10 Internet Marketing Strategies to Crush It with Your Online Business in 2020

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Strategy #1: Podcasting

Author Mandy Hale says, "Ten years from now, make sure you can say that you chose your life, you didn't settle for it."

Do you want to get ahead in your online business? Do more in less time? Make more money while working less? Does it sometimes feel that you're missing the big, complete picture? While at the same time, it feels like your marketing techniques might be a couple years out of date?

Worry no further. We're about to share with you the top 10 evergreen strategies that are the most important for your online business success. Perhaps you've heard of some of these or implemented a few. Either way, it can be helpful for you to get that fresh perspective and understand the missing opportunities that you can easily plug into your business to multiply your income and have more fun!

You're here because you want to get more out of your business, you want it faster, and you want more money in less time. But! Perhaps you've noticed that on the internet, everything moves at a super quick pace. Facebook, Google, Amazon, YouTube, everyone changes their rules and regulations constantly.

That means, with your online business, act FAST, and with certainty!

Do you know what a self-fulfilling prophecy is? A blind man ran a successful hot dog stand in a small town. His son, an economics major in college, came home for summer. The son said, "Dad, the economy is in a recession. Save your pennies, reduce your inventory, stop advertising."

The blind father pulled advertising, cut back hours, and sold off most of his equipment. The father had been considering opening a 2nd and 3rd hot dog stand, but on advice from his son, downgraded his hot dog stand to a much smaller size. It was now small, unimpressive, flimsy.

Sure enough, business evaporated and the father said to himself, just as the son was returning to school, "He's right. We must be going through an economic recession."

Unfortunately, this scenario happens every day online. People give up on their dreams, they play it safe and scale back, simply because someone told them to OR they don't believe in themselves! Don't let those people who talked themselves out of their own dreams, talk you out of yours.

You need a podcast. Having a podcast means that you have a website, a blog (online journal), with audio "episodes." In the past, you may have heard that you need to be blogging, or perhaps creating an authority content site. The problem with writing blog posts is that it not only takes too long to write out what you want, but there's no guarantee anyone will see it. Readers skim and people on social media aren't looking for a lot to read, anyway.

Podcasting is the ultimate must-have for your business if you realize that you need to get yourself "out there" more. It's better than blogging. First, if you record the content of your website as audio, you don't have to do any of that time-consuming writing. **Second, podcasting opens up a ton of new traffic possibilities.**

You post new audio content on your website, and a copy appears in iTunes, the Google Play store, Stitcher, Spotify, iHeartRadio, and a number of other directories. That's not even counting the extra mileage you can get if you post copies of your audio episode to places like SoundCloud and YouTube as well.

Having a podcast means you have an internet radio show. Anyone with a smartphone or tablet can "subscribe" to your podcast, which means they'll get notified and their device will auto-download any new episodes you

have so they can listen to you on their walk, at the gym, or during their commute. Believe it or not, podcasts are built into new cars.

Our course that shows you how to get your podcast setup and online is at PodcastCrusher.com. Are you stuck about what audio content to record for your podcast episodes? Here are a few quick ideas:

- **Monologue:** Record an episode of just yourself, explaining who you are and why you got started online. Explain an interesting concept that you think is underused, or perhaps a concept that you disagree with, that you see happening far too often in your marketplace. Explain one of your favorite books, apps, websites, or tools.

- **Interview:** Contact experts in your industry who are known to appear on podcasts. Contact your best customers, coaching clients, people you want to do business with or have done business with in the past. If you plan on attending a networking event soon, research who runs the event, as well as attendees of the event, and find out if you can interview them ahead of time. If you meet someone at a conference, meetup or mastermind, get their business card and follow-up afterwards to get interviewed.

- **Miniseries:** Choose one of your courses or books and choose 5 to 10 topics to unpack. Record 5 to 30 minutes so that people are educated enough to buy that offer from you. Then, stop podcasting! No one said a podcast had to be monthly, weekly, daily, or any set length. There are no rules with podcasting except the ones you make up for yourself.

Podcasting is fantastic for you and your business because it's easy to crank out that content -- way easier than figuring out video for YouTube -- and you have an almost endless supply of list building material, content for short reports or a Kindle book if you get the text transcribed. It's a great way to build a following that isn't "just" a list of email subscribers or "just" a list of Facebook fans. You stay relevant, and you can use your podcast recording time as a "therapy" to get clear with yourself about your business, or simply flesh out new material that isn't quite yet ready for a book chapter or information product.

==If podcasting is so easy, why doesn't everyone do it?== Aside from confidence, the real reasons are "technology" and "scope creep." Scope creep is best explained from the children's book, "If You Give a Mouse of Cookie..." If you give a mouse of cookie, he'll want a glass of milk, then he'll want a napkin to wipe his milk mustache, then a mirror to be sure his

face is clean, then a pair of scissors to cut his hair, and so on. The moral of the story is that you sometimes end up way down a path that was different than where you started, and not in a good way.

Many people geek out with their podcasting hardware in the name of "doing it right the first time" when it reality, they're throwing unnecessary obstacles in their own way. The next thing you know, they've bought mixing boards, cables, stands, mounting arms, and expensive microphones. Thousands of dollars and weeks of work later, there's still no podcast!

Here's a far better solution: record your first podcast episode, or first few episodes, with your computer's built-in microphone, your smartphone, or even a $25 USB microphone for your computer. Publish your podcast, and after you crank out the content, slowly build up to better equipment. My thought process is that Stephen King could write the same bestseller whether you handed him an iPad Pro, Commodore 64, a $300 fountain pen or a $0.25 ballpoint pen.

I'd rather listen to a podcast with "bad" production quality and great content.

What's far better than fancy equipment: have good information, perform keyword research on your podcast episode titles so you can capture

organic traffic. Have a clear call-to-action at the end of your episodes. Direct people to rate, review, and subscribe to your show. Send them to a paid offer, book, affiliate offer, or to some free resources. Don't leave people hanging... end with "some" sort of clear call-to-action. Do your best to make your information evergreen and not-news based, so you can re-use the same recorded material years later.

Let's talk about getting your podcast online... **first, record ONLY a five-minute episode to get started.** The reason is because it only takes one episode for iTunes to approve you, and you need to get started right away. Remember: there are NO rules for podcasting. It doesn't have to be any specific length (although, 20 to 60 minutes is VERY normal) and there's no commitment to publishing episodes with any frequency other than "when you feel like it." Don't trick yourself into thinking this HAS to be an ongoing project!

Next, your podcast needs to live somewhere. There are some services that will host your podcast for you, but many times, you'll be locked in, limited with features (or number of episodes), with an expensive monthly fee and others insert their own ads into your content. Not good. The easy way that gives you the most control is to use a WordPress website.

This can be an existing WordPress blog you have, or a new one you setup. For example, I created a WordPress blog on RobertPlank.com in early 2008 and didn't add the "podcasting" component onto it until 2012, which I've continued into 2018 and beyond. However, I've also setup new podcast shows at MembershipCube.com/blog and VOSuccessFormula.com/blog -- it can be new or existing.

Next, install a special podcasting plugin. We show you the best one to use in our Podcast Crusher course, but this is what adds the extra podcasting features to your self-hosted WordPress blog. It adds special "tags" for podcasting to your blog's "RSS feed" (it's okay if you don't know those terms but helpful if you do) so that platforms like Apple iTunes and Google Play understand that you have a podcast.

You also must record that first audio episode and upload it somewhere. In Podcast Crusher, we show you how to place that (MP3) audio file onto a special podcast host called LibSyn. Technically, you could host your podcast's files on your website, but if you get a decent number of subscribers, all those downloads will slow down your site and possibly cause your host to suspend you for using too much bandwidth. Others mistakenly tell you to use a service such as Amazon S3 to host your podcast files, but the problem with that is, if you get 100,000 downloads, you'll be hit with a huge bill.

A podcast host is the best of both worlds because you pay a flat monthly fee based on your show's storage (i.e. 50 MB of new audio content every month) and it's hosted offsite. LibSyn also gives you very helpful stats so you can see how things are going on a daily basis. Use a podcast host.

Record that episode, upload to your podcast host, and place the link to that podcast episode in a special area under your new WordPress blog post that the podcasting plugin provides. You've added a new blog post to your site that might contain links, text, bullet points, and at the bottom, an audio player. People can listen to your show by visiting your site directly.

But, we also want to be listed in directories, especially iTunes, also called Apple Podcasts. After you record that first episode, upload it and publish the first post, you need to submit your podcast "feed" to Apple iTunes, just the first time.

We show you in Podcast Crusher how to create an account with Apple and submit that feed. They usually take 48 hours to approve you, and when they do, people will be able to visit your iTunes page and subscribe to your show in their iTunes app. Continue submitting to other directories such as Google Play.

Now that you're setup and listed, all you have to do to publish a new podcast episode is:

- Click the **"record"** button to create your show

- **Edit**, add music if you want, and add special MP3 tags

- **Upload** to your podcast host (LibSyn)

- Add a **new post** on your WordPress blog and paste your LibSyn-hosted podcast **MP3 file** in the special location

All that's left for you is to promote that episode to your email list, social media, any way you can. Those directories will pick up that new episode you posted.

Podcasting opens up a ton of new possibilities for you and your business. If you have guests on your show, reach out to them and get them to promote. Schedule email messages in your autoresponder system (such as MailChimp or Aweber) for a few Saturdays from now to send extra traffic to that content. Post social images on Pinterest, Instagram, and Twitter.
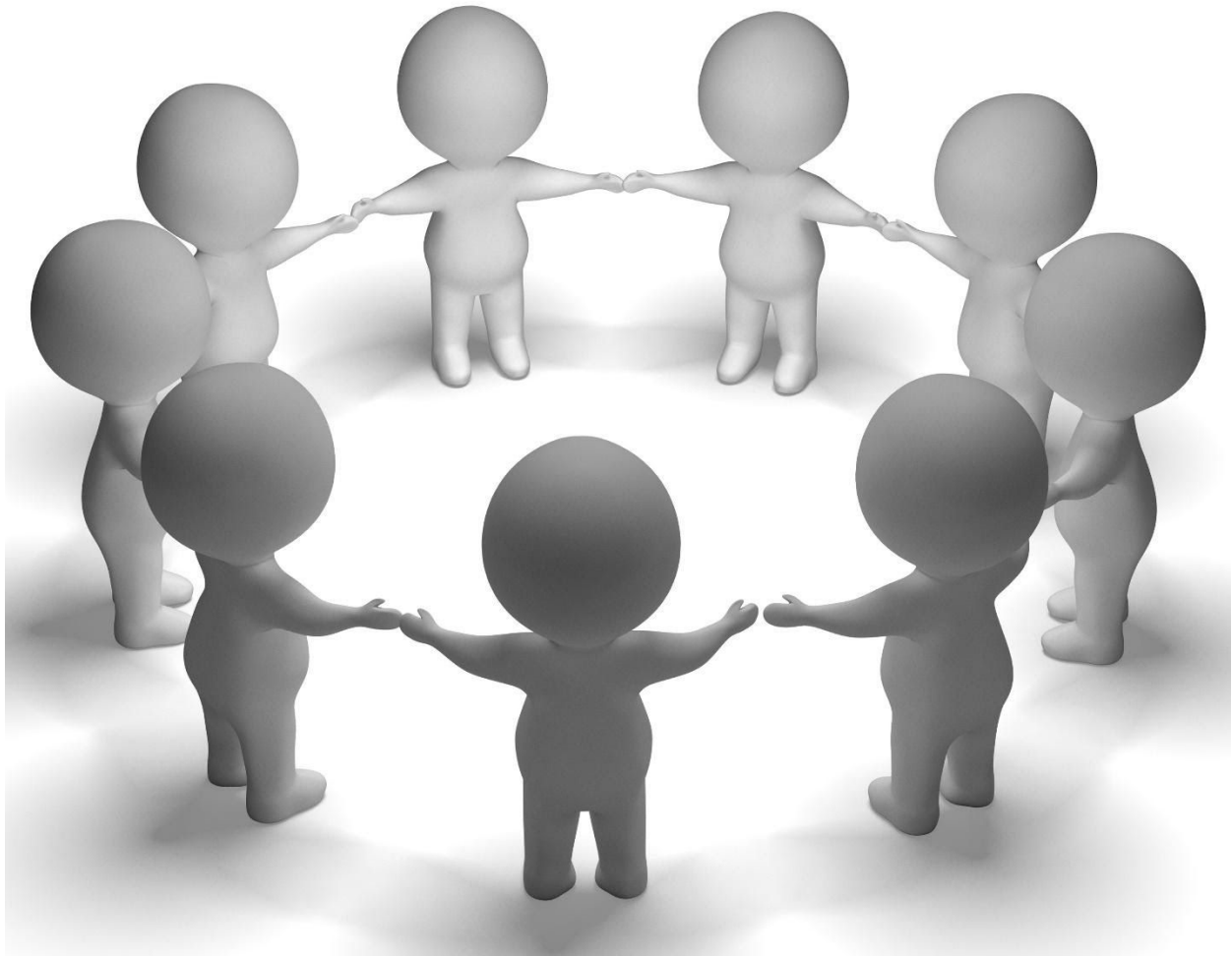
A huge ah-ha moment that I had with podcasting was in building relationships or my "tribe." As of this writing, I have 500 podcast episodes and 400 of those are interviews. Those are 400 NEW people I've gotten to know over the past 18 months, a much deeper relationship than someone I know on Facebook. I've made product sales, landed speaking engagements and webinars from my podcast guests.

I've hosted a few hard-to-land podcast guests, people that never would have given me the time of day otherwise, simply because I interviewed a few of their lesser-known friends and worked my way up the ladder. I also may charge guests money to be on my show in the future.

Which speakers in your industry do YOU want to be friends with, or get associated with**? Who regularly speaks on podcasts, webinars, telesummits, and live streams? Who has a new book they need to promote on your show?** You could transcribe your best podcast episodes, create a compilation book of some of your guests, and even use these newfound relationships you've built to appear on other high-traffic podcasts to promote YOUR websites and offers.

If you'd like to get in contact with us to help you with your podcast, please fill in the form at DoneForYouPodcasting.com. We can get your initial podcast setup for about $1000, or do more if you'd like podcasting strategy, help getting guests, ongoing editing and promotion. If you're the do-it-yourself type, our course on how to create your podcast is available at PodcastCrusher.com for a price point of $147 dollars, but that price is increasing soon.

Strategy #2: Freelancing

It's been said by Albert Einstein that, "A person who never made a mistake never tried anything new." Those words of wisdom remind me of the times that taking a quick risk paid off. When I was a kid, our family won a $100 gift certificate for a grocery store in town. Our picture wasn't in the paper, but they wrote about us winning. It turns out, my Dad was at a gas station and filled out the form to enter us in the $100 contest. We won because we were the ONLY ones that entered the contest.

There are so many opportunities out there on the internet where the same thing holds true. There's money to be made, but many people don't make the money because they've either convinced themselves something won't

work ahead of time, or they learn but don't take action, or they don't take enough action (follow-through), or, after taking action, they don't think things through and course-correct, they simply give up.

Our business (Double Agent Marketing, owned by Lance Tamashiro and Robert Plank) makes our money selling software, courses, and coaching. But what would I do if I was starting over from scratch? I'd freelance, especially because NOW is the BEST time in history to do it!

When I first got started online, I did it all wrong! I created a website explaining the one-man "web design agency" I'd created. The only viable traffic methods at the time were: purchasing (very untargeted) banner ads, forum marketing (signature links, this was before Facebook), and article marketing. It was normal to pay a website $20 or $100 for the privilege of getting listed. You could also pay $200 or $300 to buy a mailing (solo ad) to someone with an existing list, an email newsletter. Barbaric times!

I thought that people would magically find me, and that I would magically make sales. No such luck!

Here's where things turned around: I networked on some of those forums (message boards, they are "Facebook Groups" nowadays) and found that many business owners needed programmers to write software for them. I

partnered with someone new every few weeks. Depending on the project, I was sometimes paid outright, or we did a revenue split.

With this newfound spending money for my business, I invested in myself. I bought the training courses I needed, required software such as Photoshop and Camtasia. I hired people to design my web pages, write copy, I bought "resale rights" to add as bonuses.

I continued to partner with some high profile marketers who: had existing email lists, knew how to write "sales letters" and had an army of affiliates to send in tons of traffic and buyers. I did most of the work (debugging the software over a few months) for 30% of the profits. The person writing the copy made 30% and the marketer with the connections took home 40 percent. I was fascinated that these guys made the same, if not more, money -- simply because they had some existing assets like a list.

But, I had to start somewhere!

My thinking really changed when I realized my income from this project could come from multiple sources. I made my 30% "cut" from the software that was sold, but they placed a special link on the download page for the product, saying: You just bought this "link tracking" software, would you also like to buy a done-for-you installation of this software for $100?

You see, nowadays when you buy software, it's either a hosted solution or, if you bought a WordPress plugin, it can be installed in a couple clicks. Back then, you had to install a database and user, upload folders, edit code files, set permissions, run an install script... most people didn't know how to do those things. I did, so at age 17, I was making $100, over and over again, from a done-for-you installation service for a specific piece of software. The best part: it only took me 5 minutes to earn that $100!

There's a story: a $10k commercial refrigerator suddenly breaks down and thousands of dollars in inventory is about to spoil. A technician is rushed out, and pushes the button that fixes the refrigerator.

"The cost for the repair will be $400."

"But you walked in and only pushed one button. I'm paying you $400 for that?"

"You paid me $1 to push the button, and $399 for knowing which button to push."

Think about that. What's the "button" that others don't know to push? For example, let's say someone has a podcast and wants to you to edit the "umm's" out of that recording? Maybe they need social media graphics for Facebook and Twitter.

Fiverr is your place to get paid to push the button. Specialized knowledge that's easy for you and hard for others.

Are you a writer? People pay big bucks for headlines, Amazon product listings, keyword research and product name ideas. Are you good with graphics? Can you create a Kindle cover or podcast cover from a template? (If so, our GraphicDashboard.com course is a great place to pick up that skill.)

Do you have video equipment? Can you setup a green screen and be someone's spokesperson? Do you know PowerPoint and screen capture software, and if so, could you write and perform someone's video sales letter script? Can you do whiteboard animation, explainer videos?

"Fiverr" is the best freelancer marketplace out there. It gets a bad name because it was originally marketed as, "What will someone do for $5 dollars?" But if you've bought from there recently, you most likely paid a lot more than $5 due to upsells. For example, paying a video spokesperson $5 usually gets you no green screen, no HD video, no extra graphics, and about 30 seconds of footage. Once I click all those add-ons, I'm paying $50 to $100 for a video that the seller created in under 5 minutes. But he (or she) has the equipment and knows which "button to push!"

We are very excited about our course VOSuccessFormula.com which has enabled many people to quit their day jobs and reinvent their lives. If you have recording equipment and have provided voiceovers in the past, if you can click a record button and read a script, we want to show you how to use Fiverr to make money from your voice. Just imagine waking up to some $20, $30, $80 orders and knocking them out back to back.

There ARE bottom-of-the-barrel services people provide on Fiverr where people are working overseas and are happily making $3 to $5 per hour.

Article writing, data entry, lead generation and research. Stay away from those unless you can make it work, for example, if you have a legal or medical background and can charge a high dollar for medical articles.

Some Fiverr sellers provide user testing. For 10 dollars, I'll record my screen and try out your web page or shopping cart. People offer to setup WordPress plugins and themes, restore hacked sites, speed up and secure sites. Years ago, I hired someone on Fiverr to make phone calls to my customers. I paid her $100 at a time to make 100 phone calls which either went to voicemail or took her 1 minute to complete if a person answered. I've paid $35 to $125 for musicians to create "jingles" for use in my advertising.

Our course that shows you Fiverr, gives you a template of services you can provide, and instructs you on how to build clients and make sales with that platform, is called ProfitDashboard.com.

Fiverr is the best platform for freelancers!

First, everything on that platform happens quickly. I used to hire transcriptionists on Upwork (formerly oDesk) and the process took two weeks every time. I'd post a job, wait for job applications to roll in, I'd send out tests to the applicants, wait for enough of them to respond, hire a

person, wait for them to do the work, and many times, go back and forth with the worker. Instead of posting a job, I search for the person I want, I see their ratings, turnaround time, and price, and hire.

Sellers don't have to apply or audition to job after job. Fiverr has tons of traffic so buyers are there all the time. You don't have to mingle around in forums like I did all those years ago. Fiverr handles the money upfront so you don't have to chase clients to get your money.

Look at similar "gigs" on Fiverr, post your own gig, and experiment with different ways to get people to find you and buy that gig. Provide good customer service and optimize for what Fiverr wants: users that login every day, are online on the mobile app when possible, deliver work on time, and respond to messages in a timely fashion. After you get more work than you can handle, increase your prices, experiment with more upsells, and build up your "base" of repeat Fiverr clients.

The point of Fiverr is not for you to become a full-time freelancer forever, to become a slave to others or trade hours-for-dollars. The point is to build up some money-making skills that you can get paid for. This is what I did from age 21 to 23, after I'd graduated college, but before I went full-time with internet marketing. I was paid to go to a job and learn skills (computer programming) which I later applied to my own business.

Not only do you build those technical skills (again, it doesn't have to involve computers... it can be voiceovers, audiobook narration, writing, proofreading, etc.) but you also develop strong time management skills. You get good at knocking everything out in under an hour instead of it taking all day. You get good at estimating how long you can perform tasks, improve your concentration, set boundaries so you have "quiet time" separate for your family for a few hours, batch and chunk task so that you're super-efficient.

Every platform is simply a traffic source. You DON'T have to live there. Market and build your services on Fiverr, NEVER contact your buyers outside Fiverr, but provide a similar service outside Fiverr. Get recurring clients. Build a team to do some of the work for you. Create an info-product or course demonstrating those skills.

You can tap into all of this simply because the high-traffic platform, Fiverr, exists. You don't have to do it the hard, slow, old-fashioned way of creating a website and networking with others.

Strategy #3: Facebook Live Streaming

Novelist Cormac McCarthy, author of No Country for Old Men and the post-apocalyptic tale The Road, says, "You never know what worse luck your bad luck has saved you from."

When I was 31 years old, I was attending a wedding in upstate New York, and I slipped and fell. I was laying on a couch later that night with my foot propped up, and someone sat on it with their full weight.

The result was a broken ankle in two places. The next morning, I was laying in an emergency room bed and four people held me down as they "set" the ankle. Over the next few weeks, I underwent two surgeries: one to add a plate and a screw, and another to remove the screw but leave the plate, still inside me to this day.

I had to learn to walk all over again. During my week or so in New York before flying back to California, I visited a doctor's office where they wrapped me in a new cast and provided pain medication. To this day, I can't remember the doctor's name or what we discussed. The reason is because I was completely distracted during my visit. Why?

Because the nurse right outside the door was playing Candy Crush on Facebook the entire time! It made me think... there are probably courthouses, police stations, fire stations, schools,

hospitals, air traffic control stations nationwide, where the employees are distracted by Facebook and pretending to work. Terrifying!

The point is that Facebook is everywhere, but it's a bit of a double-edged sword, isn't it? Facebook (and social media in general) is a huge time-suck, there are many business owners playing around there, and it's easy to waste the entire day and get nothing done. Facebook doesn't like it when you post links that take people off their site, and they don't like long "text" based posts, because people don't tend to read those.
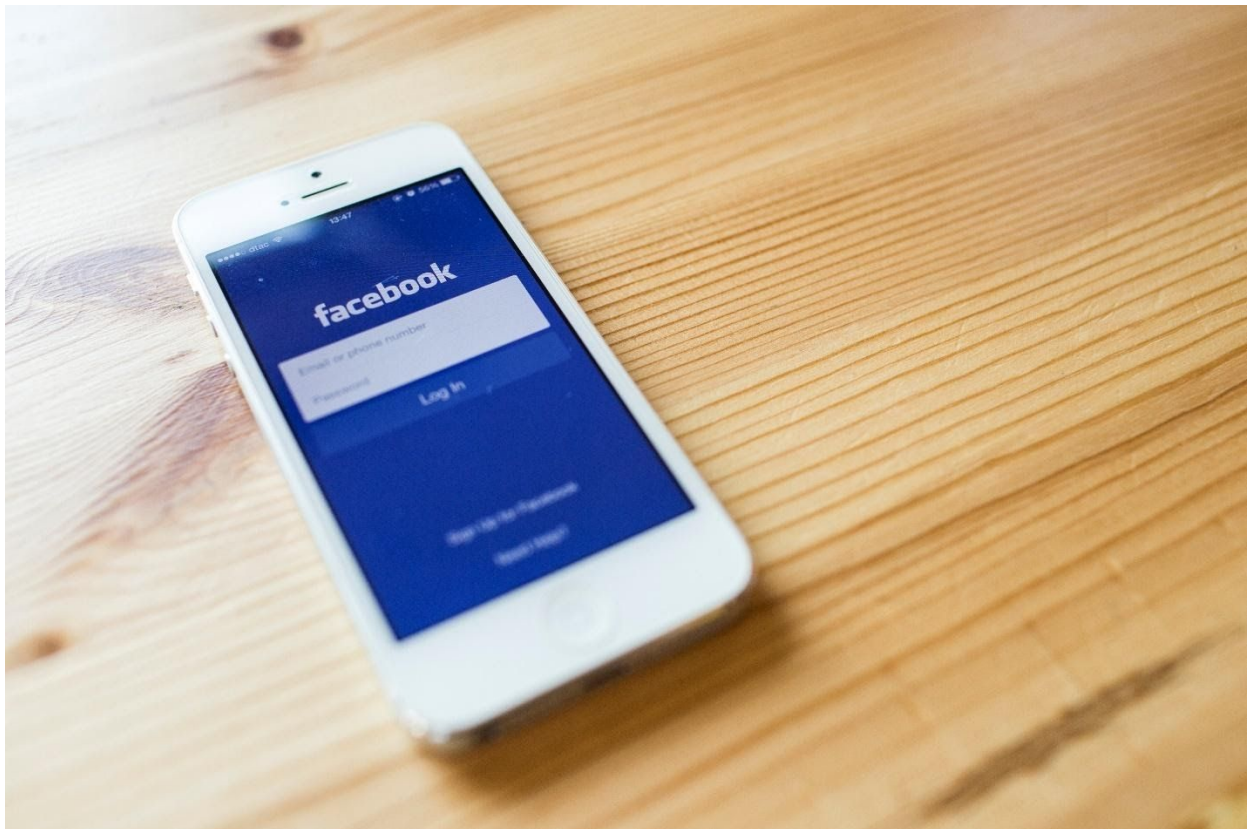
They like images and video, but how much attention and traffic can you really get to your business from a single image? What do you do?

The answer: live video. Our course that shows this to you is VideoSalesTactics.com. By streaming live video onto Facebook, whether it's from your phone, tablet, or computer, you can get your message out there in the format that Facebook prefers. And, it's simple enough for you to do every day, or on a regular basis. Just set aside a few minutes to do it.

You can live stream onto Facebook in one button tap with just about any smartphone. That's a great way to get started, but the drawback is that you can't record that stream for later use, you're limited to "live action" video (you can't demo software on a computer, for example), and your camera is usually "shaking" during the stream because you're awkwardly pointing a phone at your face. But it's a start!

If you're creating video content, or speaking off-the-cuff in any way, just "think in threes." Let's say you're an accountant and you want to share some ideas on how people can save money on their taxes. Instead of rambling about one idea or listing off 20 items, just think of three. You can probably remember three quick keywords in your head. Start a video listing the three things you'll talk about, unpack each of the three, then recap the three things you just explained. You'll come across as a well-spoken genius.

It's easy to get inspiration for video content and live streaming if you're always open to that inspiration. Is there a problem you're seeing in your industry that you want to provide an easy solution for? Can you teach a quick tutorial? Show some behind-the-scenes in your business?

If a customer asks an interesting question, livestream the answer to everyone.

You'll solve a real problem and have a customer for life.

VideoSalesTactics.com shows you how to use your computer to live stream, which is very important. You use your computer's web camera and built-in microphone, but if you have a better camera or a high-quality microphone, we'll show how you can use free software to broadcast those live streams.

Using your web camera, you can broadcast that "live action" video to your timeline, fan page, or group. However, this time, the picture is coming from a stable video source: the web camera mounted on your computer, and not a shaky handheld cellphone. Super-impose text on your live stream to show your name as if it's a news report, display a web address or flash helpful keywords to viewers.

When you live stream using a computer, you can live stream "screen share" video. This means someone sees what you're doing on your screen as if they're looking over your shoulder. Display a web page, fire up a PowerPoint presentation, demo software like Microsoft Word. You can

switch back-and-forth between live action video and screen capture while the stream is happening. Even screen share while the live action broadcast of you continues to show in the bottom corner.

We mentioned before that, when you live stream using only your phone, you can't record the video for later usage. You can't transcribe it, you can't add it to a member's area, you can't repurpose for YouTube. However, when you broadcast using the computer, you click one button and it records everything that was streamed out into a single video. But it doesn't stop there! You can live stream once, then days or perhaps weeks later, start a second stream, and simply re-play or re-broadcast that recorded stream... right back onto Facebook again!

But it gets even better. You can live stream any existing video you have, right back onto Facebook. Are you nervous about your live stream going wrong somehow? Pre-record it and then broadcast later. Do you have a pre-roll video or perhaps a whole presentation you've cut together? Maybe a recording of you presenting in-person at an event? A webinar replay? Audio podcast recording where you've added a still image as the "visual" component? It can live stream onto Facebook.

Many times, I've hopped on a Facebook live stream and "chatted" with my business partner, Lance Tamashiro, or some other podcast guest. I called

the person live, we broadcast our faces and spoken words live, then I used

the recording as a podcast episode. Firing on all cylinders.

You can live stream onto so many places in Facebook: your timeline, any Facebook fan page you own, or any of your groups. Technically, you can also live stream into someone else's group or onto someone else's Facebook timeline, but it's best to get permission ahead of time for those two examples. Just know that it can be done, you should be doing it, and if you've seen others live stream and you're jealous, get the training for that inside VideoSalesTactics.com.

Strategy #4: WordPress Site

A common thread in our discussion today is that everything online used to be slow, confusing, frustrating, technical, and expensive. Now, creating a sales funnel, hiring out work, making your first freelancer income, live streaming video, and more, is easy, but everyone's doing it. **There's a lot of noise and you need a way to stand out from the crowd.**

Walt Disney says, "The difference between winning and losing is most often not quitting." I imagine that many aspiring business owners out there have quit on their dreams for a "silly" reason such as, not being able to create the website they want. A website used to mean thousands of dollars and months of work. In the present day, a website means clicking a few things, choosing a theme and a few plugins.

It's possible because of a widely-used software called WordPress, which powers 28% of websites on the internet, including The Walt Disney Company, NASA, CNN, CBS, TechCrunch, Time Magazine, and so many others.

I mentioned earlier that I used to earn $100 for 5 minutes of uploading files, installing databases, and many other "geek" tasks. That job has been replaced with a button in WordPress that says "install plugin." WordPress is easy to figure out and is very widely used. It's also powerful. For

example, you can quickly add content and navigation, add additional administrators to your site, drip content, and more... right out of the box. For advanced functionality, you can install "plugins" to do things like add a pop-up to your site, or podcast-enable your site as we mentioned earlier.

Fiverr is a great way to get your first freelancing income, and Facebook Live is a wonderful way to get the word out about your business, but once you have that initial success online, you'll want to create a "home" for your business to publish blog posts, list your products, add lead capture pages to build your list, and sales letters to make sales.

Instead of coding, figuring out HTML and CSS, make your usual settings in your WordPress site, choose a theme, and add plugins. Combine existing tools to figure out your own personal "template" or system that creates the site you want. Once you've built that initial site, hire a virtual assistant to add features or continue to publish that content. You can find some on Fiverr, or we can arrange a meeting to help you create the site you want if you'll shoot a message to support@doubleagentmarketing.com telling us about your needs.

Or, if you know what website you want but you don't know how to create it, hire a website builder to create it for you in a few days and take it over.

Our WordPress course that shows you how to get up and running is WPCrusher.com. Here's what you need to know about WordPress: most importantly, while there are many beautiful themes out there, **your choice of theme isn't important. The way your website looks is one of the least important things. What it SAYS and DOES are more important.**

Don't believe me? Consider this: you're looking at two web pages, side-by-side. Webpage #1 is ugly, but has helpful information and makes sales. Webpage #2 is beautiful, but has no good information and makes zero sales. Which web page wins? It's unfortunately that one is ugly, but it does the job...

Still don't believe me when I say that webpage appearance is not "that" important? Allow me to direct you to a site called Google. Is it colorful, and have clever animations and navigation? Heck no, just a plan white background, black text, blue links. You'd think with all their video content, YouTube would be an amazing site to navigate. Nope, white background and only the information you need. Amazon, Craigslist, eBay, Instagram, the list goes on. Even Facebook contains mostly text and very little design.

Website designers and theme creators "hate" ugly websites, but they sell better. I used to use huge graphics on my websites, until I began split testing. It turned out that my websites brought in more sales from the same visitors when I removed as many distracting items as possible. That meant smaller header graphics, and many times, a small logo instead of header graphics.

Lesson: turn your focus to the content of your site, because the design is less of a priority.

What about content? The biggest concept you need to understand, and you might know this already, is posts vs. pages. When you create a WordPress site and you don't use a special landing page or e-commerce theme, you don't use a landing page plugin like PaperTemplate.com... just WordPress,

out of the box, it displays the latest "posts" on the front page, newest first, and then links to perhaps 3-5 "pages" on the top navigation.

Posts are journal entries on your site. You might post on June 1st, August 10th, December 25th. They have dates attached to them. When you visit a site, you probably see the 10 latest blog posts, but you can page to a post last month or last year.

Pages are navigation. An About page, a Contact Us page, a Best Of page, legal pages for Copyright, Disclaimers, Terms and Conditions, Earning Claims... those are navigation areas of your site. Pages don't have dates on them.

An example of a WordPress site consisting of mostly blog posts is TechCrunch.com. You go there, you see the latest content posted today. A WordPress site that contains mostly pages is TonyRobbins.com. There's a specific front page, and other sub-pages you can go to. Tony's site is less for posting new content and more for displaying his product catalog.

Once your content is setup and you've chosen a theme (but you haven't spent too much time on it), turn your attention to SEO or search engine optimization. There are specific things Google and Facebook want to see in

the way your web pages are formatted, and we show you inside our WP Crusher course how to setup an SEO plugin to do the job.

If you plan on getting a lot of visitors to your site, you may be worried about the site running slowly or crashing everything. Search engines prefer it if your webpages load within two seconds, which means you'll have to install a "caching" plugin which saves the latest copy of a webpage that your visitors see.

Example: someone visits the front page of your site. You don't see it, but WordPress has to run all kinds of computations to check the database, display your theme, latest blog posts and pages. If 1,000 people are on your site at the same time, that's crazy work. Caching means that the front page of your site is generated for visitor #1, but then visitor #2 sees the "saved" copy that was previously generated. Visitor #3 sees the saved version, visitor #4 sees the saved person.

Then you jump in and add a blog post, which throws the cache out. The cache is cleared. Visitor #5 arrives and the front page of your site is re-generated, so visitor #6 sees the new saved version of your site. So does visitor #7, visitor #8, and so on. The saved copy of your site is shown unless you change something. The result is a much faster website!

There are many other "geek tricks" that can be done to speed up your site, including compressing images, lazy loading videos, compressing CSS and JavaScript. You don't need to know what all that is or how to do it, just know that there are always improvements that you can do, or hire someone else to do (Fiverr?) to make your site run lightning fast.

An easy trick we show you in WP Crusher is how to secure your site to prevent hackers from getting in, but who cares about too much of the geek stuff? What's more exciting is what you can do with your site.

For example, drip content. I have a podcast that runs on WordPress, called MarketerOfTheDay.com. At the moment, I publish five podcast episodes, five 25 to 45 minute interviews every week, Monday through Friday. If I had to login every morning on Monday, Tuesday, Wednesday, just to post one episode, I either wouldn't get anything else done or I'd have to hire

someone full-time just to handle one podcast. Instead, I use the drip content feature built right into WordPress, no special plugins required.

Here's how it works: normally, when you add a new post, otherwise known as a journal entry or podcast episode in WordPress, it publishes "right now." If you post it on Monday at 10:00 AM, that's the date of your post. You can could set your new or existing post to January 1st of last year, and it would appear back-dated, as if you posted that new content to your website long ago.

What if you set that date of your post into the future? What if it was March 1st and you set a blog post to be dated March 14th 7:00AM that same year? Here's what: your post would appear as "scheduled" to you as the administrator, but no one else would see the post! Not on March 2nd, 3rd, 4th, up until March 14th. Even then, not at 5:00AM, not at 6:00AM, not at 6:59AM... 7:00AM rolls around, and the post is live.

I use this drip content feature to "batch" schedule my podcast episodes. I publish about 23 episodes per month. I currently record 4 interviews on Mondays and 4 on Fridays. Once I have over 10 episodes ready, I upload all the audio files, and schedule the posts for the remainder of the month. The result is that I only have to set aside a few minutes to schedule the posts, and they'll go live automatically!

You can claim a special tool of ours called WPImport.com which allows you to upload a zip file containing several text files representing many different posts you might want to schedule into your site. You can also get to a screen that allows you to post 100 pieces of content at once... just fill in the title, date, and contents of every new post you'd like to add to your site.

I also automate quite a few things in my WordPress site. For example, I use a service called Zapier which periodically checks my site for new podcast episodes, and if there are any, it publishes the latest episode to various social media channels. I also use Zapier on a few blogs to auto-post content. I monitor a few specific YouTube channels for certain keywords and automatically create a post if there's a match. Easy, if you know how!

With WordPress, you install plugins to give you the functionality you want. Choose a theme to get the right look and feel, for example, a magazine site or Italian restaurant site. Make additional tweaks to your WordPress settings to disable comments or change your link structure. WP Crusher shows you how to completely customize your navigation and easily change most things you see on your site using what's called the Customizer.

After you create your WordPress site just the way you want it, you'll need to back it up. You chose a specific theme, made a ton of tweaks, installed

just the right plugins and changed settings on those, setup your navigation "menus" and sidebar "widgets" to be just right. Added posts, pages, users, and more. If you were to create another similar site, how many steps would it take to recreate all that?

Use our plugin at BackupCreator.com to create a quick, "local" backup of your site. If you want the technical details, this dumps your files and database into a "zip" file that you can download to your hard drive. This ensures that you have a snapshot of how your website looks right now, before you run an update or make significant changes to it.

Built into the "Ultimate" version of Backup Creator is the ability to back your site up to Amazon S3, Dropbox, or Google Drive, if you use those file storage services. We'll also store up to 1GB for you, enough to hold 10 to 25 WordPress backups depending on how loaded up your site is. With just one more click, you can also set Backup Creator to run a backup once per week, so you can set it and forget it.

The real power with backups comes in the restoration process. Sure, if you break your site, you can take that backup file and restore the backup right on top of it, rolling back your changes. However, what if I backed up a site in one location and restored it on another?

The answer: it would clone, or create an exact copy, of the site. I could decide I like the layout and setup we have at WPCrusher.com. I could back it up, then restore that backup onto WebinarCrusher.com instead and have a starting point for a new course. I'd delete the content but have all the plugins and everything setup the way I wanted.

If you find yourself managing, logging into, and updating far too many WordPress sites, our platform WebsiteRemote.com will help you manage it all. When you use website remote, you install a "helper" plugin onto all your WordPress sites which allow you to remotely login, update, and manage all of your sites at once, or one specific site. There are so many cool things you can do with your WordPress sites, and we'll circle back around later to landing page plugins such as Paper Template.

Strategy #5: Membership Site

The American painter Walter Anderson says, "Nothing diminishes anxiety faster than action." In other words, most of your worries creep in because you allow yourself to spend too much time thinking and not enough doing.

Now that you've mastered WordPress, it's time to go after "the money" and sell something. I'll admit, for many years, I was told to have something called a "membership site." It sounded good at first, because I thought to myself... monthly income! I could create a $1000/month offer and pay all my bills with just 10 members. Or, price at $200/month and get 50 members.

Problem: people only wanted to pay me $10 per month and they only wanted to stay for 3 months. I avoided membership sites for years because I associated that sort of thing with, a lot of work creating content, a lot of work selling people into it, only for them to drop out rather quickly. Why would I put myself through that, when I could simply sell one-off products? Videos? PDFs?

And then it hit me: a single payment site is STILL a membership site.

That is the #1 thing people get wrong about membership sites. Most people think a membership site has to be some "monthly" thing. The usual justification is, I'll price it at $5/month or $10/month because... who wouldn't want it? I'll pile in articles, short videos, PDF reports, quick tips, and interviews. Here's the problem:

Let's say someone out there has an "itch" to scratch to lose weight. They're looking to pay money for a solution (probably a course or online training program) to get them to where they need to go. Do you think that person is looking for a $10 per month "tip site" where nuggets are dripped out to them? No. They'd rather pay $97, $197 or more for a 30-day bootcamp that gets them to where they need to go. Point A to Point B.

Charge one single payment for your membership site, at least at first. Offer a solution to an urgent problem delivered in a short period of time.

Have you heard about S.M.A.R.T. goals? The goals you set should be Specific, Measurable, Achievable, Relevant and Time-Bound.

The same is true for your information products (courses). You're selling a 30-day "system" or "solution" to a problem that gets people to hit those urgent goals.

We sell courses like Podcast Crusher, Webinar Crusher, WP Crusher, and many others. We can't necessarily guarantee specific results as in weight loss, but we can "show" how to setup a website in a few minutes. Clear actionable things. Not just information learned, but an actual webinar setup, a real podcast setup, a WordPress site setup.

Start off with a single payment site so that you're not stringing buyers along. A common trend for a few years with membership sites was the "big box of stuff." The offer was: get these 20 things for $1 for 7-days, and then it's $17/month after that to get even more videos, tips, and things per month. The end result: a member's area with tons of distractions, in fact, so many videos to watch that there's no way you'd watch it all before the end of the trial period. In fact, every single month, there's so many new videos added that you can't possibly watch all of them, and get billed for the next month.

That doesn't help anybody, and that's not a long term business model that will serve you for years to come. Avoid the big box of stuff, solve an urgent

problem. Get your first buyer, then scale to add extra goodies, bonuses, upsells, and possibly save drip content for later or never.

There are platforms that will host your membership site for you, but we prefer to use self-hosted WordPress and Wishlist Member. We show you how to set it all up and buy you a copy of Wishlist Member in your name at MembershipCube.com. That's a course we've been running for almost 10 years and we've kept it up to date with new training and software.

To keep things simple, take payments with PayPal. You can switch out that "buy button" on your website for a Stripe button or some other system, later. Get up and running now. To connect your paid members to an email autoresponder system (so you can keep in touch with them) -- use DoubleAgentAutoresponder.com for now. Switch it out later!

I'm excited for you to jump into our Membership Cube course, because we give you a 1-click clone where you can click a button, and have a membership site ready to go. You just fill in the content and update your payment button.

After you setup that membership site, add your content, advertise it and get your first few paid members, you can add the "goodies" in. One such goodie is drip content, and Membership Cube includes our WP Drip

plugin. We don't recommend dripping things out on a daily or weekly basis. For example, don't make people wait for day 1 of your content, then day 3, 5, 7, and so on. People hate that, and it's another example of considering your own "pickiness" above the needs of your paying customers.

Instead, drip out surprise bonuses and loyalty bonuses. Give people something special on day 29 and day 59, and possibly day 90, to wake them back up if they abandoned your course or were considering refunding.

Another nice-to-have you can add to make your membership site easier for members: add checklists. Membership Cube includes a plugin called WP Notepad that works three-fold: it provides checklists, journaling, and fill in the blank forms for your members. This way, after someone watches one of your video training modules (we recommend four milestones or modules in your course, 60-90 minutes each) they can check off the tasks they completed to implement.

WP Notepad places a special note-taking area underneath each page or post in your membership site where a member can take notes that only they can see, that they can pick up at any time. In this day and age of cloud computing, it's perfectly reasonable for someone to login to your course at work, then check it out on their phone, then tablet, then home computer.

By installing WP Notepad onto your membership site (it works with any WordPress-based membership solution, but we prefer Wishlist Member), members can write notes to themselves that they can access from any device, possibly years later.

Your dirty little secret is that, as the administrator of your membership site, you "snoop" on members' notes to see where they're stuck or where you can improve.

Finally, WP Notepad allows you to create fill-in-the-blank forms. Imagine if you taught real estate. You could provide a rental agreement or eviction notice template. Your member fills in the appropriate details and prints. We use fill-in-the-blank forms when we teach people how to contact others for joint ventures or assemble sales letters.

Another easy win: install our WP Kunaki plugin to collect physical mailing addresses from your members. Someone buys access to your site, let's say for a one-time payment. Although, this scenario works for one-time payment, payment-plan, monthly continuity forever, or even a free site. After they "somehow" gain access to your membership site and create their account, a pop-up appears, asking for their physical mailing address.

They can choose to ignore the pop-up, but it'll appear the next time they login, until they finally fill something in. After they do, you'll get a notification and you can choose to hand-write a postcard, send cookies using DoubleAgentCards.com, a printed manual using Lulu.com or a set of DVDs using Kunaki.com. Dump the addresses and mail merge a direct mail campaign. Collect those addresses!

A bonus feature of WP Kunaki is that when members confirm their physical mailing address, you can choose to include some or all members in a directory. The directory can be public or private. Example: we have a client named Dr. Charles Runels who "certifies" doctors to deliver a specific medical procedure, and he has a public directory in place that lists these doctors, so a potential patient anywhere in the world can find a nearby provider.

The catch is that, if a member stops paying or refunds, they're removed from the directory. In his case, Charles charges monthly forever for his site, but it's the same idea. Membership sites are either "on" or "off." Someone a member in good standing, or not.

We have our VOSuccessFormula.com site that teaches how to provide voiceovers on Fiverr, and there's a member directory where our hundreds of members can post each others' profiles. It's accessible only between our members.

I could go on and on about the potential improvements you could make to a membership site. Add upsell pages to sell more offers. Add a coaching upsell where someone can hire you for an hour of your time. Offer a live 1-hour Q&A "group coaching" session to get more members in. Add assignments or "challenges" under each module of your post to ensure people take action.

To fill your membership site with members, run Facebook and YouTube ads to your sales letter or "landing page" that explains what's inside the membership site. Tell your email subscribers about it, publish podcast episodes advertising your course, run a pitch webinar using GoToWebinar.

Add freebies to build your list and low ticket lead-in front-end offers to get the buying juices flowing.

Hook an affiliate program into your membership site, contact potential allies for joint ventures, get yourself booked as an expert on other peoples' podcasts. Get yourself booked as a guest at online summits and look into landing some speaking engagements.

A lesson that I had to learn that hard way is that if you build it, they won't come. You need to promote the offers you create. MembershipCube.com helps get you setup fast so you can turn your attention to promotion.

Strategy #6: Webinars

Real estate investor Grant Cardone says, "You won't know what's enough until you do too much." It's one thing to be overworked, spread too thin and burnt out, but many people put "one foot on the brake" and aren't actually being as focused, productive, and dedicated as they need to be.

It's all about "The Muscle." I first learned about the muscle after coming back to school one year after the summer. I hadn't done any schoolwork for 2-3 months. During that first week back, it hurt my hand to even write a sentence. It was tough to speak and string a sentence together. I hadn't exercised my brain.

The writing muscle is real. If you're having writer's block, it's probably because you haven't set a daily habit to write a little bit every day, every morning. The same is true with your presentations, webinars. A webinar is short for "web seminar" and means you show a live presentation, usually PowerPoint screen capture, but not always, to a live online audience who can see your screen and hear your voice live, and can type in questions.

Many people think webinars, presenting, and selling is awkward, when they simply haven't exercised The Muscle. There's a saying: if you want it done, ask a busy person. When I played Little League Baseball, we'd have weekly practice, maybe twice a week, and before an actual game, we'd have a practice game where we dressed up in our uniforms and play an

actually game. In school band, if we had a concert coming up, we had a day where everyone came to school dressed up, and we played our entire set, start to finish, as if it were real.

The same is true for your webinars. **You need to run them consistently, and sometimes do a dry-run to avoid unseen complications.**

What's amazing about a live webinar is that you have a group of people in your audience who are interested enough to pay attention to you for an hour. True, there is the "live" aspect of your presentation where you might mess up, but that sort of thing forces you to pay attention AND your audience gives you a little bit of a break when you are live.

We recommend GoToWebinar for your webinars and we can help you out with that in our course called WebinarCrusher.com.

There are a few ways to go wrong with webinars. I'm not just talking about people who are afraid to sell, people who let one little thing (like a heckler) derail the entire thing, or those that avoid webinar presentations out of fear. Most of the "cheap" webinar platforms suck because they're browser based. They attend your live session, but they're attending you as much one tab in a browser, easily closed.

What we love about GoToWebinar (or Zoom) is that the webinar session exists as a separate program on your attendee's computer. On a mobile device, they might load it in an app, but it's an app separate from their web browser. ==**On a computer, it's a separate program or window. It's not easily closed.**==

Your best people are sitting there live for an hour and they've made a micro-commitment to sit up and pay attention. You wouldn't get that sending them to a web page or to a video. They might ask questions, and you handle objections. You're more high energy with that live audience.

The types of webinars you can run that we show you in Webinar Crusher are: the 20-minute "follow me" demo, a 60-minute pitch, 90-minute webinar class, 4-week e-course, and coaching program.

If that seems technical and overwhelming, don't worry! We prefer that you "go in order" and work your way up to more greatness. For example, start with that 20-minute "follow me" demo. Let's pretend you were an accountant and you want to sell some of your services. Could you demonstrate a few accounting techniques on a 20-minute screen share for free, then "drop a link" for someone to buy the software that they'll use to accomplish the task you're demonstrating?

In other words, for this easy 20-minute presentation, you're not trying to sell a product, course, or even coaching. You're simply saying... here's some free training on how to use X software. To use this software, buy it through my affiliate link. My now-business-partner Lance Tamashiro used to do this for my products. Here's the Action PopUp plugin by Robert Plank -- I'll show you how to use it, but you'll have to buy it through my affiliate link in order for you to use it.

In my space, I'd do this for a web hosting service I recommend, and perhaps WordPress themes and plugins, but this works for every space.

Once you've presented on a live webinar for 20 minutes, it's time to up your game, because what's the point of repeating the same activity day-in and day-out? Put together a 60-minute "pitch" which means you teach some interesting things and then ask for money.

In our WebinarCrusher.com course, we show you how to use GoToWebinar, how to present, and how to make sales on webinars. We include PowerPoint presentations, templates, everything you need to run your webinars.

Many people out there teach a complicated 25-part or 35-part system for selling on webinars that involves all sorts of tiny pieces like your origin story, a common enemy, the hero's journey, and it's way too complicated. Here's the simple formula that we teach instead: ==**WWHW: Why, What, How-To, What-If:**==

- **Why:** 5-10 minutes of a pattern interrupt or mindset change that gets attention, explaining to people why they're here and introducing a huge revelation you came across recently

- **What:** 10-15 minutes explaining what problem you're about to solve, how you solved the problem and a little bit about your background. Explain the 100,000 foot view about what steps people need to take

- **How-To**: 20-35 minutes of a demo or magic trick where you unpack a few steps to solve a problem

- **What-If:** 10-15 minutes laying out your solution that REALLY solves the problem. You're in "selling" mode, so build up an offer (the "stack") with lots of value, then price drop to the actual price.

When I sell software and various "technical" things, my strategy is to "teach long distance and then sell the calculator." Tell people what they need to know, show how to do it the hard way but then sell the easy way.

For this webinar pitch, you could use one of your existing books if you have one, a product you already own, bought the rights to, or even use an affiliate link to hard-sell someone on the features of something like Aweber, Xero, anything where you have a link that can make you money. Present it to a live audience, but record that presentation and post it to your blog, Facebook, YouTube, LinkedIn, and market the heck out of it.

The real power in webinars is in creating high-ticket products. Many many times, I've presented a live (pitch) webinar to sell an upcoming (live) class that wasn't created yet. I'd created the offer, promised a few bonuses, and said: we're meeting at this time and this date to get your time management on order. Meeting on this time and this date to knock out your book.

I'm talking about either a one-shot 90-minute presentation, or a 4-week live course where you meet with your students (as a group) for 60-90 minutes each week and teach a few things. My secret for these is to plan to cover 6 items, with 4 sub-items on each. Create lots of easy PowerPoint slides, and say... here's the big picture for today's presentation: we'll cover these 6 steps in this logical sequence.

For each step out of six, I explain what they need to know, then say, we're about to do it. I'm about to record a video for YouTube. Here are the steps I'm about to take to record that video. I record the video, then re-list the steps I took so that it makes complete sense. Explain what you're about to teach, teach it, then explain what you just taught. Then, move on to uploading that video. I'm about to upload a video and here are the steps. Make those clicks and type those things required to upload the video, then recap.

We use webinars to make easy, recurring, dependable, monthly income. Webinar Crusher has a monthly option where we meet every month and include GoToWebinar for free. We also have a monthly membership site called Double Agent Marketing where we meet every second Thursday and cover what's been working for us over the past 30 days, we demonstrate a few things and then take questions. It's a lot of fun, it helps many business owners get on track and stay on track, helps us get clarity in our business, and we get paid thousands of dollars for just one hour per week.

We also use webinars for our weekly coaching program called Double Agent Marketing Platinum. If you're interested in this, email support@doubleagentmarketing.com with subject line "Platinum" and ask for details. This is 1-on-1 coaching. We meet once per week for 1 hour and cover any issues in your business. If you want to beef up your websites, strategize a launch, market with YouTube ads, anything, we provide that personal help. It can be one-off or a monthly commitment.

I list all these webinar possibilities and opportunities not to overwhelm or confuse you, but excite you about the various ways you can, and should, make money with live webinars. There's nothing else like it!

To run a webinar, you first need a webinar platform. As stated earlier, we love GoToWebinar more than any other solution. Get familiar with PowerPoint so you can show a few title slides and bullet points to make your presentation look professional. **Use your computer's built-in microphone and web camera and screen share. Use Camtasia to record that presentation for later.**

I've seen people make the mistake of scripting their entire webinar presentation. That's way too much work. **Instead, have a "loose" plan and be authentic.** You'll improve your webinar presenting skills over time. Don't let the "nerves" get to you. Many people are nervous they won't get enough people to show up to their live online event, but they also get nervous if TOO many people show up. What a mind-trap of head trash. Don't depend on your viewing audience for anything and don't let the inevitable technical hiccups distract or delay you.

Remember WWHW (Why, What, How-To, What-If), said differently, AIDA (Attention, Interest, Desire, Action). Grab attention, build up the problem and overview, then dive into a few details, and excite them about the future actions they can take now that this initial problem is "licked." Once you're in selling mode, be clear and firm about what you're selling and don't let the timidness creep in.

Start with the end in mind. Decide on a single call-to-action at the end of your webinar: go to this web page. Don't say... you could buy this, or this offer. **A confused mind never buys.** Don't say... you could go to this web page, or find my blog, or connect with me on social media, or email me. The end-of-webinar action is to go to this ONE location, build everything up to it, and end with a bang.

For a successful webinar, you need to create that webinar event -- choose a title, date, and time for the upcoming event. Promote the heck out of that "registration" link and get registrants to signup for that upcoming free session. In the days leading up to it, remind those registrants about your promise, date and time so that they become live attendees. A hungry crowd.

Keep those live attendees entertained. Don't hang on any one slide, visual, or point for more than 10 minutes because you'll lose attention. Lead your training into a compelling offer and sell at the end of that webinar.

Take the recording, add it to a web page (landing page) with nothing on it other than: headline, video replay, link (or button) to click and buy. Market the heck out of that reply or recording as well.

Think about the times you missed out on something great, you hesitated, or you went with the path of least resistance, as opposed to what challenged you. We've all done it. Anytime I'm nervous about presenting a webinar, I go back to that thought. **Not doing a webinar will hold you back from the greatness you've earned and that you deserve, so do it!**

Strategy #7: Book

Nelson Mandela once said, "It always seems impossible until it's done." Many people see a book as a huge obstacle they'll never finish. Most people want to write a book, they have enough knowledge inside them for a book (decades of experience) but they're discouraged.
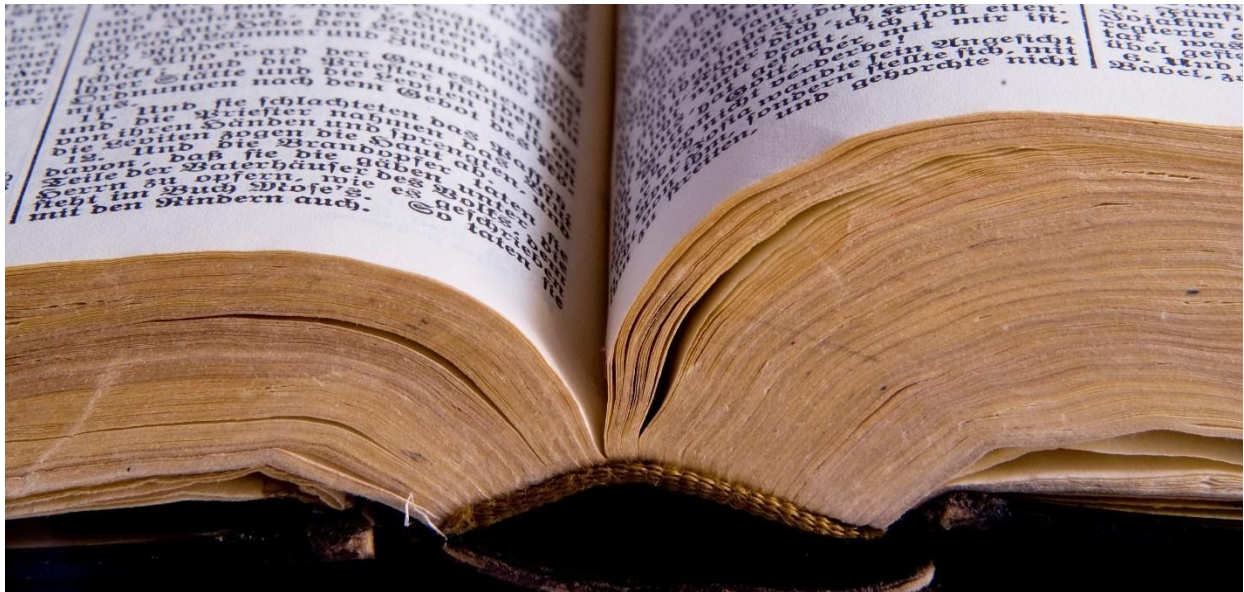
They've heard it takes 10 years to write a book. They've heard that the average author only sells a handful of copies and has a garage full of unsold books. Maybe they've heard that achieving New York Times bestseller status requires a marketing budget of about $200,000 and there's still no guarantee.

Here's my answer: <mark>don't worry about becoming a bestseller or writing a "huge" book that knocks it out of the park.</mark> Create a short book that solves one problem. Stay focused for long enough to finish the book, that way you have a starting point that works for you right now.

> *Did you know that it's possible to create your book TODAY? I've done it. More than once, I've had an idea for a book and published it that same day. My record is coming up with a book idea at 6AM, recording it within an hour, having it ready to go by 11AM, submitted to Amazon by 2PM (my part was done), and completely approved and published by 6PM. You just need to keep things simple and follow a few steps.*

You become what you focus on. Just think about a time when you were driving past something on the side of the road. Your car probably drifted towards that side of the road without you noticing, and you had to quickly correct. Studies have shown that if you're sick, you can look at pictures of sick people and your body will think... you must be around sick people, time to boost the immune system. There are apps and productivity websites that play ambient "coffee shop" sounds, since that sort of thing has been shown to boost focus and output.

<mark>People fail with their book because they let it get too big.</mark> They want to pack everything they know into one book, when really, they should keep it

simple and make it about one single subject. They don't manage their time well. Stephen King writes 2,000 words a day and Ernest Hemingway wrote 500 words daily. Their strategy: wake up in the morning, hit that word quota, then take the rest of the day off. It adds up.

Also, people think that writing the final sentence of that book is the finish line. It's just the beginning! The next step is to market that book in order to build your business, get traffic, land speaking engagements, get coaching clients, whatever purpose you want your book to serve. Get reviews, land joint ventures, launch your book and run paid ads.

Let's get you to "book is published" status as quick as possible. Blow past writer's block by thinking about your book as something you "assemble" and not something you craft or write. Instead of creating a complex outline (I still create an outline, it's just not complex) or winging it (a near-guarantee that the book won't be completed).

Our process that we show you inside BookFormula.com involves listing a specific number of ideas, then rearranging, trimming, categorizing, and then fleshing out the sub-pieces of that chapter.

Without getting too nitty-gritty with the details: check out existing books similar to yours to get ideas without plagiarizing. Look at the table of contents to uncover what specific problems the existing books solve. List ten questions that people want to know about your topic. Then, reduce that list down to seven by crossing out or combining items. Rearrange into an

order that makes sense. Those seven questions become your seven chapters.

Flesh out each question/chapter into sub-pieces consisting of WWHW: Why, What, How-To, What-If. If the first chapter of your book is, "How do I setup a website with WordPress?" Then the talking points in your chapter will be:

- Why should I use WordPress compared to other alternatives? (easy, powerful, add-ons)

- What is WordPress and what do I need to know about it? (web host, plugins, themes)

- How do I use WordPress, what are the steps to getting up and running? (install, content, SEO)

- What if I use WordPress, what new options does that open up for me? (podcasting, list building, content marketing)

You can see that, in addition to fleshing out the chapter into sub-questions, I've also listed three keywords (1-2 words each, no more) to help me answer. Click record and speak out the questions, then the answers. In

your final manuscript, you'll delete the questions or re-word them into chapter titles and sub-headings.

If you answered each of the above bullet point questions for 2 minutes each, it would take you 8 minutes to speak out each chapter. Do that with 7 chapters and you've recorded a book in 56 minutes. Get it transcribed, and for $60 you have yourself a 9,600 word book manuscript.

When the transcript comes back, you'll have to spellcheck and clean it up slightly. The point is that it's done now and you can revise it later. I

strongly believe that everyone has a "3-day excitement window." If you're pumped up about something on Monday morning, you have until Thursday to get it into some kind of finished form, because you'll get distracted and will need to psych yourself up all over again. Do it quickly.

Stay organized with deadlines and milestones to ensure you know you're making progress.

Make a Product shows you everything you need to know about getting that book transcript online in book form. Amazon Kindle asks for an "interior" which is simply a Word document with a title page, table of contents, and your chapters with page numbers. They'll want to know about your book's title, your name as the author (hint: you can publish a book using pen names or publish for your clients). Amazon wants to know what "description" appears on the book's listing page, and the price. That's mostly it!

You can get a book cover created for $5 to $15 on Fiverr.com, and submit your digital book to Kindle, and physical book to CreateSpace, if you know exactly where to click. If you don't know what to click, it might take you years to figure it out like it did for me. Get a guide to show you where to go to get that book online. Don't let analysis paralysis or perfectionism hold you back.

To create a book, outline it, then record it (speak it out, writing takes too long), clean up the transcript that comes back, hire someone to create a cover that same day, then submit and publish to Amazon. It doesn't need to be any more complicated or confusing than that.

Strategy #8: Online Funnel

Being an entrepreneur, business owner, published author, thought leader, innovator such as yourself requires a little bit of faith and planning.

Pablo Picasso published 50,000 works of art during his lifetime, including 12,000 drawings and 1,900 paintings. How many attempts have you made?

You may have also heard that Oprah's first boss told her she was too emotional for television. The President of Western Union declined to buy Alexander Graham Bell's patent for the telephone because he believed it to be a toy.

Colonel Harland Sanders was rejected 1,009 times before landing a deal at age 65. Thomas Edison famously said, "I haven't failed to invent the light bulb 1,000 times. I've only found 1,000 ways that won't work."

If you feel like you're constantly studying, learning, planing, putting out fires, switching gears, running out of time, and yet, you're not making that Internet money yet, it's because of these three possibilities:

- **Possibility #1:** you currently have no strategy, so every day is completely left up to chance

- **Possibility #2:** you have a strategy but your implementation does not match the strategy

- **Possibility #3:** you're implementing correctly but you have a bad strategy

Let's assume that you have no strategy and ignore the other options. What strategy should have in place? What needs to be in place? What are those missing pieces of your online business?

Every business, even offline, but especially online, needs these three components: list, traffic, and offers:

- **List:** prospects and buyers you can contact (email subscribers, Facebook Messenger chatbot subscribers, social media followers)

- **Traffic:** new people who find your websites (from Facebook, YouTube, blogs, paid ads)

- **Offers:** things you sell (your products, coaching, affiliate programs)

If you're missing any of those pieces, that's a serious problem. If you feel you've neglected any of those three parts, your plan of action should be to get the "list" and the "offers" in place as fast as possible so you can focus exclusively on bringing traffic to your websites. We help you out with this in our IncomeMachine.com course where we help you setup:

- **your front-end:** free content and web pages people visit (sales letters, opt-in pages, video replays)

- **your back-end:** product delivery (thank you pages and membership sites)

- **your traffic:** everything else (retargeting, joint ventures, content marketing)

<mark>Most people have huge gaps in their businesses</mark>. For example, they might have a website online but no blog where they post content that brings in search engine traffic. No email autoresponder followups, so when that free blog gets them subscribers, there's no follow-up to convert those free prospects into paid buyers. No consistency, no pipeline. An "Income Machine" contains these items:

1. **niche:** choose your unique solution and area of expertise (i.e. real estate, stock market, weight loss)

2. **website:** a .com name where your online presence lives

3. **free opt-in page:** a page someone can visit and enter their details (name and email address) in exchange for a free PDF or video

4. **email autoresponder follow-up sequence:** after people join your list and become subscribers, your system sends message to "warm up" your subscriber with helpful advice and offers

5. **sales letter:** a single long webpage that sells an item (a digital product)

6. **download page or membership site:** a place for buyers to collect their download after buying from you

7. **blog:** an authority site with free content, videos found on YouTube, and other information to collect new traffic (perhaps from search engines) to send people to your opt-in pages and paid offers

8. **traffic:** a steady stream of new visitors coming from other sites

It seems like a lot to setup, but if you compare this system to other business owners who have 20-30 items in place but no real plan connecting them

together, this is indeed the easy way. Inside the Income Machine course, we show you how to setup:

- the front-end sales letter at **example.com** selling a product

- the opt-in page at **example.com/free** offering a free gift

- the free gift download page at **example.com/gift-download** providing the free report or video, then linking to the sales letter

- the member's area at **example.com/members** where paying members get access to their paid download (from the sales letter)

- the blog at example.com/blog that publicly shares free information

To setup that website, use DoubleAgentDomains.com to secure your .com "domain name." We show you how to choose a niche and which domain name to choose. Then, park that name on DoubleAgentHosting.com so your website has a place to live, and install WordPress.

After creating the pages we show you, you use PayPal to take online payments, DoubleAgentAutoresponder.com for your email list and autoresponder, and use YouTube to create your free gift download page and blog content.

Income Machine includes our Backup Creator plugin to backup your site and install a special clone that has all the necessary pages already setup. Paper Template is our landing page plugin that helps you install sales letters, gift download pages, and opt-in pages on your site.

It also includes Member Genius to run your membership site. A membership site means you can sell one-time products and provide free access. It also means you can offer a monthly membership site, sell multiple products, and drip content. It's all included inside Income Machine. It's up to you to setup the website you want.

Strategy #9: Sales Letter

Can you relate to the "achy" feeling of not wanting to check your website stats? You know what I'm talking about... your website is in place. You check to see how many people visited yesterday. You see... 5 visitors. Most likely, those 5 visitors were you refreshing the page, making sure everything worked.

That was my situation for a long while. Until one evening, I noticed someone signing up to my email list at 7:10PM. Then another at 7:11PM. Another at 7:12PM, another at 7:13PM, and so on. This continued again and again. I was freaking out! What the heck was happening?

It turned out that a very popular forum owner, Allen Says, linked to my website from his front page. I had so many people on my site that every minute, out of everyone sitting on that site, someone decided to signup for my list.

I was in a panic. I knew that if I didn't act quickly, thousands and thousands of visitors would be wasted.

I located the email opt-in signup form on my site. I moved it to the center of the page. I made the "Sign Up" button nice and big. I removed unnecessary text. In other words, I made the best use of the traffic that came to my site!

That's what you need to do as well. Imagine if Oprah linked to your website and 1 million visitors arrived today. Would they wander around and then leave? Do you have a way to capture leads with a free gift? Do you have a product they can buy?

This is the idea of a landing page. When someone visits your site from Google, Facebook, or YouTube, don't just send them to your blog. Send them to a page where there's nothing else to do on that page other than to claim a free gift in exchange for their email address. Or, how about a sales letter? A web page where there's nothing else to do on the page other than read about an offer, and buy it.

Add to that, Bruce Lee says, "If you spend too much time thinking about a thing, you'll never get it done. Make at least one definite move daily

toward your goal." The idea of a landing page is simple, and yet, most people haven't set any up.

To recap: you can create an e-mail opt-in page, a sales letter where people can buy something, a webinar replay page where there's nothing to do other than watch a video, or a free gift download page where there's nothing to do other than to claim a gift you recently signed up for.

We created Paper Template to make the creation of these pages easy for you. Because it's WordPress, you create pages with just a few clicks. Paper Template includes pre-written webpage templates so you can edit or remove anything.

Everyone has writer's block. I can just about guarantee that you've stared at that blank piece of paper many times in your life. Perhaps to write some stupid essay in high school that you didn't want to write, sending a quick email or creating that page to sell your products...

Why is writer's block a problem? Because you're not jumping in with any sort of template or strategy!

Here's what helped me with sales letters and copywriting: this isn't an essay from school. You get no points for fancy wording, long sentences or paragraphs.

In fact, you're SUPPOSED to use action-packed, 5th grade level, short sentences and paragraphs!

Why? Because your goal is that someone lands on your web page and is hooked by your headline. Enough to stay on the page for 3 to 5 more seconds. Then, that sub-headline grabs them for a few more seconds. The "deck copy" -- the first bit of "normal" words that come after the headline and sub-headline -- hooks them for a few more seconds. On and on until they get to the bottom of your web page and click the buy button.

This is called a bucket brigade or a greased slide. Each piece of your web page is only meant to get that visitor to read on to the next piece. This is

why it's so important to break grammatical rules and use transition words. Sometimes, I'll start paragraphs with "Because" or "But wait!" to get people to keep reading. I'll make sure to end sentences with ellipses, question marks, exclamation points, and not always periods... because I want people to keep reading...

I've started sentences in the past tense, and finished that sentence in the present tense, because I care more about making an emotional, impactful point onto you instead of winning awards for grammar.

One-sentence paragraphs for dramatic effect -- all the time...

It looks weird, but weird stands out!

To keep it simple, your sales letter should answer these quick questions:

- **Why am I here?** (Attention-getting headline, i.e. "Who Else Wants to Discover How to Get ___, ___, and ___ Without the Hassle of ___, ___, and ___?"

- **What problem do I have that brought me here?** What other alternatives or solutions have I tried that don't work?

- **How is this problem solved?** What is your exact offer and what are the components?

- **What if I buy from you right now?** Tell me how to purchase and show me the button.

Launch with a story that introduces a problem, provide your solution and offer, recap or unpack the pieces, then ask for that sale. Only have one thing for sale on that "sales letter" landing page. As we said before, "a confused mind never buys" is one of the most important ideas in copywriting.

Use as few words as possible. If I'm editing or beefing up a sales letter, the number one thing I do is read each sentence and see if a few words in that sentence can be crossed out, while still saying the same thing, with no other edits. ==Sometimes, I'll read an entire sales letter aloud and when phrasing is awkward, I'll simplify that wording.==

Another pass could be to make sure you avoid words that turn people off -- words like "work" or "learn" (use "discover" instead). Check to see how many times you say "no" or "don't" in your sales letter and clean those up if you've overdone it.

You don't need to go into tons of detail about every nook and cranny of your offer. Sell the sizzle, not the steak, as they say.

Another easy fix: ensure you're in the correct phase in each part of your sales letter. You might notice that the above bulleted list fits into Why, What, How-To, What-If. It also fits the AIDA template: Attention, Interest, Desire, Action...

Start with that Attention getting headline, build Interest by relating to their problems -- perhaps making it funny and exaggerating it slightly -- then introduce your solution and get them to Desire It, and state the Action driven command you want that visitor to take.

Again, you can keep this really simple. My first sales letter ever was simply: a "Who Else" style headline, a couple sentences explaining what brought them here, ten bullet points explaining my offer, a command to buy now and a button. You can incrementally build anytime you want.

Paper Template is a unique solution for anyone who wants to make online sales because we include the web page templates for you right within WordPress, without conflicting with your theme. The plugin contains built-in headlines and bullet points, you can store your "swipe file" or interesting phrases that you want to adapt to your copy.

It's a plugin that "could" take over your site if you want it to -- you could set a Paper Template landing page to act as the front page of your site, and add additional opt-in, thank you, replay pages throughout -- OR you can install this on an existing WordPress blog with "blog" content, that merely has a few landing pages off to the side.

I wish someone had told me early on that nothing is "final" on the internet. You can create a very simple web page to make sales, send traffic to it (Facebook, YouTube, your list) and let your visitors vote with their wallets. Make that initial money and use that as motivation to add to the sales letter, hire a copywriter to improve it even more, anything you want.

Strategy #10: Mastermind & Coach

Romance novelist Nora Roberts says that, "If you don't go after what you want in life, you'll never have it." Also, motivational speaker Wayne Dyer says, "Everything that has happened to you is either an opportunity to grow or an obstacle to prevent you from growing. You get to choose."

It's one thing to have a bunch of knowledge dumped onto you, but what about implementation? What about getting past the obstacles? Course-correcting? Dealing with the inevitable entrepreneur business owner conflicts and crises that happen on a weekly basis?

That is why you need some sort of support system.

At the very least, have an accountability partner. This is someone you can share your quick goals with, then part ways to take action, meet again to discuss if you hit those goals or fell short.

No successful person can do it on their own. There's always a coach, a mastermind, or perhaps multiple coaches/masterminds.

Jim Rohn had a concept that your income is the average of your five closest friends. The "five of your closest friends" concept applies to your income level, your optimism, and your motivation. Maybe you have a circle of friends who are unsupportive, negative, and broke. Their bad attitude rubs off on you and drags you down to their level. If you suffer from this, maybe it's time for new friends!

I highly recommend you join Facebook Groups, attend local Meetups in your area, and find a private community or perhaps someone to help you 1-on-1. I'm telling you, you'll shortcut 10 years of trial-and-error frustration into 3 months of consistent progress. Being around new people will give you new ideas and experience with speaking. Simply putting your thoughts into spoken words and stating your current business problem works as a kind of "therapy session." Hearing the problems and solutions of other business owners, even if they're in a different space than you, give you new perspectives you wouldn't have, closed up in that safe "bubble."

Our monthly mastermind is DoubleAgentMarketing.com and we've met, as a group, every month for the past 8 years. We discuss the latest techniques with online business and internet marketing, we provide motivation, course-correction, and "outside the box" thinking to get (and keep) you on the path to growth...

Here's how the monthly meetings happen: after you buy your monthly access (it's currently $47 per month), you login to a member's area where you can view all the past monthly meetings going back years. We have a "starter pack" and a ton of additional bonus content and interviews. There's a button to register for the "next" live session, usually on the second Thursday of each month, lasting 1-2 hours.

If you can't attend live, no worries! Send in any questions you have ahead of time and the recording is posted in that member's area the same day.

We begin the meeting with a recap of the month. We unpack activities that have been working very well for us over the past 30 days. Perhaps we found a new traffic source or way to run an ad, had a launch that did well, or implemented a marketing technique that you need to look at, for example, building an email autoresponder sequence.

Then, we worked pre-emailed questions into the mix. Sometimes students have questions about Facebook Live, Facebook Messenger, Zapier, WordPress, podcasting, writing, or productivity. They might have a specific project they're stuck on. Someone could send in a URL or PowerPoint presentation for a webinar.

Lance and I transition into covering questions typed live into the chat box. We don't always drop what we're doing and jump to a question, but we work questions into the training. We'll demo a piece of software or teach something in a tutorial.

If you feel as if you aren't getting everything you want out of your business, you must re-examine and ensure you have the essential pieces of success for yourself:

- **big goals:** something to shoot for that's Smart, Measurable, Achievable, Relevant, and Time-bound. It should be a bit of a stretch but also something you'll complete this year, if not within the next 90 days

- **a reasonable milestone:** in order to keep things grounded, decide what you're shooting for within the next 1-2 weeks. Perhaps it's the rough draft of your book, a membership site that can take orders, or "version 1.0" of that killer software you're having created

- **Four Daily Tasks:** every day, decide on the four actions you'll take to get you to that next milestone. It should be one 10-minute task and three 45-minute tasks. No multitasking, no phone, Facebook, or email, done in one single sitting

- **support system:** that course-correction, motivation, and troubleshooting we've been discussing -- to keep you going when things get tough

Double Agent Marketing is our "catch all" mastermind where we discuss things we don't tackle in our other courses. We talk about, and show, the cutting-edge stuff you won't find anywhere else.

Many people have told us they join this mastermind because they've already taken the membership, or podcasting, or webinar training, and want to up their game. Others have said they're in the site because they enjoy the community aspect.

Either way, we'd love to hear from you. Join us inside DoubleAgentMarketing.com to get the "consistency" you need in your online business. If you're curious about 1-on-1 help, how that works and how it's priced, send an email to support@doubleagentmarketing.com with subject line "Platinum." Contact us if you have questions about the programs we covered here, or you need help deciding on what a right fit is for you. **We wish you maximum success, happiness, and fulfillment to you and your online business moving forward.**