider when you are choosing the font for your site. As mentioned, a sans serif font, like this one, is better than the traditional serif fonts used in print media, because it's easier to read on screen. Then there's the font size. You'll want to use a minimum of a 10 or 12 pt font, depending on which one you use. Remember that you want your text to be legible, and that means a font size that doesn't make your readers squint just to read it!

Common font styles:

Verdana 10pt, Verdana 12pt

Arial 10pt, Arial 12pt

Tahoma 10 pt, Tahome 12pt

Times New Roman 12 pt (serif)

Verdana, Arial, and a few other web safe fonts are a good choice for the main content on your site, as they're guaranteed to grab

attention like you want them to, and an 18 to 24 pt version of the same font, or a different one like Tahoma, is a good choice for headings and subheadings. When it comes to links, try to keep them to the content only, or at the bottom of your site, and make sure that they're formatted in the same way conventional web links are – underlined, and in blue or another contrasting color.

It's a good idea to keep links at the bottom of your personal story too, because they can distract your reader from the main purpose of your site – for them to read your personal story. The same goes for ads, text boxes and anything else. They may be okay on other pages (maybe) but on your main page, where your story is, you want the focus to be on the story, so your reader finishes it.

# SITE BUILDERS

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Not everyone is a computer genius. Most of us wouldn't know the difference between html and java even if our lives depended on it. The good news is that the internet business revolution has meant that there are more and more site builders out there – many of them have affordable rates and use their elementary knowledge of computers to build a website. These are based on technologies broadly known as WYSIWYG, which stands for 'What You See Is What You Get', and they use simple methods, like cutting and pasting, and dragging and dropping, to create professional-looking sites from templates.

If you have access to Digital Business Lounge via mentors.com, it provides you with EVERYTHING you could ever need to self-build your sites and funnels.

## ***Your To Do List***

- ✓ Sit down with a piece of paper and create a rough plan for your site: What will go where; what pages, sections, and categories you want; and what the overall look and feel should be. This makes getting started a lot easier.
- ✓ Find a great site builder. Wordpress hosted with Digital Business Lounge is the best option, but there are plenty of other good ones out there.
- ✓ Try to stick to wordpress as your main authority website. The search engines love it and it is easy to use. You can be more flexible with funnels and landing page software.
- ✓ Hire a web designer. If you really don't know enough about web design, nor have the time to learn or would just rather entrust the job to a professional, there are plenty of web designers out there who will work on your site for you. Whichever option you choose, now is the time to do it!

# PICTURES ON YOUR SITE

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We've already established that too many pictures on your site is not a good idea. They're distracting, they slow down the loading of your site, and if they're not great, they can look unprofessional.

However, when pictures are chosen carefully to enhance the content of your site, they can be a great design addition. Before you start randomly putting pictures onto your site, however, there are a few things you should know:

- Decide whether the picture is necessary or gratuitous. If the picture helps your story, or your content, then it's worth putting it onto your site. If not, leave it out.
- Choose your own photos, rather than stock images. Using personal photographs enhances your story, and gives you an extra opportunity to connect with your prospects.

- Format your images for the web. Make sure they're clear, and that they're not too big.
- Remember that search engines now index photographs and pictures, so ensure that all of your pictures have SEO friendly 'alt text'.

Personal pictures on your site can go a long way towards building your brand, and helping your visitors to trust you. People are far more likely to listen to what you say if they know what you look like, and what your life looks like. It puts a personal face on your business, and as we've said before, people buy from people, and it's almost always an emotional decision.

Since you likely don't (yet) have a huge six-figure branding and marketing budget, this sort of personal connection can really pay dividends, and it's worth uploading (or even taking) a few great personal snaps to boost your relationship-building ability. Make sure that you edit your photos, reduce their size, and consider creating a thumbnail, linked to a full sized image if you're worried that it will slow down your site. After all, as they say, a picture is worth a thousand words.



# USEFUL SOFTWARE FOR IMAGES

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Professional designers use software packages like Photoshop to edit their images for the web and for print applications, but there are several other options you can choose from to get a similar effect and at-home functionality. Some of these, like Gimp, and Canva, are free to use and most have great tools that help you to resize and optimize your images for your site. With wordpress there are several great plugins that you can use to automatically compress your images for the web.

## *Your To Do List*

- ✓ Decide which images you want to put on your website. Or arrange for a professional shoot. Lifestyle images, often outdoors where you are smiling tend to work best.
- ✓ Purchase or download a graphic and photo editing software. Alternatively, install an up-to-date wordpress plugin.
- ✓ Save your images using new names, in a folder specifically created for images you use on your Website.

# AUDIO, VIDEO, AND YOUR SITE

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The next key factor in building a successful site is to realize that while text is great and that fantastic copy and personal photos can do a lot, they're no substitute for genuine human interaction.

On the internet, and on your website, that means audio and video. Much as we would sometimes deny it, human beings are social animals, and we NEED contact with other people. In fact, if your goal is to build trust, your prospects NEED to see and hear you. Here's why:

- As a marketer, you want to share information with your prospects. It's the difference between hard selling and encouraging your prospects to WANT to buy from you.
- In order to trust and believe you enough to want to buy from you, you need to build a relationship with them, and inspire confidence.

- There's no better way to do that than in person, or in this case, by speaking directly to your prospect, via a camera or a microphone.

Not only does the sound of your voice and the image of you in a video help to reinforce the connection you have made with your prospect, but it also allows you to share your personality with them. Since it's personality above everything else that sets us apart from other people, that's a valuable tool.

In fact, while video and audio on websites used to be the exception to the rule, with new software, webcams and platforms like YouTube that allow you to upload videos to your site quickly and easily, they're becoming a prerequisite for any good online marketer.

Aside from sharing your story with your visitors in a tangible format, video can help you to connect with prospects in other ways. You can use video training material, for instance, or testimonials from happy clients. You can offer clients special offers, reviews of products, or special discounts. This strategy even makes it possible to connect with visitors who may have reading disabilities, so they're certainly valuable tools that have a very wide appeal!



When it comes to audio, your options are almost as broad. You could opt for a podcast or a pre-recorded message. There are also plenty of products out there that you can use to record your own audio, as well as simple plugins that allow you to host audio on most types of websites.

You'll probably need a short script in order to record the message you want, but it really is quick, easy, and can improve your sales exponentially!

## ***Your To Do List***

- ✓ Decide what you are going to use audio and video for. It could be for a personal message, or an introduction to your site.
- ✓ Write a short script, or decide what you are going to say.
- ✓ Get your hands on audio or video software (BYOAudio and YouTube are good choices, but there are others.)
- ✓ Record your audio and video, making sure that you keep trying until you get it just the way you want.
- ✓ Upload it to your site, or if you're still building it, store the files on your computer.

# WORD OF MOUTH – THE POWER OF TESTIMONIALS

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You've probably heard, over and over again, that word of mouth is the best form of advertising. While that's not entirely true, it certainly is a powerful motivator for your prospects.

When it comes to your website, testimonials are your version of word of mouth advertising. They're your prospects' best assurance that your company, product, or service is a good deal, and worth spending their hard earned money on.

Testimonials can be in the form of text, audio, or video, but generally speaking, videos are the best choice, again, because they introduce your prospects 'face to face' to real people.

When it comes to testimonials, you have a few options:

- If you are an affiliate or work in a network marketing company, you can use the testimonials that they provide about their company, product, or service.
- If you have your own company, or even if you'd just prefer a more powerful, unique message, then you could ask your most successful or happy clients to record a message for you.

The advantage of the second option is that the people who give you their testimonials are likely to mention you **BY NAME** or **BRAND**, which again helps establish your credibility and trustworthiness. It is even better if the people who give you their videos allow you to include their full names, and the area or city that they live in.

When your prospects watch your testimonials, and listen to what the people in them are saying, they automatically trust you and your products more, because a real person, just like them, has got the result that they so deeply desire. That's why 'word of mouth' is so powerful – it helps people to believe that if someone else can do it, they can too.

## ***Your To Do List***

- ✓ Ask your clients (or community members) to write text based testimonials.

- ✓ If they are willing to, ask some of your best customers, or most successful case studies, to create video testimonials for your site.
- ✓ Make sure that you have their permission to use their full names and the city that they live in.
- ✓ Add the video to your brand website.

# KEEPING IN CONTACT

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If there's one thing that can kill any hope of converting your prospects, even if you have killer copy, fantastic videos, and glowing reviews and testimonials on your perfectly designed website, it's not being contactable.

Really, in this day and age, it's unthinkable that any business on the planet should not be easy to get in contact with. Yes, you need a website, and yes, email is effective (and great for queries from clients and prospects located in different time zones), but a phone number, or any other method that your prospects can use to speak to you (or a real person who works for you), is still the clincher for many potential customers.

People want to know that if they have a question before, or a problem after a sale that you make, they can get a hold of you or your staff. Don't you also want the same thing when you buy something?

If you're the one online business they can get that from, when all your competitors are doing their best to be difficult or

impossible to reach, then guess what? You're already going to be every prospect's first choice!

List your business address, or a PO Box if you work from home, and include details like your Skype username. If you have a phone number, feel free to list that as well. Even if you make a point of letting your prospects know what time zone you're in, and having an answering message pick up calls at strange hours, for your clients to know that you're just a phone call or a message away does wonders for your credibility as an online marketer. Of course, there are many variables at work, especially as your business grows, but my advice generally when you are starting out is to be as available as possible.

Even more important than being contactable, however, is making sure that you respond to messages and emails, and whatever other sort of messages you get as quickly as possible. No one likes waiting, and if your prospect makes the effort of reaching out to you, and complying with your wishes in terms of the information you need, the least you can do is get back to them.

There's something magical about doing business with people and companies these days who promise to get back to you, and then actually do – even if they're giving you bad news! If you're the person who's doing that, people are going to want to deal with you EVEN more, and you'll soon find that you even dared to dream!

Once you've reached that point, your business becomes almost effortless, and you find yourself simply answering questions, and taking orders, rather than trying to sell, sell, SELL!

Again, as your business grows you will need to adapt your overall strategy. Having a few inquiries a day is one thing. Having thousands is another. But when you are still small, this can actually be a real advantage as you are able to go above and beyond to serve your leads and customers.

# THE ALL IMPORTANT EDIT

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Once you've gone through this whole process, and you have the content all ready for your website, it's time for the next crucial step – the edit. It's often said that writing a novel is not nearly as important as REWRITING your novel, and the same goes for web content. Take a look at the content you're planning to use, and then read through it carefully, changing, adding, and editing as you go. The more time you spend polishing it, the better it will get, until eventually you get to a point where you just KNOW it can't get any better.

Once you reach that point, there's one more thing to do. Read it out loud. Record yourself, if possible, and play it back. If it passes the reading test, then you know you're ready to upload it onto your site! You could even try reading it out loud to friends or family, and have them critique it for you. Remember, constructive criticism from real people can only make your content better!

Of course, there's no such thing as perfect content, and you'll find yourself changing your site content from time to time, or adding to it. Maybe you have a new product or service, or maybe you're in a new business. Sometimes you'll just think something sounds better when structured in a different way. That's normal, but it's still important to get it as good as it can be **RIGHT NOW**, before you put it out there for the world to see!

## ***Your To Do List***

- ✓ Re-read your content, and your personal story.
- ✓ Add, change, and shuffle it around until you're happy with it.
- ✓ Retype it, and make sure it's spell checked, and free of grammatical errors ([grammarly.com](https://www.grammarly.com)).
- ✓ Read your content out loud, record it, and then play it back to see if it sounds right.
- ✓ Test it out by reading it out loud to friends and family.
- ✓ Save your final draft, or upload it to your site.

# TAKING THE PLUNGE

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After you've carefully crafted your story and your other content, created videos, edited photos, and secured your testimonials, you should have a website that you're proud of. You do want to make sure that your site is as close to perfect as it can be, since it's going to be the thing that's going to earn you a semi-passive income, but after all has been said and done, take the plunge and launch your website!

## ***Your To Do List***

- ✓ Launch your authority website!
- ✓ Make sure that you visit your site from time to time, adding content when necessary, or 'cleaning up' any parts that you don't like.



# COPYWRITING BASICS, AND LANDING PAGES

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Just because your personal story is ready, and your page is published, that doesn't mean that your work, when it comes to your website, is finished. Your next task will be to create a landing page and possibly a funnel, which will help you to build your list, and identify potential prospects.

Landing pages, or lead capture pages, work as a doorway to your offers. They allow interested prospects to enter, and they send those people who are just looking for a free ride elsewhere.

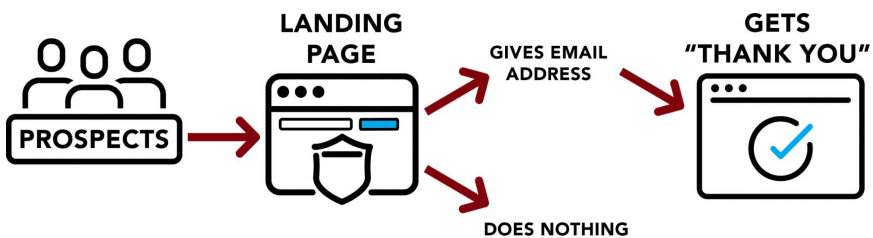
The way that they do this is simple:

- Your prospects are given only two choices when they land on your landing page.
- Either they provide you with their email address.

- Or they don't gain access.

The way that landing pages do this is by providing a taste of the information that the prospect will find on your thank you page or in your follow up emails, but requiring them to sign up to a list in order to proceed. When you think about it, a name and email address isn't much to ask, and if your prospect isn't prepared to give you that, then they probably weren't going to buy anything either. Once your prospect has entered their information and been directed to a 'thank you' page, they've already given you what YOU need – their contact information for your list.

Because remember – you're not going to be doing any HARD SELLING on your page. You're going to be building a relationship, and that may mean sending your prospect information or messages. Which you can do, because you know who they are, and how you can reach them.



Let's look at landing pages in more detail.

## ***Sorting the Serious Prospects From the Gawkers***

If you were to try and market your product, website or business to everyone who sees your marketing, you'd spend your life trying to sell to cynics and non-buyers.. You might miss out on prospects who were ready to buy because you were chasing those that weren't.

A landing page has the ability to at least eliminate the cynics. How it works is simple:

- Prospects arrive at your landing page after responding to your ad, or reading your social posts, or seeing a link on a blog, etc.
- Everyone lands on your landing page, and learns about your free offer (lead magnet).
- Those who are interested enough to continue comply by giving you their email address, and those that aren't, leave. That's the cynics out of the equation!
- Those who comply typically reach your 'thank you' page, which provides them with further information. They're now hopefully even more intrigued.
- If they're intrigued enough, and serious about the opportunity you're offering, they will take the action you ask them to take

- At that point, they're quite possibly ready to buy/book a call/create an account etc, and all it takes is your personal attention to tip the scales in your favor.

You've worked hard finding those leads, and you've probably spent money getting them to your site, so think of your landing page as another step to ensure that those who remain will want to at least hear you out.

After all, who knows what might happen while they're on your 'thank you' page and abruptly decide to leave, and while they may still be interested, they may forget all about you? If you have their details, you can contact them using email to follow up.

## ***Why the Personal Beats the Generic***

Most people who have been on the internet for any amount of time have seen one, two, or even hundreds of replicated web pages that say the same thing. Their reaction is usually to click the 'back' button on their browser as quickly as possible!

In effect, you've spent time, money and effort getting them to your landing page, and a generic plain template that screams 'another one of those' to them (even though you're completely legit) sends them running!

How you design your landing page and overall funnel, and what you put in each step, is up to you, but there are a few golden rules:

- Keep your subscription box ABOVE the fold. That's the place where the first page naturally ends on your landing page. It's the

line between where your prospect sees your subscription box on the first page, and has to scroll for it.

- Make sure that your headline is also above the fold. Even if it's just your headline and the subscription box on your first page, that's okay.
- Next is to get your copyright – don't worry – we'll talk about copywriting in a moment.
- Then there's the issue of privacy. People are worried about their contact information online, so adding a line or two about how you won't rent or sell their information can work wonders!
- Finally, there's video! Sometimes it works and sometimes it doesn't, but it can seem too 'pushy' so you might want to avoid using it until you get it right.



When it comes to the actual copywriting that you're going to use on your landing page, my opinion is that short and sweet is better than long and drawn out. Prospects who are interested will know in seconds, and a long-winded explanation won't change the minds of those who aren't!

Stick to bullet points if you need to provide more information, and use the most important benefits on your landing page – remember – you're appealing to emotion, rather than logic!

Bullet points make them easy to scan, and you're leaving just enough room for curiosity to pull in more people to sign up and click through.

Inject a little of your personality into your landing page, and use humor (in moderation) to warm your prospects up to you. Still, remember that even successful landing pages only have a 20 to

40% success rate, but at least you KNOW that the people who do sign up are at the very least curious!

You may need to split-test and tweak your landing page's content from time to time to improve your results, but since there's not that much content on them, focus on the information your prospect WANTS, rather than what you want to tell them. Knowing your target audience here is what will make all the difference. Choosing the right words and positioning that really speaks to them is what matters most. And remember, if you try to sell to everyone, you end up selling to no one!

## ***Design and Style***

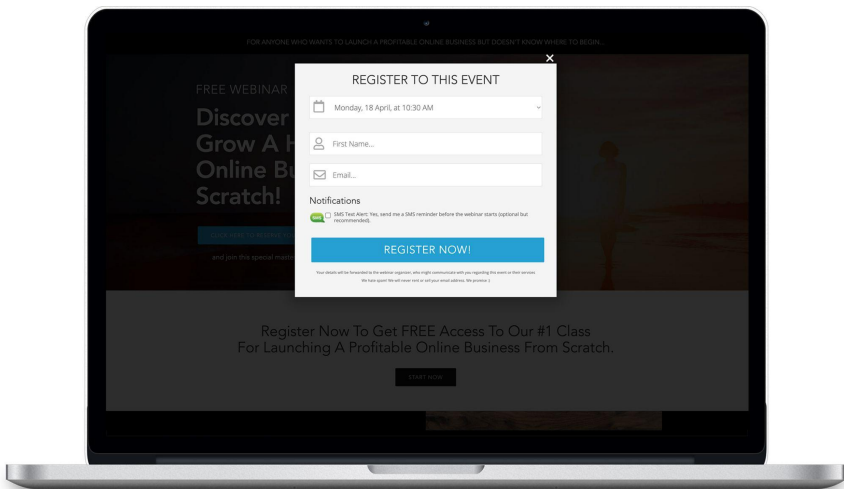
It's tempting to want to make your landing page memorable, but it's nearly always a bad idea to make them full of graphics, animations, videos, and sound. Save the bells and whistles for your authority site if you have to have them!

When it comes to graphics, the font you use and the general 'feel' of your landing page, you should match it as closely as possible to the rest of your site and your overall branding strategy. This looks more professional, and creates a sense of continuity. Another important fact to remember is that it is the CONTENT of your landing page that's supposed to get attention, and increase curiosity. All the other flashy stuff is just distracting.

A useful tip is to change the text around. No, I don't mean changing the 'submit' button to - 'Submit' (merely capitalizing the word). Try something like 'Yes! I'm ready to learn more!' or

‘Yes please! Tell me your story!’ Your submission form will send the information to your autoresponder, a process which we will discuss in more detail later, but for now, it’s enough to know that all you need from a prospect is a name and an email address.

Remember – make sure that your prospects know that by signing up with you, they’re not signing up for mountains of spam! Include a one-line promise that you won’t rent, sell, or use their email address for anything not related to your site. Something along the lines of ‘We hate spam as much as you do, and we promise we’ll never share your information with anyone else,’ should do the trick.



## ***Borrowing From the Best***

I've and will never advocate stealing copy from anyone – plagiarism is illegal, and besides, if you're aiming for uniqueness, copying someone else's content defeats the purpose, doesn't it? However, that's not to say that you can't learn from people who have gone before you! If you find content that you love, whether it's an email you've received, an article that you've read, or a report that you found particularly useful, there's no harm in saving it and using it as inspiration later on.

In fact, I'd recommend visiting other people's sites, and figuring out what works for them and what doesn't. Analyze emails, and make a note of great article ideas, and then use them as the basis for your own unique content later on!

## ***Giving To Receive***

Once you have contact information from your prospects, you still need to use it effectively. That's where relationship building comes in again. If all your prospects ever get from you are more and more instructions to buy, they're going to unsubscribe faster than you can say 'lost another one!'

The trick is to give something away (a lead magnet), in order to get something (a sale) in return. Try offering a free report, or a checklist of tips to help them begin to solve their problem. You could even create a free masterclass or put together a video series.

A free lead magnet doesn't need to take you long to create (or you can hire someone to do it for you) but it does add a sense of value to your messages, and makes your prospect WANT to read what you have to say as you continue to nurture the relationship!

The reason this works is quite simple – when you give something up front, without any request for something in return, you automatically appear more trustworthy.

## ***The Personal Touch***

Like everything else to do with your authority website, I think that creating your own, personal landing page is important, because it lets your personality shine through. If you aren't sure of your writing abilities, you can always have a professional writer polish and edit your work for you, and you can also use services like [convertri.com](http://convertri.com) (available via [mentors.com](http://mentors.com)) to build the actual mechanics and for setting up your landing page, 'thank you' page, and your autoresponder.

A site, and a landing page that's been custom designed will ALWAYS be more successful than a repetitive, boring, and generic one, simply because it is different, and therefore unique.

## ***Copywriting***

Copywriting is a skill and an art form, and it takes most professional copywriters years to hone their craft, so I won't claim to be able to tell you everything you need to know in this book! However, I can give you some tips that I've picked up

along the way that work for me. What you say, and more importantly, HOW you say it is the difference between lots of sales and none, and you always need to remember that it's the copy on your site that will sell. Pictures, graphics, videos, and other fancier elements of your site are great tools, but unless they're backed up with great copy, they can't do what they're designed to do.

What you write, and how you write it, makes the difference in your prospects between the decision to buy or the decision to leave when they land on your page. The good news is that copywriting hasn't changed much, and what worked last century, in print and ink, still works today, on the computer screen.

It's also possible to learn the psychology behind copywriting – the art of guiding people towards the decision to buy – without spending a fortune on professional training, or having decades of experience.

You want your copy to be warm and welcoming. You want to invite visitors to enter your site and get to know you, and you want to get your message across. There are a few basic rules that apply:

1. Your copy must be interesting. If it's nothing but boring waffling, no one is going to read it to the end, or spend any amount of time on your site at all!
2. It must be easy to read. Remember, most internet users read at the same level as a high school student, so no

complicated jargon. You're also not writing a literary novel, so write the way you would ordinarily speak!

3. It must be honest, and that honesty should inspire trust.
4. It should include a call to action. Even though this should often be quite subtle, the underlying message should be: BUY FROM ME!
5. It should make your reader feel as though you are talking directly to them.

Unless you're already a writer, it's not that easy to get all of that across simply with words on a page, but there is a process that I've found works for me. It goes like this:

1. Imagine that you ARE your customer.
2. Find out what they WANT.
3. Find out what FEARS & CONCERNS they have.
4. Work out what is STOPPING them from solving their problem.
5. Write a copy that promises to meet their needs, allays their fears, and encourages them to take action and to buy from you.

Getting into your prospect's head is the key, but it's not as easy as it seems, and it's easy to let your own wants and desires cloud the process. Don't! Focus on what your prospect wants. Imagine them asking you questions, or expressing concerns, and then write a copy that addresses those issues. The most important

thing you need to remember about copywriting is that the RIGHT words will almost always result in a sale. Sounds a lot easier than cold calling, doesn't it?

Good copywriting takes time, patience, and practice to learn. The learning process consists of a few key elements. First, you need to learn to understand WHY your prospect feels the way they do about your product or service.

Next, you'll need to know WHAT they will ask you, before they ask it, so you can have your answers ready. Again, getting into your prospect's head and pretending to be them can help you to identify what their questions will be. Then there's the difference between INSPIRING the reaction you want, rather than trying to force it. No one likes to be TOLD what to do, but good copywriting suggests it in such a way that the only thing your prospect wants to do is to follow your lead.

Finally, there's a SOLUTION. You've told them you know their problems, and you've answered their questions. Now you need to tell them that you know how to solve their problem. When you combine all of those elements in your copy, you will have a copy that sells, and while it's not an easy process to master, it can be done, and it's a skill that will serve you for life!



## ***Getting to Know Your Prospect***

Like I said, I like to get into my prospect's head before I sit down and start writing any kind of copy. One of the easiest ways to do that is to pretend that I'm interviewing them, asking them a series of questions for a survey. Those questions could include:

1. Who they are.
2. Where they live.
3. How old they are.
4. Whether they're employed, retired, or otherwise.
5. Whether they have families or whether they are single.
6. How much money they make.
7. How much money they would LIKE to make.
8. What their concerns are.

After I've worked through the questions related directly to my prospect, I like to work through some about my business too. These usually include:

- What do they find most appealing about my product or opportunity?
- What concerns them about my product or opportunity?

- Which benefits do they believe are the most, and the least important?
- Have they purchased or tried similar products/offers?
- What sort of pricing they believe would be fair?
- How can I increase my credibility, and what would make me an expert in their eyes?
- What sets me apart from my competitors?
- How can I improve my product, service, or opportunity to be better than my competitors?
- Why do they feel they trust (or don't trust) me and my product, service, or opportunity?

In order for this process to succeed, you have to answer these questions honestly, from an outsider's perspective. Remember, those answers are going to be the points you address in your copy, and if you can't address them the way your PROSPECT wants them addressed, you'll never get to tell them what's in it for them. You'll lose them as soon as you stop focusing on them and start focusing on yourself.

There are a few other key points to remember when writing copy:

1. 80% of all readers WILL read your headline. If it doesn't GRAB their attention, and hold it, your copy has already lost the battle.

2. Attention-grabbing headlines are short and to the point. They deliver information in a way that can't be ignored. In fact, just changing your headline, and nothing else, can increase action from your copy by up to 1700%!
3. Write a copy that appeals to your prospect's emotions rather than to reason or logic. Remember, buying is primarily an EMOTIONAL decision! Tap into their emotions by inducing fear of loss, or excitement about what they can gain, and you're on the right track.
4. It takes SECONDS for a visitor to form an opinion and act on it. If your copy hasn't got them interested in that time, it never will.
5. Copy for the web should be written in an easy-to-scan format. Use bullet points and lists, subheadings, and other methods to break it into chunks, and use easy-to-read language, short sentences and paragraphs.
6. Avoid emphasizing too many words. Caps make an impact, but not if they're used everywhere! Try using bold or italics to make text stand out, and for more important text, try bold text that's been underlined instead of coloured or caps text.

## ***Power Words***

Another big secret to copywriting are power words. These are words that, when used, elicit an emotional response. Often, they could be substituted with another word or phrase, but that word

or phrase would not get the same response. Some of the most powerful words around are:

Absolutely	Fortune	Miracle
Amazing	Free	New
Approved	Full	Noted
Attractive	Genuine	Odd
Authentic	Gift	Outstanding
Bargain	Gigantic	Personalized
Beautiful	Greatest	Popular
Better	Guaranteed	Powerful
Big	Helpful	Practical
Colorful	Highest	Professional
Colossal	Huge	Profitable
Complete	Immediately	Profusely
Confidential	Improved	Proven
Crammed	Informative	Quality
Delivered	Instant	Quickly
Direct	Instructive	Rare
Discount	Interesting	Reduced
Easily	Largest	Refundable
Endorsed	Latest	Remarkable
Enormous	Lavishly	Reliable
Excellent	Liberal	Revealing
Exciting	Lifetime	Revolutionary
Exclusive	Limited	Scarce
Expert	Lowest	Secrets
Famous	Magic	Security
Fascinating	Mammoth	Selected

Sensational	Successful	Unlimited
Simplified	Superior	Unparalleled
Sizeable	Surprise	Unsurpassed
Special	Terrific	Unusual
Startling	Tested	Useful
Strange	Tremendous	Valuable
Strong	Unconditional	Wealth
Sturdy	Unique	Weird
		Wonderful

Notice how all of those words conjure up a picture in your mind, and elicit an emotional response?

Those are the words you want to be using in your headlines, for that very reason – they are guaranteed to elicit an emotional response. One word of caution, however – you don’t want to use too many power words, and you don’t want your headlines to be unbelievably positive. You have to maintain credibility, and that means not having too much exaggeration! Whatever you DO say, you’ll also have to back up in your copy, so exercise a LITTLE caution!

A final tip: when it comes to copy writing for your landing page, it is best practice to avoid using your company name and logo until after your prospect has opted in. The reason is simple – it increases curiosity, and there’s a good chance your prospect will just ‘Google’ you, get distracted, and forget to ever opt in.

## ***Words to Avoid Like the Plague!***

Just as there are power words that elicit a positive emotional response, there are words that elicit a powerful negative emotional response. These words should be avoided at all costs, and they include:

Bad	Worry	Fail
Buy	Taxes	Liability
Contract	Wrong	Cost
Death	Difficult	Obligation
Loss	Sell	Decision
Hard	Deal	

### ***Your To Do List***

- ✓ Grab a sheet of paper, and write down as many headlines as you can think of, using different benefits and different power words.
- ✓ Ask yourself whether each one is believable, whether it's an attention-grabber, and whether it elicits a 'what's in it for me?' response.
- ✓ Cross any headlines that don't pass the above-mentioned test from your list.
- ✓ Keep eliminating headlines until you're left with two or three that you think are the best choices.

- ✓ Use the **Headline Analyzer** tool found at [www.aminstitute.com/headline](http://www.aminstitute.com/headline) to analyze the emotional impact of your headline.
- ✓ Whichever scores higher is your best bet (and remember that 50% or more is high!)

## ***General Copywriting Guidelines***

Aside from the specifics relating to your landing page and your headline, there are several other copywriting tips you can use on all of your pages, and in emails, and other communication. First, there's the introduction.

A short introduction makes the transition from headline to content seamless, and it draws the reader further into your content/story.

Remember, you're writing as if you are talking to them! Use subheadings. I've said it before, but this is important. Not only does it break big 'blocks' of text up into manageable chunks, it also helps to identify what's happening next, and draws the attention back if your prospect's attention has wavered. Paragraph length is also important. Even though uniform paragraphs look good, they're boring, and boredom is your enemy!

Keep sentences short. Reading takes 20% longer on a computer screen, and it's harder to do. Short sentences make it easier for the reader to keep going, all the way to the end. Know when to use long copy, and when to use shorter copy. If you genuinely

have more to say, something that will be of interest to your reader, then go for it. However, writing long copy for the sake of writing long copy and not saying anything new or interesting will bore them, and again, you will have lost them.

Keep it conversational. Journalistic and literary writing have their place, but when you're writing for the web, you're talking directly to the reader. Write as you would speak, and aim for the same effect. For the same reason, avoid jargon, technical terms, and overly 'fancy' wording. You don't want people to think that they won't understand you, so keep words and sentences short and sweet.

Speak directly to your prospect, by using words like 'you' and 'your.' This makes the copy more personal, and helps to create that all-important connection.

Try to make sure that your copy is neither vague, nor general. Either you will find that the people reading it ask the same question over and over again, or they will think you're deliberately hiding something, and lose faith in you. Stick to the facts, and get to the point. A little embellishment with anecdotes and non-essential information, for the purpose of the story, is okay. You don't want your reader to lose interest halfway through a flowery paragraph about something that YOU feel is important, and miss the part that's important to THEM!

Try to write everything in terms of the benefits it offers. Instead of listing features, write about how those features will benefit your reader. Try to incorporate numbers where possible, for

instance ‘5 top tips.’ Numbers are concrete, and reassuring. Verbs are also good – especially in your headline! Verbs convey a sense of action, and action is exciting!

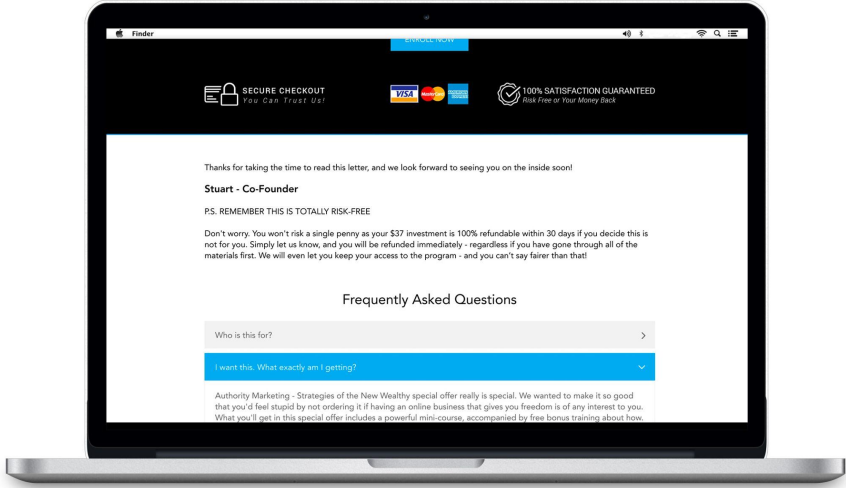
Be very, very careful with humor. This is because humor is subjective and can sometimes be offensive if you’re not careful. If you’re not completely sure it will work, leave it out. Avoid hype. Unless you WANT your message to sound like those infomercials nobody watches, avoid unbelievable claims and exaggerated stories.

## ***Your Postscript – A Parting Shot***

Another tool that you will probably want to use when writing a copy is your postscript, or P.S. This is your final call to action, and your last chance to get your prospect to take immediate action.

It should convey the most important information you want your prospect to have. For instance, you could remind them of a special free offer for orders placed in a specified time frame, or you could remind them of the time limit on your offer.

Another good idea is to summarize your main benefits in your postscript. The reason for this is so that people know how sales pages work these days. Many of them will read your headline, then scroll all the way down to your price. Unless you can also convince them to go back up and read your copy, you might just lose them at that point!



# CREATING A SENSE OF URGENCY

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Most people, even those who are impulsive at the grocery store, will hesitate when it comes to something they're reading on a computer.

For some, this is natural caution. Others are procrastinators. Whatever the reason, your challenge, as a marketer, is to get them to set aside indecision or laziness, and make the decision to buy.

As long as your prospect thinks that there's still plenty of time left to make that decision, they will probably put off the decision. This is true even if they like your product, service, or business, and are sure they want to buy from you! It sounds crazy, but that's just how people operate. They want options, and delaying the buying decision gives them the sense that they have those options.

The secret to getting around this in your copy is to take away that option. If people understand that there's a time limit, or a limited number of products available, or limited seats on a course, they're forced to make a decision. Likewise, if there's a time or

date limit on their purchase, they need to make a decision before that time, and they are forced to choose immediately.

It's the fear of losing something that drives this action, and that's what you need to use when you're trying to create a sense of urgency.

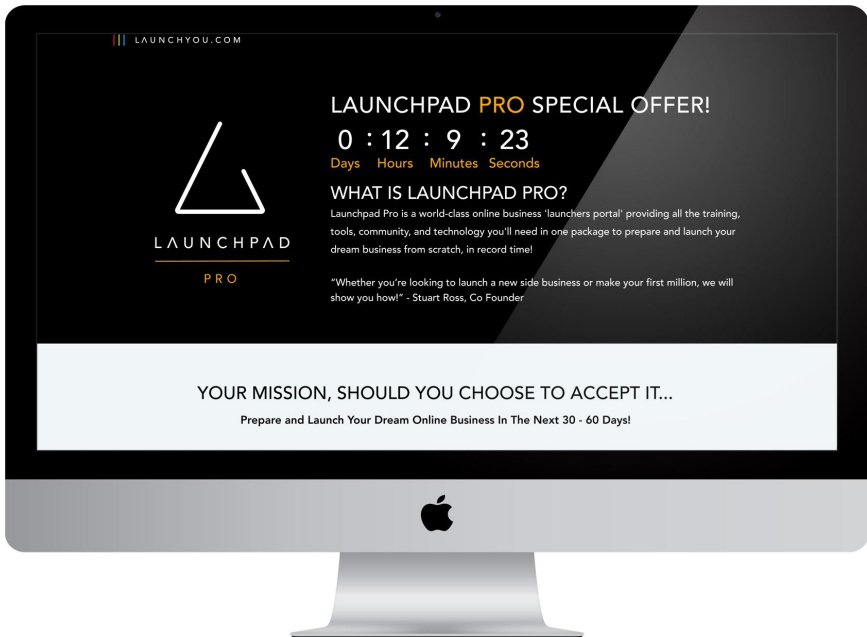
There are several ways to do this:

- Explain to them that you have limited copies (or seats or positions) available. You should likely work this way anyway.
- Explain to them your offer is limited to the first ten, twenty, fifty, or one hundred people to buy from you. This is also good for you to keep your quality up.
- Tell them they're getting a special discount if they move fast. This will also help attract the best customers as they are typically those who know what they want.
- Offer them a special bonus, with a limited time offer, if they sign up right away.

Another idea is to set a date, or give them a time frame, for instance, within 72 hours, to take action. If you're trying to get prospects on your email list to buy from you, inform them of a weekend special, or give them a coupon code that expires within a specific time frame. You want to make your offer scarce and special, and that they will be losing out on something important if they miss it.

HOWEVER, if you use the time or limited availability offer to create a sense of urgency, you HAVE to make it real. If you tell people they only have 72 hours, and two weeks later, there's the same offer, you've lost credibility, and you'll lose sales.

You can always use a DIFFERENT tactic to create a sense of urgency when your offer is over, or extend it 'by popular demand' but never let a deadline pass without taking some form of action!



# BUILDING DRAMA

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Have you ever picked up a novel, intending to read for a few minutes, only to discover hours later that you've finished the book? You'll probably find that the author of that book is a master at creating drama and the art of hypnotic writing. It's the same reason that producers of TV series use cliffhangers. They build drama, and then cut away at the crucial moment, KNOWING you'll come back for more.

You can use the same tactics in your copywriting. There are plenty of hypnotic phrases out there that tap directly into your prospect's subconscious and get their minds racing and their imaginations fired up. Some of these are:

- Do you remember a time when
- Can you imagine if
- Just picture

- You may not know it yet, but in the next few minutes, you will learn
- Have you ever noticed that
- In the next few minutes, I will share
- If you're anything like me
- I know you're feeling
- Proven fact:
- You will begin to
- STOP! Ask yourself this one question
- Here's a secret
- Look at this
- I'm going to show you

All of those phrases start sentences that could end any number of ways, but they all get your attention, don't they? As you're learning how to write copy, it's a good idea to look at websites, and other advertising platforms, particularly the ones that work, and the ones that fail miserably.

Look for the phrases and words that prompt you to want to buy from the advertisers with great copy, and try to identify in those with dismal copy what went wrong. You can always learn from other people, so start taking notes!

# LIST BUILDING – YOUR CAPTIVE AUDIENCE

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Every business, online and off, needs customers, right? In the ‘real’ world, companies employ sales reps to call on potential customers over and over again, until eventually, after many conversations, business lunches and golf games, they gain a client.

On the internet, all you have is your website, and if you lose a prospect after just one visit, you’ve wasted time and money marketing to them. The answer lies in your list. Your list is the group of people who have volunteered their name and email address, usually in exchange for something you offer them, and they’re your solution to the problem of getting more contacts.

Any sales professional will tell you that a customer usually needs between five and ten contact sessions before they’re ready to

buy, and without a list, you have no way of making the contact necessary with your prospect!

Your list is a targeted group of potential buyers, who are interested in what you have to say, trust you, and with whom you can establish a relationship. They're people who will read your emails and check out your offers, over and over again. They're people who are willing to BUY, if you can help them.

## ***How NOT To Build Your List***

Plenty of people have crazy ideas about lists, but here is one fact: your list should be personal. It should be an opt-in system, and it should contain only people who know and trust you. You should NEVER try any one of the following:

- Harvesting email addresses from websites
- Buying list databases
- Adding emails you have collected over the years
- Use a list or database you have from another offer or business

There are many reasons for this. First, it's illegal with laws such as GDPR. Spam laws are enforced in most countries, and if you spam anyone, they can report you, resulting in your site being banned, or losing rankings.

Second, the people you spam don't know you, they don't know your offer, and they're probably not interested. They're likely to send you a 'strongly worded' email, telling you where to get off.

Email lists should only ever be by mutual consent, and that means when your customers personally choose to opt in ONLY!

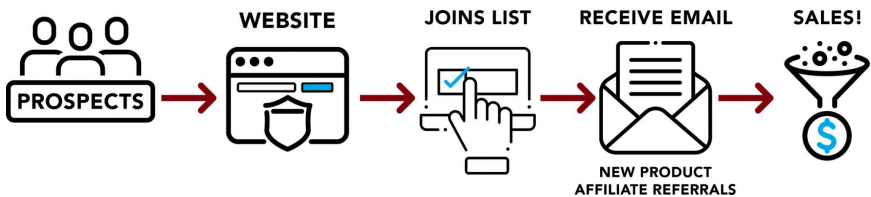
## ***What You Don't Know About Lists and Email Marketing***

If you thought all you needed was a website to succeed as an online marketer, you're mistaken. In fact, most really successful marketers won't tell you this, but most make up to 90% of their sales from email marketing, using their list that they've probably been building for a long time. Or retargeting people that have engaged with their brand using ads. Very few people close sales based on a single visit to their site; it takes time, and a little bit of effort, to set up an effective email marketing campaign that keeps you in touch with your prospects, builds relationships and trust, and turns prospects into clients.

### ***The Value of Your List***

you're going to want to keep telling your subscribers about new developments, special offers on your products, as well as sharing advice and information, you can leverage your list for other things. The reason for this is that the contacts on your list already know and trust you, and if you tell them about something, they will often take a look!

One of these is affiliate marketing. There's nothing stopping you, once you have a list, from joining affiliate referral programs, and then letting your list know about the product or service you're promoting. You can make thousands, or even hundreds of thousands of dollars' worth of revenue, simply by letting the people on your list know about something you're promoting!



The best part is that because your list is already built, and you already have a relationship with the people on it, all you really need to do is send an email, with a referral link, or a link to an online review or article, and then sit back and see what happens! This is the exact strategy I personally used to make my first million online.

That's exactly what happens when marketers claim to have made tons of money in a few hours – they leveraged their list, and had people they ALREADY knew buy from them.

## ***Your List – Your Ticket To Success***

So by now you know that having a list is critical to your success as an online marketer. You also know that you can't buy a list, but that you need to build it, and that your list has to be opt-in only.

Don't be too daunted though – you don't need tens of thousands of people on your list. Between 2000 and 5000 qualified subscribers, who like and trust you, and are eager to read your emails is enough to make plenty of money! The people on that list need to meet three very important criteria:

- They have opted in to your list, by asking to subscribe.
- They are in the market for the offers you have.
- They know that they will continue to hear from you until they opt out of your list.

If all of the people on your list meet those criteria, and if you regularly send out emails and offers that contain quality information, free offers, and relevant deals, you will almost certainly see success from your list. The people on your list want to be on it, so it's okay to be a little more direct when selling a product or service through your emails. However, you might want to take some time to send a few introductory emails first easing into sales.

By the time you get to sales, you'd have already become a trusted advisor and a vital source of information, and they will be more inclined to follow your lead – wherever it may take them. That makes your list a captive audience to your marketing messages, and it means that for very little cost and effort, you can market just about anything to people who are already likely to be receptive.

## ***But What Do You PUT In Your Emails?***

That's the one question everyone has. Most people can wrap their head around the idea of building an opt-in list, and keeping in contact with the people on it, but when it comes to sitting down and writing a daily, weekly, bi-weekly, or monthly newsletter, they are completely at a loss of what to say!

Here are a few ideas:

- Personal stories or anecdotes
- Industry information or news
- Businesses or products that you are involved with
- New products or services you're offering
- Products or services that you are promoting as an affiliate

You could even send them a newsletter about changes to your site – a teaser that gives them some information but encourages them to visit your site for more.

## ***There's Money In Your List***

Now that you know HOW your list is going to make you rich, you probably can't wait to start building one, but you might not know how to go about it. We'll get to that in a minute, but let's recap what you've learned so far.

The fact of the matter is, it's not a particularly thrilling process, and it can take some time to set up. However, once it is set up

and is working, it will continue to work virtually on autopilot, and all you'll ever have to do is write emails!

Once you HAVE a list, even if you're not particularly great at email marketing, you will STILL make money online. In fact, I would say that the only people who are STRUGGLING to make money online are people who don't have a list.

Seth Godin, one of the best internet-marketing gurus out there, wrote a book called 'Permission Marketing', and it's in that book that you can learn all about list-building and the art of permission marketing. Just remember that as quickly as permission is granted, it can be rescinded, so take care of your list, and it will take care of you!

# HOW PERMISSION MARKETING WORKS

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In order to build a list that will keep you making money with very little effort or expense over time, you need to understand how the concept of permission marketing works. Here it is in a nutshell:

- You create a funnel (landing page/'thank you' page).
- You drive traffic to that landing page, using online marketing methods that we'll discuss later.
- You make your visitors an offer – a free report, an e-book or a free trial (lead magnet)
- In return, your visitors sign up for your list.
- You use your list to build trust.
- Over time, you make the people on your list offers or recommendations to products you're promoting.



## ***Why Permission Marketing Works***

The internet is a pretty vast place, with millions of websites, and people can land on your site for any number of reasons. Some of those people will be looking for whatever you're offering them, but others will have arrived out of mild curiosity.

When your visitors sign up to your list, however, they confirm that they are interested in whatever you're involved in, and they agree to allow you to contact them in future. This changes YOUR mindset from your agenda (getting their money) to theirs: GIVING them what they need. Because you are giving people who are already interested in what you're selling or talking about something that they want – information – they're far more likely to give you what you want – a sale!

# YOUR LIST = PROFITS

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As we've already established, list-building works because it allows you to market products and services to people who are already interested and have given you permission to tell them more.

However, it's also a numbers game, and it takes time to build a list that can sustain you and create a large income. Once you have that, however, you will have that income-generating opportunity for life, and you can do the same thing over and over again, with different lists in different niche markets. The process is also effortless. Getting prospects to sign up to your list is the hardest part. Once they're there, all you have to do is feed them information, and they will close the sale themselves! That means no cold calling, no hard selling, just easy communication between you and people who like you and want to hear from you.

There's no stress when you market this way, and because you're marketing to a large group of people in a way that's automated

and easy to do, you don't have to work like crazy to make every buck. You simply share information, and wait for the money to come in, and it WILL.

On the other hand, without a list, every sale you make will be a battle. Every penny you earn will be difficult, and you'll never make the kind of money you want.

Remember the golden rule: Your list = **profits**. The money is in the list, or more accurately, **the money is in the relationship with the people on your list.**

Building your list BEFORE you start marketing makes sense, doesn't it? Here's the process again, just in case you're still a little confused:

1. Get traffic to your site (landing page)
2. Offer visitors something for free (lead magnet)
3. Get their information in return (name & email)
4. Use emails to build relationships (followup & email broadcasts)
5. Offer your prospects what they want and need
6. Give them options, offers and information, and let them close themselves

So, next time you hear about an online marketer who made a fortune in 24 hours or less, BELIEVE it! But remember that they probably did it by reaching a list with a few thousand people on it with an offer they couldn't refuse!



# THE AUTOMATED BUSINESS

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This is exactly what people who tell you they have an automated business earning them passive income are doing. They are creating a system that uses a list to make money automatically, and there are only two parts to that system:

1. A marketing system (funnel) that automatically captures leads and adds them to their list.
2. A follow-up system that automatically builds relationships and makes prospects aware of opportunities. It all starts with your brand, which is all about connecting you to your prospects and staying connected. This is the DNA of Authority Marketing.

## ***Start Anytime, Anywhere***

The best part about this system is that it works, no matter when you start doing it. Whether you start today, and only start earning real money in 6 months or even a year, it WILL work. Permission

marketing just works. People have proven that over and over again. You're no different to them, and you can replicate their results yourself.

If you use this system, and you follow the steps in this guide, you WILL make money.

## ***Your To Do List***

- ✓ Work out how you will incentivise your list. What will you give prospects in return for their sign-up?
- ✓ Create the materials that you will be using to incentivise your list, whether it's a free mini course or a report (your lead magnet).
- ✓ Start thinking about advertising your lead capture page – but don't start doing it until you've finished this book! There's more important information coming up!
- ✓ Learn how to write more effective emails. Even if you have to take a course like Autoresponder Alchemy (available in [launchyou.com](http://launchyou.com)) to learn more, do it! It's time well spent!

# TRAFFIC GENERATION

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By now, you're probably excited and ready to get started with your list-building, website creation, and copywriting (if you haven't already started!)

However, even a great website, a landing page with 100% click through, and the best copy in the world can't do much if no one knows your site exists! The bottom line is, even the world's best brands, websites, and funnels can't make sales without traffic!

There are endless methods of generating traffic to your site. In the interest of simplicity, I'm only going to share the primary method that has worked the best for me in this book.

This strategy will not require you to go out and buy leads. Nor does it involve cold calling, or posting all over social media. Marketing online can be quite tricky, so it's worth trying any strategy you are drawn to, by getting used to how it works, and figuring out if it is something you can see yourself investing in.

## ***Pay Per Click Advertising***

Everyone who's ever used the internet has seen pay per click ads. They're those ads at the top and on the right hand side of Google and other search engines that are called 'sponsored ads'. They are also ads you see running on the likes of Facebook and Instagram.

Many people say that using paid advertising is a bad idea, but personally, I find that a high volume of my best targeted traffic comes from PPC advertising.

What a PPC ad does, in a nutshell, is guarantee that your advertisement, with whatever keyword you choose (or targeting), will appear in front of your target audience. It can take months, or even years, using SEO or other forms of content marketing to achieve that! With PPC ads you can have a first page result, and it only costs you if someone actually clicks on your ad.

Another great thing about PPC is that it can work for any business, in any industry, and for any product. But there is a catch. What most people don't realize about PPC is that they still have to learn about how advertising works, and how to write effective ads, in order to compete. Remember that your ad will be among several that will appear for a particular keyword or target audience, and if it's badly written, designed, or boring, all the traffic will still go to your competitors.

There's a book written by Perry Marshall called 'Ultimate Guide to Google Ads' that's sold in an e-book format that I'd highly recommend to anyone starting out with PPC advertising.

Even if there is a learning curve to getting started, once your campaigns are working well, they'll work for you 24/7, and always bring you targeted traffic. Finding the right keywords (targeting) can also be tricky, and while Google Adwords has a free built-in keyword suggestion tool, there are also paid services that offer plenty of more quality options, and one of those is available at [mentors.com](http://mentors.com) and is called DBL SEO.

Another idea, if you know who your competitors are, is to visit <http://spyfu.com> or [similarweb.com](http://similarweb.com). Search for the site by name, and click on the link to their statistics. This page will tell you who their demographics are, where their traffic comes from, as well as their keywords, and plenty more besides.

For Facebook (meta) ads, you can also use their ad library for free and see all the ads that are running on the platform. <https://www.facebook.com/ads/library/>

## ***Top PPC Networks***

If you're looking for a place to start with your PPC campaigns, here are the top sites:

Google.com

Bing.com

Facebook.com

Google is definitely the ‘big boy’ in terms of PPC. Google’s ads can go live in 15 minutes, and it’s by far the world’s most popular search engine, so maximum exposure is guaranteed.

However there is something called the ‘Google slap,’ which is all about making sure you are running google complaint ads and landing pages. If you don’t, your ads will not run and you even run the risk of losing your ads account.

With Facebook ads, things are a little bit different, as they are what’s called contextual advertising. So instead of bidding on keywords (search terms), you are relying on demographics and psychographics instead. This requires a very different approach and also will require you to invest the time to learn how to do it properly. If you don’t take your time to launch ads on Facebook the right way, you may also run the risk of getting your advertising account suspended.

## ***Getting Started***

Google isn’t the cheapest search engine, and it’s tricky to use at first. I’d still recommend starting with their program, because their ads go live pretty quickly and they offer the highest quality traffic on the internet. You can also use Google ads to run video ads on Youtube. .

It can take some time to learn how to use these platforms effectively. Make sure when you start out, that you keep your daily budget fairly low because it’s easy to overspend – especially with a popular search term! Once you see that your

campaigns are bringing in leads for only a few dollars/euros/pounds a day, then you know you're doing okay.

Like all other paid marketing strategies, this does have a learning curve. And I highly recommend you do not cut corners. Invest your time by going through a great training program before you start running ads. Feel free to check out with [Launchyou.com](http://Launchyou.com) for the latest and greatest hands-on training available.

## ***Following Up On Leads, and Your Autoresponder***

Attracting people to your website is not the only thing involved in Authority Marketing; sure it's a big part of it, and without traffic, you won't have a business, but there is another vital step. That step is the follow up.

One visit to your site that's then forgotten in the daily grind isn't going to make you sales. What will make you sales is repeated contact with that visitor.

Following up on leads who are already interested is the difference between making a LOT of money and making only a few sales. It's really the key to online business success.

According to those in the know, you need to make contact with a prospect anywhere between 5 to 10 times before they will buy from you. They've been to your site, you have their contact information, so you have between 4 to 9 more contact sessions between you and a sale! You're already ahead of the game

because you're using the personal touch, but you also need to make the effort to stay in contact.

Aim to answer any questions within 24 hours and to send at least one email to everyone on your list once a week. If you're not following up with them **SOMEONE ELSE WILL**. Guess who's going to get the sale? Only a tiny fraction of your leads, if any, will buy from you on their first visit to your site. If you don't listen to me and make following up with them and keeping in touch a priority, you will find that your business **NEVER** achieves the success you want. The way to do that, for most online marketers, is to use an auto-responder.

## ***What Is An Autoresponder?***

An autoresponder is a software tool that allows you to store your list, and create pre-written emails that are sent to your prospects in sequence, based on your own criteria. That means that when prospect 'A' signs up, he or she gets a welcome email immediately, and continues to be followed up with further pre-written emails. The next day, he or she receives another email, right on schedule, and so on.

When prospect B signs up, even if it's months later, he or she receives exactly the same emails, in exactly the same order, within the same time intervals. This makes it possible to **AUTOMATE** your list. You don't have to figure out who needs to get which email, or even whether they are being sent – it's all being done **FOR** you – all you have to do is set it up, and write the emails!

Autoresponders also manage unsubscribes, and although none of us want anyone to unsubscribe from our list, sometimes people do, and if you forget, and keep emailing them, you can really upset people and even get into trouble.

This also makes it possible to create different lists for different websites and opportunities, and to send them all different campaigns. Imagine trying to do all that manually? You'd never do ANYTHING but send emails!

That's the difference between an automated marketing system, that works for you, and having to work on your followup all the time. Here's how your autoresponder should work, for maximum effect:

- Immediately after they have signed up, your prospect should receive a welcome email, thanking them for joining, and confirming their subscription.
- You should have a series of informative, valuable emails that you send to prospects in sequence.
- After a few emails, when your prospect trusts you, and is sure to read your email, slip in a few gentle suggestions to buy your product, service, or opportunity.
- Follow up with them sequentially, again, gently, and NOT with an INSTRUCTION to buy. Being gentle does it!
- Keep interspersing sales messages with valuable information that they need and can use, in which there's nothing in it for you, but it's all about them.

- Send them special offers, limited-time discounts and other special emails.
- Leverage your list by recommending affiliate programs and commission-based offers you represent; again, in an informative rather than a sales-driven way.

You can add other emails to this list, but as long as they're useful and interesting, you'll be marketing to a captive audience, without ever having to lift a finger to do anything but type the email!

Now, this does not guarantee success. Not all marketers that use an autoresponder make big money. But those who DO make big money all use autoresponders to follow up with leads and prospects.

It's virtually impossible that a prospect will visit your site 5 to 10 times without a reason, and unless you give them a reason by using your list and your auto-responder, you will have spent money, time, and effort getting them there only for the first time and for nothing.

Give them something they want or that interests them. Create a free report or give them a limited-time free trial. Whatever it is, it must entice them back to your site and keep them interested – after all, if they're on your list, you already know they're interested, right? Simply put, with an auto-responder, you can reach hundreds or thousands of potential buyers, with almost no effort and in virtually no time.

## ***What Your Autoresponder Should Offer***

There are plenty of auto responders out there, but they're not all created equal. If you're looking for a great one, look for these features:

- Unlimited numbers of campaigns. You can have different lists advertising different things and still pay the same amount.
- Instant delivery. Ideally, your prospect should have their first message within 10 seconds of signing up.
- Unlimited contacts. You want to be able to send as many messages per campaign as you want. You also want to be able to send messages of any length. marketers have campaigns that run for months or even years!
- User-friendly. If you have to be a rocket scientist just to understand your auto-responder, then you're wasting valuable time! It should be easy to set up, and easy to manage.
- Make sure that your autoresponder has tracking features that allow you to check how many of your emails were delivered and opened, how many new signups you receive, and how many unsubscribes you get. All this helps you to improve your campaigns over time.
- Anti-spam tools. You DON'T want to be labeled a spammer, and the best autoresponders have built-in

software to make sure that you stay off spam lists. They help you to avoid spam filters and to make sure your message is read.

Once you have an autoresponder, you can start sending your list confirmation of their subscription, but you can also send broadcast messages, and this is where the real value comes in.

Even if everyone on your list is getting their personalized messages in sequence, you may have a special offer or a product you're promoting that you want to tell them about. Broadcast messages let you do this, by sending the message you write to everyone on your list.

Save this feature to use when you really want to tell your list something, as people can get annoyed when they're bombarded with marketing messages. Make sure that you personalize them with your prospect's name as it will make a bigger impact.

A minimum of once a week for broadcast messages is normal. However, most professional marketers will broadcast multiple times a week. Even daily.

There are two great autoresponders that I would recommend: Aweber (I use this), and Getresponse.

## ***How to Write For Your Autoresponder***

In case you missed it, the key to personal branding lies in the word 'personal.' That means that, like your site content, you want your autoresponder messages to feel personal and conversational, not dry and technical, and definitely not all

about sales! You can send your prospects information, news, or a personal anecdote, and you can also send reviews and testimonials, all of which help with relationship-building, and ultimately, with sales.

You can write your own emails or hire someone to do it for you, and you can write about 20 emails to get started, spaced over a few days. Don't think of it as work – think of it as a fun way to stay in touch!

Remember that your emails aren't about selling – they're about giving your prospect more information, so that they'll click your link to your site.

Emails aren't the ideal place to sell, and besides, overtly 'sales-y' emails are picked up by spam filters, and they'll probably never reach your prospect's inbox!

Other than that, keep them short (50 words or less is fine unless it's a newsletter) and link to your site. That's really all you need to do to create an automated selling system!

## ***Your To Do List***

- ✓ Choose an autoresponder that you like and that meets your needs.
- ✓ Sign up.

- ✓ Create a few short messages, focusing on providing information, enticing your readers to visit your site, and building relationships.
- ✓ Sit back and wait for sales to COME TO YOU!

# SECONDARY PROFITS

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So your authority website is up and running, you have great content, you're getting good click-throughs to your landing page, and your autoresponder is working hard.

You're not done yet. Even though your primary focus is on your business, product or opportunity, there are secondary products to be made.

Whether your prospect buys from you almost immediately, or whether it takes time, there are other ways to make money from them. This is known as 'back-end marketing', and essentially, back-end products are those products that are related to your primary business or product, but can also be affiliate products.

Once you've sold your customers your primary product, you still have them on your list, so why not use the opportunity to make more money from them?

The key to this kind of selling involves finding products that are valuable and that match your primary business well. For instance, if you are running a site about online business, you could find e-books and courses run by other people and offer them as complementary offers. Back-end sales are not just something that you do to make extra money; they're the key to your business's long-term survival and your long-term profits.

Any business owner will tell you that it's not the one-time customers that make or break their business – it's the loyal customers who come back time and again. It's the customers who have bought from you once, know and trust you, and are ready to buy again.

In fact, statistically speaking, it's 7-10 times easier to sell to an existing client than it is to sell to a new customer! You've put in the effort and laid the groundwork; now take advantage with a back-end selling strategy!

Those customers who have already bought from you are statistically much more likely to buy a second, third, or even fourth product that you recommend, and you'd be crazy to ignore that potential profit! There are two ways to go about this. Either you create your own products and market them to your prospects directly, OR you can find products that you trust and believe in and market them to your list.

Think about it – you could start with an e-book that costs a few dollars, move on to an e-course that costs a hundred dollars or more, and finally a hands-on coaching program that costs

thousands! The marketing costs very little, you already have the list, and every time you make a sale, it will be almost pure profit!

## ***Finding Additional Products***

You might be thinking, ‘But I don’t have anything to sell!’ Don’t worry – there are plenty of places to find great products to sell! Many companies have affiliate programs that are free to join, and can really bring in a lot of money with very little effort.

Then there are companies like Amazon.com, where you will find endless books and products that you can promote. There are thousands of affiliate programs you can join, and finding them is often as simple as logging onto Google and typing the product you’re interested in promoting together with the words ‘affiliate program.’

## ***Affiliate Program Resources***

If you’re still stuck for ideas about what to promote as an affiliate to your list, there are several places you can look for quality products.

Check out [www.clickbank.com](http://www.clickbank.com) for e-books and digital products. *Other resources include:* [CJ.com](http://CJ.com), [ShareASale.com](http://ShareASale.com), [Awin.com](http://Awin.com), and of course, sign up for the [www.Amazon.com](http://www.Amazon.com) affiliate program.

## ***Your To Do List***

- ✓ Use the resources listed above and any others you come up with to find affiliate programs and products that match your primary business.
- ✓ Sign up for the affiliate programs and get your links.
- ✓ Use your links in promotional emails to your list.

## ***Making Sure You're Promoting Quality Products***

Of course, while back-end products are great for your bottom line, there is one small issue you need to address: if you promote lousy products to your list, all the hard work of building credibility and relationships with your list could be undone.

If you're selling a product, you need to be 100% sure that it's worth buying before you send that email to your list. If it's not, your prospects will probably feel justifiably cheated, and you may find that you get a lot of them unsubscribing. The **ONLY** reliable way that I have found to do this is to only promote products that you yourself have, or would buy.

## ***Promoting Your Back-end Products***

Once you've found additional products that you believe are a great fit for your audience, there are a few ways you can make them available to your list:

- When your prospects opt in to your newsletter or another list, add a link and an 'Oh, by the way,' message to the bottom of your confirmation email.
- When sending 'thank you' letters for sign ups or purchases, include a link at the bottom of your letter or email. You could use 'P.S.' for this.
- Add links to products like e-books or reports, that links back to your site and your products.
- Include a link on any of your 'thank you' pages after they opt-in (my personal favorite).
- If you offer a free email course, include a link and a short review at the bottom of each email.

Back-end marketing is perfect as a means to create multiple, virtually effortless streams of income, which brings us to the final chapter in this book.

# CREATING MULTIPLE INCOME STREAMS

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There was a time, back in the 1950's, when families survived on the income of a single breadwinner. These days, many families struggle, even with two income streams, and with the cost of living increasing daily, that's likely to get worse, rather than better, in the future.

Ask yourself – how many streams of income do you have right now? Do you have a backup plan, in case something goes wrong, and your business fails or you lose your job? Most people don't. Most people are living from paycheck to paycheck, and when something goes wrong, things go from bad to worse— fast. This has happened to me personally so I know first hand what it feels like to have what you thought was a stable income stream vanish literally overnight, and to be left without a backup plan!

The very rich have always known that the secret to ongoing wealth and prosperity is to diversify. They make sure that they have several income streams so if one isn't performing, they also have other streams of income.

ALWAYS have a backup plan. Think of it as a river. Many streams and tributaries flow into it, and if one dries up, there's always another one, so you don't feel its negative impact too much. You need to make sure your income stream works the same way – many smaller streams and tributaries flowing into your account, so that if one fails, you won't be 'up the creek without a paddle.'

There's something most employees don't realize, and it is, that while they may THINK they are successful, most of them are one paycheck away from financial ruin. Should the company they work for lay them off, or close down, they'll be unable to meet their mortgage payments and other responsibilities, and within a few weeks, they'll be in serious trouble!

Don't let the nice house, fancy clothes, and flashy cars fool you – most of the people who work as employees don't own them, they're paying them off. In essence, they are RENTING their lifestyle, and it can all be taken away in a matter of weeks. The only way to beat the system is to ensure that you have multiple income streams.

## ***The Mutual Fund Method***

One way to ensure that you're not left hung out to dry if your business should fail is to take the 'mutual fund' approach. In this

method, you adapt the concept of the mutual fund into your business model. Instead of owning just one company that you pour everything into, you diversify, owning several smaller companies (or websites) that all bring money in.

This ensures that should one income stream ‘dry up’, there are always others to shore up your earnings. There’s another good reason for this approach too. One business can never cater to all the needs of all the potential customers out there. It’s like a menu in a restaurant – there are always multiple options, because not everyone likes the same thing. Your various businesses should be complementary not competitive. That way, if a prospect arrives at the website for your primary business but finds that it’s not a good fit, you can always direct them to another of your businesses.

After all, it doesn’t matter which of your companies makes the sale – as long as the sale is made! For example, not everyone believes in investing in themselves. I used to try and convince prospects who were skeptical that it was worth it, but once people have made up their minds, they’re very hard to bring around.

These days, I refer those people to another one of my businesses, without wasting the time and energy trying to convince someone who’s made up their minds that they’re wrong. You know what? Even the people who are convinced that there is no need to invest in themselves still end up making a purchase from me, on another website.

## ***Automation Is the Secret!***

Of course, you're probably reading this, and thinking 'I can barely keep ONE business going. Where will I find the time for more?' The secret is in automating your businesses. Spending the time setting up autoresponders, creating automated opt-in pages and pre-writing your marketing emails now means that your businesses will run on autopilot and you can focus on building more and more income streams. How many, you ask?

As many as possible! The wider your 'pool' of businesses and the more diverse they are, the more likely you are to have different streams of money making up your income river. When you're adding more income streams to your business, and your existing businesses are automated, you'll never be faced with a situation where your money dries up, and you'll always be free to try new things. Simply reject the ones that don't work, and move on to new ones.

## ***A Word of Caution***

There is one thing you should avoid, however. That is, becoming an 'opportunity junkie.' We've all seen people who jump at EVERY offer that comes their way, spending time and money without even bothering to determine whether the opportunity is worthwhile. The best idea is to find a balance. Take time to investigate opportunities carefully, and get one up and running before you move on to the next.

Learn to market before you jump in with both feet and over-extend yourself, and figure out how automation technology works. Otherwise, instead of multiple income streams, you'll be left with lots of ideas that aren't performing, and not enough time to make any of them work! Don't be drawn in by the hype. Don't fall into the trap of jumping on the 'next big thing' bandwagon before you've finished with the last one!

You'll just find that your websites get bogged down with multiple offers, and your visitors won't know what it is that you're actually promoting!

If you are going to advertise another opportunity on your authority website, keep it simple, and take some time to decide if it's really appropriate. If not, it's best to leave it off the table!

## ***A Method That Works***

The best way that I've found to build multiple income streams is to start with one opportunity and get that primary business working and working well, using all the automation tips and tricks in this book. Then add another, and spend some more time getting it going, before you move on to the next.

DON'T jump from one idea to the next, trying to set up and market ten things at a time! It hasn't worked for other people, and it won't work for you! Once you have profitable businesses, you will have the time and money to focus on others, and you can wake up in the morning with a new idea and run with it! But make sure that your primary business is profitable FIRST before you start adding more!

## ***Why Residual Income Beats One Time Profits Every Time***

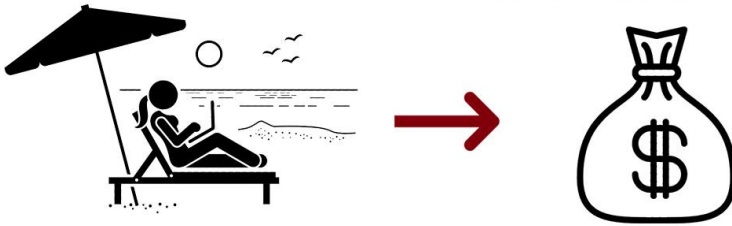
There are two kinds of income out there – linear and residual. Working for an employer is an example of linear income, as is being an affiliate marketer (with most products). You do the work once, and you get paid once. Residual income is different. When you earn residual income, you work once, and you make money over and over again. Without any additional cost and effort. THAT’S the difference between REAL wealth and the illusion of wealth. Even high paying professions, like medicine and law, are subject to the restrictions of linear income. Doctors and lawyers only get paid when they do the work, and if they don’t work, their income dries up. I have witnessed this first-hand as my partner Casey was a celebrity stylist when we first met. Believe me, if she wasn’t working she wasn’t earning!

In any profession, there is only so much you can produce in a day, and when you reach that plateau, you won’t earn any more! The best course of action is to find a mix of both types of income. Linear income can pay for expenses, like advertising and your basic needs, while residual income can earn you real money.

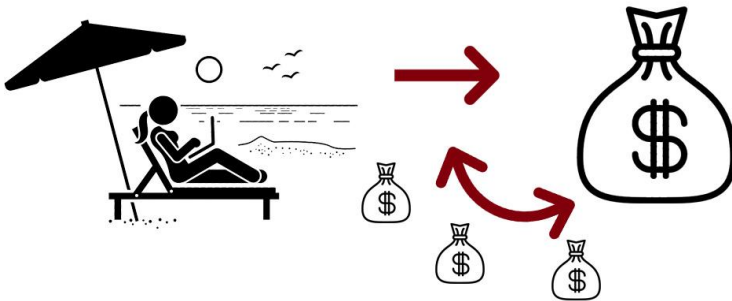
It’s the difference between writing your OWN book, and earning money off it for years without additional effort, and marketing

someone else's, earning money only for each sale you make.

## LINEAR INCOME



## RESIDUAL INCOME



## *The Balanced Business Portfolio*

Now that we've covered how to diversify, and why it's important, let's look at what a diversified business portfolio would contain.

- First, there would be your primary product. This is whatever it is you are most focused on selling.
- Affiliate programs that will earn you instant commissions, whether it's for real world products or digital products like e-books or special software packages. Most are free to join, earn you 25% to 50% commission per sale, and

pay out every month. Affiliate programs for tools and software that you already use are another great choice, and whenever YOU sign up for a product, join their affiliate program too!

- Complementary businesses. For instance, if you operate a business that teaches people about online business, offer a web design or copywriting service, if you have the skills.

There are probably many other income-generating ideas out there, but those are the main ones I use, and probably the best for your online business empire. I also feel that these business models keep you out of hot water, unlike some investment programs and gambling gimmicks! The secret is to look for ways to complement your existing primary business, and then focus on building each of those opportunities up, so that they become their own income stream. Then you can move on to the next opportunity, and the next, until you have several fully fledged income streams, none of which take up too much of your time.

Try to find a balance. Think of it as any other job – you’ll always have multiple projects on the go at any given time, won’t you?

Once each income stream is making money passively, you can let it run itself while you move on to the next idea, and soon, you’ll find that your income river has tributaries coming in from everywhere!

## ***Your To Do List***

- ✓ Make a list of potential secondary income streams for your business.
- ✓ Look at different products, services and opportunities, and pick the ones that offer the best fit.
- ✓ Sign up for any programs you choose, and start adding them to your primary income stream one at a time.

Hopefully, now that you've read this chapter, you will understand that it IS possible to create multiple income streams, and make money from a variety of businesses or ideas, without working 24 hours a day!

It all starts with you though. You ARE your business, and everything starts with you. Once people trust you, and decide that you're worth buying from, you can sell them all kinds of other products, but you HAVE to do the work of building relationships first.

Once you have, you're in the ideal position to sell to the same group of willing buyers over and over again, and that is a powerful place to be! I can tell you now that I have students who buy from me all the time. Every time I release a product they are waiting to buy it. They trust me and they know I can help them grow their business. This is, in my opinion, a GREAT way to run a business and I am sure you will agree!

# CONCLUSION

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So we've reached the end of this book. I hope you've enjoyed reading this book as much as I have enjoyed writing it, and that it's opened your eyes to the easy way to make money from multiple income streams, without ever having to cold call, chase people or spam the Internet.

We've covered everything from how to create your own brand to writing great content, building landing pages and websites, list-building, and the value of autoresponders – everything you need to build automated businesses that make you money semi-passively.

All that's left is for you to make the decision that Authority Marketing is for you, and to stop being just another face in the crowd. Stop using those generic 'cut and paste strategies' and start building your brand. Stop focusing on selling, and start building relationships.

You won't believe the results! Make sure that you follow every step in this guide, without skipping any, and you WILL find that you get more prospects and more conversions, than ANY other technique you've used in the past!

It's incredibly hard for any prospect to resist someone who is passionate and honest and whose personality shines through in their marketing. When you get that working for you, you can't fail!

Make sure that you're giving before you expect to receive, and you'll find that even people who don't become your customers are still your fans and may even refer people to you. Remember to also stay on top of technology. The key to successful Authority Marketing is to automate multiple income streams, and the only way to do that is to have an automated marketing system. Read books, find blogs and videos by other successful marketers, and keep abreast of the latest news.

There's an old saying, 'adapt or die,' and it's particularly true for online authority marketers. Stay ahead of the pack, and you'll always be successful.

What you do with what you've learned in this book is up to you, but I hope that you decide to take action, and start applying it today. You can only benefit from it, and it's the easiest way to get where you want to be – guaranteed. Once you are successful, please drop me a line, and let me know how Authority Marketing has worked out for you.

Looking forward to hearing from you!

Kindest regards,

**Stuart Ross**

P.S. If you would like to take a HUGE shortcut, and work with us here at Launch You to help you get your own Authority Marketing system up and running and making sales on complete autopilot. Be sure to book your free vision call and take a moment to share with us what your ultimate goal is. We can then assess how we can best support you in reaching your business and financial goals.

**[BOOK YOUR FREE VISION CALL HERE](#)**