

## Use Your Online Business To Turn Intangible Assets Into Tangible Assets!

Many smart marketers are using their online investments to invest into more tangible assets such as offline businesses, land, precious metals and the like.

While I genuinely believe that the next big mainstream boom on the internet (*i.e. something that the average person can get into*) is going to be **website development...**

**I'm talking about buying and selling internet and website only based businesses.**

I also strongly believe that with the current state of most of the economies in the West it also makes sense to invest in hard assets such as land, gold, silver and 'always in demand' offline businesses.

**And what better way to convert an intangible asset into a tangible one that setting up online income streams that fund your offline ventures?**

Many marketers have income streams that wholly fund their ventures into offline business.

There are also many clever people who run shops where the lease is paid by the *online* sales not the actual physical sales of visitors coming into the shop.

*Why not go completely offline?*

Because while an actual shop might not be profitable enough on its own to exist, combine it with online sales and you end up with enough money to pay a full-time manager to run it *and* a part-time employee to fulfill the online sales in the back room.

It ends up being totally self-contained, you don't have any stock to take up room in your home AND there's still enough profit to either pay for your next venture or if you're wise, to pay the mortgage on the shop so you own the building in a number of years.

This is possibly safer than any pension from any government or held in a 'pot' by someone else on your behalf.

You control it.

You can change it.

You are responsible for it.

I know of people who have websites that rank for keywords in the gold niche. (Not an easy thing to do these days)

So the content is very much about buying bullion, buying and selling scrap gold and trading in 'paper' gold as well as buying the actual metal.

Not actually DOING it – just the content site that ranks high for key words and gets lots of hits.

The site has plenty of affiliate ads, pay per click ads (such as Google AdSense) and other monetization methods on it.

In one case, the money that comes in from the site's PPC, investment affiliate schemes or even gold-related Clickbank products **pays for the purchase of physical gold**, which again in the current economic climate isn't a bad idea.

What a great idea, right?

Let the money that comes in from ads on your sites pay for physical assets.

**Intangible to tangible** - income streams that allow you to invest in the real world as well as the online world might be something we'd all be wise to think about in the current climate.

Nice.



## Dumping The Dead Weight...

Quickie here...

If you get complaints back when you send out your autoresponder email, and they're *obviously* from idiots.

I'm talking about people who complain about how you do things, or that your email has a typo, or that the products you sell are too expensive or that your hair isn't short enough...

(You'll know 'em when you see 'em)

**...just unsubscribe them.**

If you're on my list, you'll know that I don't sulk if you challenge me or pull me up on something I've written - in fact I encourage debate, argument and the like because I can back up my opinions better than many marketers.

But sometimes you WILL get a complaint or moan from someone who is obviously just a jerk, and it's not worth your time to do anything other than dump them.

**So here's my quick tip:**

**Instead of searching through your ConvertKet account to find their email address and manually delete then, just use their own laziness against them.**

They've probably just hit 'reply' because your carefully crafted broadcast email has rubbed them up the wrong way, so scroll right the way down to the bottom the email you originally

sent and you'll find their personal unsubscribe link.

*This is the one automatically inserted by your autoresponder service.*

**Just click it and on the options screen unsubscribe the jerk.**

Makes your day!



## Case Study: \$9,487 A Month Income Stream From A Free Course!

So this is a marketer who has created an income stream - a *recurring* income stream - for himself of just under **ten grand a month** by offering a membership to his free course.

His strategy is beautifully simple, almost old school (skool?)

His course is aimed at newbies and his advertising and traffic are aimed at both those people who have just discovered IM as well as those who've been around for a bit but haven't had any success whatsoever.

**So his free course is basically how to set up an internet marketing business and reach X amount of money per month in X amount of time.**

*(Classic sales page headline in that description above too, right?)*

It's a great quality and BIG course that newbies can sign up for at one of his various squeeze pages or blogs.

The course is very cleverly structured so that it encompasses pretty much ALL of the main ways to make money with an online business...

*PPC*

*Affiliate marketing*

*Product Creation*

*Blogging*

*Flipping*

*Amazon*

*Review sites*

*Software development*

...and so on

And as they make their way through, the members are encouraged to decide which of the methods they'd like to base their *own* online business on

He includes the basics of each of the methods, how they work, are they easy or hard to set up, potential, skills needed, personality traits needed etc...

It's very well done.

### **And this is how he monetizes it:**

He simply gets them to a point where they've decided which path they want to follow and then says:

*This is the course you need if you want to develop your business in this niche in the best and fastest possible way.*

**And gives them his affiliate link to a course he's found for each of the various 'paths' created by other marketers.**

He ONLY ever promotes recurring courses.

Not only that but he also signs up to the affiliate programs of *related* products - tools, services, software, and whatever else and recommends those too.

There are some pretty high –ticket services among them too – paying extremely decent commissions.

*Cleverly, he doesn't include anything like this in the first few weeks of the training - he builds trust first and establishes himself as an authority.*

Then he recommends courses - ONLY recurring courses remember, and related services and products to the subscribers.

Lovely model eh?

**Best of all, the (slightly less than) ten grand a month he earns from the recommendations is only *part* of his income.**

He also produces products and sends emails to the list that he builds from the free courses with promos, recommendations and last time I looked he'd started selling solo ads too.

I don't know the figures but I DO know how much an email list can bring in a month so I reckon he doubles that ten thousand from simply mailing his list each month.

And of course once the course is produced all he needs to do is pour people in the top and take the profits :)

He'll need to keep it updated and keep an eye on the market for new products and better 'fits' for the courses he recommends but it's a pretty hands-free business for most of the time.

**This is an evergreen model that can be replicated if you're willing to put the work in and set up the infra-structure.**



## Do All Your Subscriptions Pay For Themselves?

You already know that being financially astute is one of the key things when running an online business, right?

So here's what I recommend.

Whenever you sign up for a subscription to **anything** you use in your online business, whether it's a service, a tool, research or other kind of membership...

**...make product pay for itself through its own affiliate scheme.**

I don't mean buy through your own affiliate link although many do and I'm not judging.

I mean use that affiliate program to cover your own subscription.

ConvertKit is a prime example. Sign up as an affiliate, recruit a few subscribers through your link and it'll cover your monthly subscription.

Clickfunnels is another. If you use it, it only takes a couple of referrals and you effectively get it for free!

Safe-swaps is another example if you're into buying adswaps or solos.

Recruit a few new sign-ups for them through your link and it'll pay for your own subscription month after month.

Obvious I know, but so many marketers can't even be bothered to set up just a simple post on their blog reviewing and recommending the service along with their affiliate link.

Just set it and forget it - **use a resources page on your blog and link to everything you use, using your affiliate links whenever possible.**

*Sounds like too much work for just a \$19.99 or \$29.99 monthly subscription?*

Maybe (not for me anyway) but think about this...

...when you get to higher level subscriptions - SENuke for example, costs several hundred dollars a month, and some of the ranking tools, keyword tools are also pretty pricey.

Hell, if you have a decent size list **ConvertKit** is going to cost you several hundred a month if not four figures.

But on the bright side, the higher-ticket subscriptions can sometimes be some of the easiest to cover.

The more expensive the monthly subscription, the bigger the commission you'll get paid!

So why not spend a few hours putting together a good post about the services you use, optimize it Keyword-wise, put some links around your sites, and recruit a few new subs through your affiliate link?

**Don't pay the subscriptions yourself guys - you're bloody marketers - you shouldn't be paying for ANYTHING that has an affiliate program :)**



## Case Study: \$5,000 A Month From This Offline Lead-Grabbing Technique!

This is an interesting little technique. The lady who operates this system is UK based but it would work anywhere I reckon.

I'm told she's OK with me sharing it because she's quite a hippy and believes in Karma rewarding her for helping other people.

Good lass!

First off she doesn't provide anything out of the ordinary in the offline business niche.

### **She offers SEO and website design services to local businesses.**

She outsources the actual work, but also earns recurring monthly fees for providing services such as hosting, domain name registration, providing autoresponder services, licensing various software, being available for support and creating or updating email sequences.

Nothing too revolutionary although she's set it up nicely.

### **No, the thing she does differently is how she gets her leads and turns them into customers.**

It involves contacting business professionals such as accountants, lawyers and anyone who deals with business owners.

For example trade suppliers who supply plumbers or carpenters, and **asking if they'll let her put her own little point of sale display in their shop, office or retail desk.**

She's had made some really nice looking little point of sale boxes, which hold small cards, which are about twice the size of standard business cards

*On the cards and on the point of sale box she offers a FREE 20 minute consultation about why their website isn't getting them enough visitors and how to fix it.*

There's a little more to it than that – it's worded very cleverly and is a good offer – but I'm not going to give her whole method away.

So the whole thing sits on the counter or near the cash register and offers a free consultation to any business person and who wants more business (who doesn't?) through their website.

And visitors pick up one of her card/brochure sheets from when they visit their supplier, accountant or whatever and can either book the consultation online, by email or phone.

The cards are all marked with a code so she can give a commission to the business that lets her place her point of sale display with them.

### **Here's the sexy bit – her conversion rate on these 20 minute free consultations is over SEVENTY percent.**

Obviously she has testimonials, examples and sites to show them already prepared, but she ALSO does a little research on their main competitors and throwing their name casually into the conversation usually makes the client very responsive.

Obviously her point of sale displays aren't the only way she gets leads but it's the thing that gets her highest conversion into sales.

My own interpretation of this is that the cards work because many of them are placed where people **wait**...

At a trade desk maybe waiting for a part to be brought up from the stores, or on the coffee table next to the magazines in a solicitors or accountants office while you wait for an appointment...

**...and because they're the sort of places where business owners are, she's targeting the people she needs to hit.**

I think you could put different tweaks and angles on this and make it even better with a little thought, but it's good

Really good.



## **What Almost All Successful Marketers Do To Make The Leap Into Five-Figure A Month Income. It's Not What You Think...**

So what do you reckon it is?

*More motivation?*

*Building a list?*

*Creating more products?*

Obviously all of the above will make a difference but in speaking to marketers I know personally (both sober in business situations and after a some booze on a night out)...

...I can now reveal the one thing that seems to make the most difference in moving into the five-figure earning bracket for the first time for most marketers:

**You have to DO something that will make you five figures a month – or six or seven for that matter!**

Hang on before you think this is a crappy answer – let me explain.

*You're not going to get rich by saving part of your salary right?*

It doesn't work that way.

Nor are you going to earn \$50,000 by putting away a percentage of your wage into a 'safe pension'

That's what we're told to do.

Good job, prudent spending, saving for a rainy day is all 'mainstream' crap.

I'm not saying it doesn't work – but it's SLOW.

And it will NOT make you rich.

**Nope, the thing that all marketers who earn five or six figures a MONTH do is to take risks, and start something that has the POTENTIAL to bring in \$40,000 or \$170,000 a month or whatever.**

You won't earn twenty grand a month with a shoe-shine box at a railway station. It's physically impossible.

But max out all your credit cards to buy TWENTY boxes and employ people on a percentage to do the shining and you just might make that twenty grand a month.

Another example:

You're very unlikely to earn a hundred and ten thousand dollars a month from one ebook.

**But turn that ebook into an on-going course or better still, a high-ticket coaching offer and you might.**

The marketers I know that earn at this level create things that have the potential to grow and could perceivably bring in those sums of money.

It might be one big project or a number of smaller projects with a combined income of five or six figures a month, but the vision, the risk and the potential **MUST** be there.

Then there are the clever guys and gals who jump a step or two...

Most marketers start their businesses and grow it gradually right?

But we all also know marketers who pretty much leaped into the five figures a month bracket from nowhere.

**The premise was the same though – they had the vision, their business model had the potential and they took the risk.**

Look at what you do

**Does YOUR business have the potential to earn five or six figures a month?**

If not, start making changes...



## **Forget Google – You Don't Need Them Any Longer (You Decide?)**

I can't verify the info in this next article.

BUT...

The source seems to be a highly trusted and very VERY reliable guy who says he's seeing astounding results with this.

Although I've not seen any proof I thought I'd include it because it's VERY interesting indeed and might just give you some ideas to springboard off.

Results are supposed to be published soon but again that's something that may or may not happen.

For me it just makes it more interesting :)

Apologies if I'm out of date or just plain old wrong with some of this info – I've pieced it together as best I can but thought it was interesting to include in this month's newsletter.

Here we go...

It seems BING (the search engine) is putting an awful lot of money into promoting their search engine as an alternative to Google.

Obviously they've got a long way to go, but what IS interesting is that (he says) they're focusing a lot of their algorithm weight onto **IMAGES**.

The marketer we're discussing in this article says ranking for BING images is extremely easy and FAR easier than ranking for the same image in Google.

*(Make sure your target keywords are included in the file name and alt tag of each image. Internal and external links to the target image also help a lot - that's the advice I was given)*

I think it's at least spending a day investigating SEO for BING for your sites, focusing on ranking your images.

*Like I said I haven't investigated this, but hey, it's interesting, right?*

The reason it strikes a chord with me is because I use BING ads quite successfully and I was surprised how easy they are to make profitable IF you stay on top of them.

Few marketers are working solely with BING and dumping Google, but I reckon it's something worth investigating more closely.

I certainly will be doing this...



## It's All Just A Game...

This might bug some of you but it changed my outlook on business.

To be quite honest too I approach life in the same way to an extent.

So – for your online business – if I could give you any advice it would probably be this: Stop Taking Internet Marketing So Freaking Seriously!

I did it like this for a while.

Every decision was taken with the same gravity as a President planning for war.

**And, er.... It's NOT the same.**

Deciding what color header you have on your blog does not, in the great scheme of things matter in the slightest!

You should be making decisions like that in a matter of SECONDS.

I'm not kidding.

The exact wording of an email to your list shouldn't take you more than 10 minutes.

If it does well then it's wandering into the realms of 'anal'.

Consider this story a friend told me:

"I had a meeting a few days ago with a business partner.

We have some lunch and brainstorm new ideas.

He really doesn't like the speed with which I make decisions, especially when they seem really unconsidered.

He put forward a really great proposal and I just said 'Yep sounds good – let's try it. What's next?'"

Sounds good to me, because at the end of the day 'trying it' is all you can do.

Unless it's out there it's still just theory.

It's not real.

Yes indeed, fast decisions go seriously wrong.

So do slow ones.

Even worse are the results from being scared to act at all!

Yet people who lose sleep over the launch of an ebook, will not think TWICE about spending ten grand on a new car, or initiating World War Three on their new Xbox game.

What's the difference?

Why is playing a video game different to 'playing' Internet Marketing?

Answer: It's NOT.

Sure you can go switch off your console and go to bed, but what happens if your ebook bombs?

Nothing – your head will not explode and the sun will still rise tomorrow.

I firmly believe that having what my mom used to call a lackadaisical approach to life works.

Take things less seriously.

If you say 'Oh crap, that went sideways' with a smile on your face when something goes wrong, you're less likely to have a nervous breakdown about it.

Trust me I know – the month I've just had included potential law suit, a large chunk of money down the drain and an aborted launch.

Yet laughing about the whole thing put it squarely into perspective and removed the fear from the situation.

Fear is paralyzing and stops you taking action.

And THAT is when the real disasters happen.

And let's face it – none of us PLAN to have a failure or make a mistake – we just do the best we have with the info that's at hand.

If you think it's irresponsible to think in this way, email me and tell me why.

Then go get some counseling and examine your childhood because I think you might find some answers there.

Internet marketing is a bizarre, funny, weird and downright freaky way to make a living.

So why take it seriously?

I don't.

I take my responsibility to my subscribers seriously.

But my decisions?

You want the truth?

I sometimes make my decisions by seeing which way up a beer bottle top lands. Or I flip a coin. Whatever is handy at the moment.

Does that make me a bad marketer?

No – because if I can't make a rational decision based on the facts I know I still need to take action one way or the other.

The only alternative is NOT to take ANY action, and THAT is serious!

So I get out my Bud lid and chuck it in the air.

It's made me tens of thousands of dollars up to now. Because it's stopped me being indecisive and forced me to take action.

*When you're involved with a great new game on your console, and you come up against a situation you've never seen before what do you do?*

Do you put down your handset and switch off the console and go to bed?

Or do grin and have a go regardless?

Press some buttons and see what happens?

Maybe you look for an alternate route or something to pick up to hit your enemy with?

**But you DO something.**

Possibly screaming 'aaaaaaaargh' as some alien rips your virtual head off, but I guarantee you'll have a smile on your face, and your heart will pound just a fraction quicker.

So why approach Internet Marketing like an audience with the Pope?

**Play it like it's a game guys, 'cuz it really IS!**

## Next Month...

I'll be sharing with you my life as an internet marketer over the **next** 30 days.

Promos...Products...Profits...

...and I'll show you how to buy cheap MRR and PLR rights (we're talking less than \$20 here) and how to turn that into a recurring monthly income time and time again (very clever one this).

I explain all next month

**And much more...In next month's issue.**

That's all for now. As always, if you have any questions or comments, you can reach me at [shlomo@IMRedwood.com](mailto:shlomo@IMRedwood.com).

Emails to that address land directly in my inbox.



## Our Favorite Resources

Domain Names: [NameCheap](#)

They make it easy to find and buy a great domain name. Their prices are low, their service is very good, and you also get **WhoIs Guard** for free.

Hosting: [SiteGround](#)

I have been with SiteGround for several years. They offer reasonably priced hosting with great 24-hour chat and phone support. They also offer free SSL and their SuperCacher plugin. They are one of the few hosting companies recommended by WordPress.

WordPress Theme: [Generate Press](#)

This is the theme I use on all of my websites. It's a light-weight theme that is built for speed and ease of use.

Page Builder: [Thrive Themes](#) or [Beaver Builder](#)

If you like to tinker with HTML and CSS, then you don't need a page builder. However, if your emphasis is on getting something up and running fast (and that should be your focus) then get a page builder and learn how to use it.

Email: [ConvertKit](#)

Email marketing software for running your business. Includes easy-to-use automation and tagging tools that

make email marketing easy and simple.

Password Saver: [KeePass](#)

You know you need to use a different password on every account. But you also know you can't remember them all. Use KeePass (it's free) to create and safely store all of your passwords.

Here are my favorite marketing communities:

[DAB Coaching](#)

DAB Coaching gives you direct access to Dennis Becker and Barb Ling. You get practical business and marketing guidance at an affordable price.

[Blog Marketing Academy](#)

David Risley offers a step-by-step approach to building an online business using your blog as a marketing platform.

[Serious Marketers Only \(SMO\)](#)

SMO is a partnership between Mark Thompson (info products) and Tim Goodwin (ecomm). They are constantly testing marketing strategies and techniques and sharing the results with their members. Perfect for beginners and more advanced folks.

[Covert Affiliate Authority](#)

Learn affiliate marketing from 2 experts. The course is 52 lessons sent to you once a week so you're never overwhelmed.