



The Power of Pain

The Secret Copywriters NEVER Tell You

7 Reasons to Add SMS to Your Marketing

How to get Paid in Advance for a Brand
New Membership Site

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Ron Malezis



INTRODUCTION

I've worked with many different types of businesses and business people over the years, large corporations, entrepreneurs, small business owners and obviously self-employed Internet Marketers. Good people all, doing their jobs and running their businesses to the best of their abilities. But often I see a simple trait that (whilst not a flaw) is somewhat bemusing.

I don't say this to criticize, but many of us it seems react to our experiences, this is true in our lives as well as our businesses. You may think of course we react, if something happens in life or business you deal with it, you react. But what I actually mean by this statement, is that we react to what has happened or occurred. We wait for something to happen and then deal with it.

Many times, in businesses large or small I see them planning out projects and working towards deliverables, and for that project, you will find things like milestones, so you can measure where you are at (in Internet Marketing terms, these would be your leads and product saturation statistics for example: are my marketing campaigns reaching the numbers and areas I want them to?) That is something you want to track. Also, in many corporate projects you will find a document called a "risk register", these are documents listing all things that have occurred that have caused a 'risk' to the project. They get entered into the register, so you can explain why things have slipped or not been completed when you expected them to be.

Great. But if you turn look at it more closely, you will often find that everything on these registers are things that you already knew up front! You could have planned in the beginning how to avoid them instead, thereby not risking your project or campaign, simply by not reacting to obstacles as they occur, but by proactively going looking for those obstacles and solutions before you get to that point. Preempting the negative, if you will.

So many times, in businesses large and small, I have seen initiatives fail not because of bad products but because of a lack of planning. It almost seems like we are ingrained to try and approach things in the lazy way, i.e. wait for it to happen then deal with it.

The Richard Branson's and Elon Musk's of this world turn that concept on its head and rather than just react to obstacles and situations, getting bogged down and delayed, you will find that they have already been proactively looking for and at those issues and already have people and possible solutions in place. Don't wait till it happens to plan a response, train your mind to see the different sides of the equations. Train your mind to look for problems and solutions before they cause you to stumble.

In short stop just reacting, and start reacting proactively.



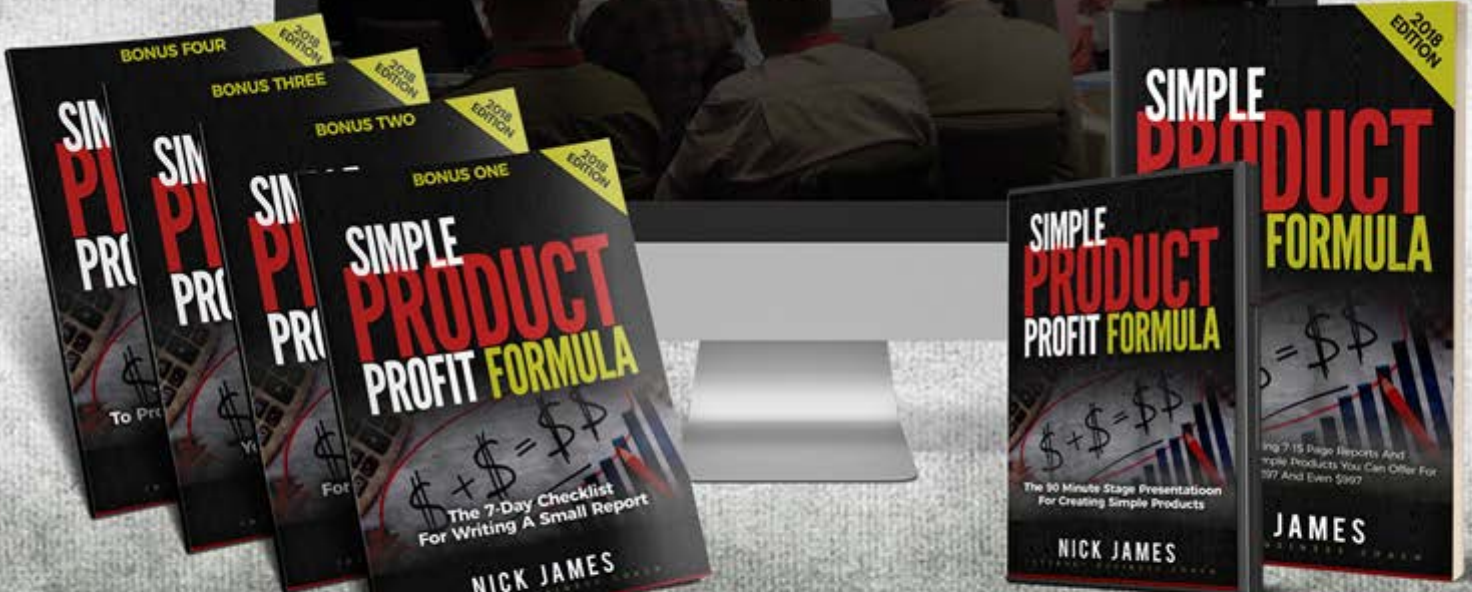
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Friend and then message me on Facebook:
<https://www.facebook.com/powerleadssystem.org>



SIMPLE PRODUCT PROFIT FORMULA





Google Introduces Four New Search Ad Position Metrics

The Google Ads team has introduced four new search ad position metrics to better help advertisers get most out of their Online ads.

These metrics are going to help advertisers learn where their ads appear in the search results.
<https://support.google.com/google-ads/answer/9140484>

How to Secure Leads and Meetings by Disarming, and then Charming Your Prospects

Someone is going through their emails when they see this:

“I’m going to cut straight to the chase – no *** or pretense,” the email reads, with a picture attachment of – for no discernible reason – a ferret in a dress by the name of Colin.

Following this, a more than reasonable partnership offer is outlined. The recipient responds, hopefully with humor and good grace, and it all goes off from there.

<https://www.marketingtechnews.net/news/2018/nov/29/jon-buchan-how-secure-leads-and-meetings-disarming-then-charming-your-prospects/>

The 5 Best Digital Marketing Tools For Understanding Your Customers

The best marketers are those who actually talk to their customers. Here are 5 tools to help you do that.
<https://www.entrepreneur.com/article/319517>

Facebook’s Adding Search As An Ad Placement Option

Facebook is ‘running a small test’ of ads in search results as it seeks new options to help offset the slowdown in overall revenue growth.

<https://www.socialmediatoday.com/news/facebooks-adding-search-as-an-ad-placement-option-providing-new-opportuni/544132/>



Americans Buy 58% Items Added To Shopping Carts [Survey]

A Yahoo! news report citing a survey by OnePoll has revealed that Americans buy only 58% of the items added to their shopping carts. Here are some useful findings:

<https://uk.news.yahoo.com/abandon-online-shopping-carts-time-163000225.html>

Easy (and PROVEN) Blog Idea

American Express Open Forum is a collaborative website, on which American Express invites guest authors from a variety of sectors to share their business knowledge and wisdom.

The result of this digital marketing is a content-rich mega-site that's popular with the search engines—all created without American Express needing to shell out cash to content contributors. Obviously, you're not American Express. And you most likely don't have a household brand like American Express, either.

But if you choose a name that exudes authority, such as "The Water Color Institute" or "Organic Gardening Daily News," then you should be able to convince tier two and three bloggers and authors to write posts for you in the form of guest blogging.

And once you've got plenty of those, then you can go after the tier one experts as well.

Start with a clean looking site with professional graphics and logo. Write or commission some great content of your own to get things rolling and let prospective authors see what your site will be like.

Then start asking. Pretty soon the day will come when experts are asking YOU if they can guest post on your site.

Create Attention-Grabbing Pro Videos In Just Minutes

Explaindio, a favorite for marketing videos, has been upgraded again. Explaindio is also one of the tools in my video tool box that I personally use.

The newest version includes:

- Produces Hollywood Like Promo Videos
- Creates Black & White (or Color) Doodle Sketch Videos
- Makes Creative Kinetic Typography
- Creates High Quality Parallax Videos
- Makes Top Converting YouTube Outros
- Lets you do Full Multi Time Line Editing, just like the expensive, professional editors.
- Makes Eye Catching Logo Stings



IDEA

- Imports Videos and Images you find online or create yourself

[Click Here for More Information](#)

Marketing Campaigns You Might Like To Follow

The marketing and advertising industries have historically been more about fantasy than reality, and female idealization rather than empowerment.

Today, however, we're seeing a change in the way brands represent and market to women, fueled by social and political movements.

Here are 17 marketing campaigns with a positive message for women

<https://econsultancy.com/17-marketing-campaigns-with-a-positive-message-for-women/>



The Secret Copywriters NEVER Tell You

It's all about fancy copywriting and mind tricks to make the sale with your copy, right?

After all, that's what most copywriters will tell you.

However, at least half the battle is won via selection of your audience, rather than how good your message, your copy or your offer is.

If you've got mediocre marketing aimed at a highly targeted and well selected audience, you'll get great results.

But if you've got exceptional, world-class, you-hired-the-best-of-the-best copywriter kind of marketing aimed at the wrong market or even a poorly targeted market, at the very best you'll get mediocre results. And odds are, you won't even do that well.

You need to know who your customers are and where to find them. Who is your ideal client? What do they want, what do they need, what are their objections, and what do they look for in your product or service?

Here's an easy example – not all targeting is this simple, but it gives you the idea:

You have a pet-related product and so you target all pet owners. That is sloppy targeting, and yet I see it daily.

Or, you have a cat product for senior cats who have chronic kidney disease.

Now you know exactly who your market is – no, it's not cats with kidney disease, it's their humans. Talk to them, find out their struggles, fears, worries, problems and so forth with dealing with this disease. Ask them why they try so hard to keep their kitties healthy rather than go get a new, younger cat (if you've ever loved a pet, you already know the answer to that one.)

When you have a product that can help these particular cat owners, you can have a sloppy marketing campaign and it won't matter a bit – they will buy, I guarantee it.

Spend half your marketing time finding out exactly who your market is and targeting those people. Spend the other half crafting your marketing message, and you will have a marketing campaign that cannot lose.



While the Clock Ticked

In a great manor house in Somerset England, a big old grandfather clock marked the passage of time, each second signified by a loud tick.

Tick, tick, tick, the clock echoed into the house; an endless melody of mechanical seconds.

Seconds became minutes, minutes became hours, and hours became days. The clock was always sounding out the never-ending passage of time. Days came and went and still the clock did its job, its one task carried out with an enviable efficiency.

Living in that house was the Lord of the surrounding lands, he had long since handed his daily duties over to his sons and heirs, and now in his retirement he passed the time with his first and now only remaining love. He restored old clocks and watches, he always found working with the mechanical timepieces soothing.

Unlike his sons that had grown up hating the sound of that grandfather clock, to him it was the heartbeat of a beautiful timepiece that he had painstakingly restored many years before, when he was just a boy. Every night the old Lord would check the mechanism and make sure it was properly wound. It was a task he would not entrust to a servant and he did this each day lovingly, like a mother would tend to her baby.

Every day, the sons came back from their day's work managing the estate, and



always they were greeted by the loud tick, tick, tick of that clock. Once they had tried to relocate the clock or wind it down, but their father had forbidden them to touch the piece.

Then one day the oldest son returned home, but he was welcomed only by silence. Confused and concerned, he went to the clock finding it standing quietly where it always had. Frantic, he ran to his father's study only to find it empty.

Hearing his brothers returning, he called to them and they searched the house. They found their father had passed away peacefully in his sleep. Sending a servant for the doctor, the sons retired to the drawing room, grieving for their lost father.

As the eldest son past the clock, he stopped, and as though seeing it truly for the first time, he withdrew the clocks winder and wound it fully, resetting the time, the great, tick, tick, tick of the clock once again filled the house. Replacing the winder, he joined his brothers in the drawing room, his brothers hearing the clock once more, smiled and they toasted their father's life and the clock that he had loved so much.

They had never understood before, to them the ticking clock had always been irritating, but now as they listened to it, it reminded them of all the moments they had spent with their father.

Time is going to pass whether we want it to or not. We need to appreciate the time that we have and use it wisely, because like the grandfather clock, it will eventually fall silent, and at that point, it's not how many ticks we heard or how many moments annoyed us, but how we lived through each one and how we recalled it after.

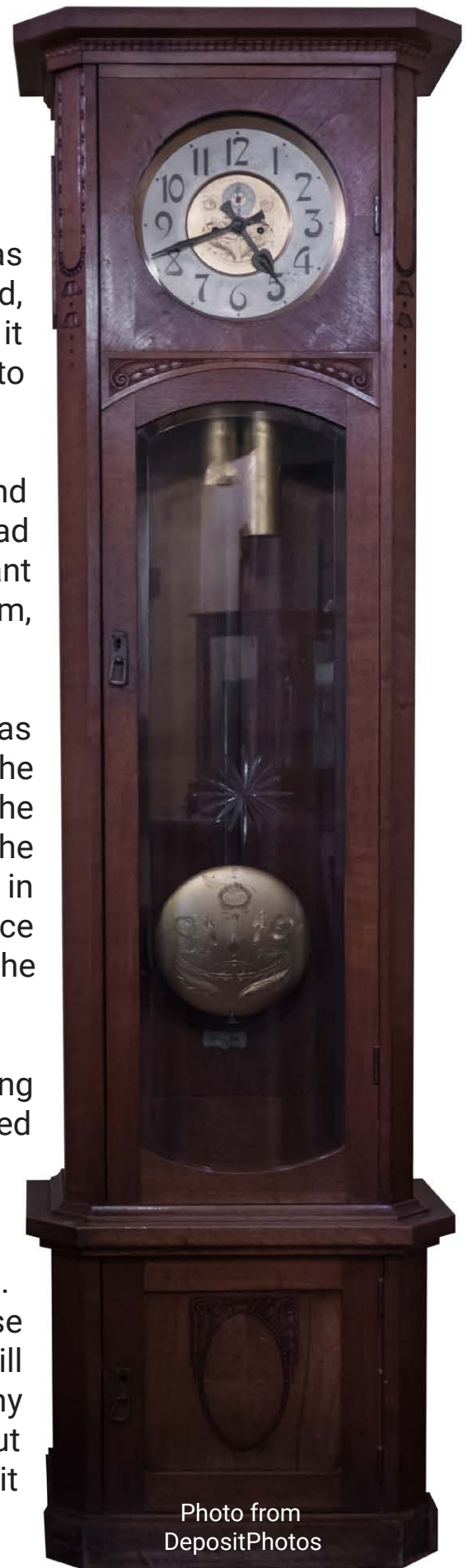
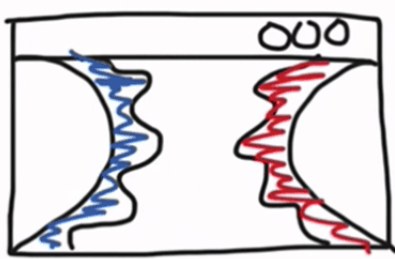


Photo from
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AFFILIATE BOOTCAMP

Affiliate Bootcamp



"How to Retire
in 100 DAYS AS
A ClickFunnels
SUPER AFFILIATE..."

Affiliate Bootcamp: This is a \$997 training course is given away **FREE** to help train you on how to do affiliate marketing. This also takes you through the process to become a ClickFunnels affiliate and how ClickFunnels 'Dream Car' bonus works. [CLICK HERE and get the ClickFunnels Affiliate Bootcamp training.](#)

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"Join The ClickFunnels Affiliate Program And **Let Us Buy Your DREAM CAR** For You!"



What's Your Dream Car:

This is a link that takes you directly to sign up to be an affiliate for ClickFunnels and how the "Dream Car" bonus works.

[CLICK HERE for all the details.](#)



7 Reasons to Add SMS to Your Marketing

SMS stands for short message service and is also called texting or text messaging. SMS messages or 'texts' are usually sent from one mobile phone to another, but can also be sent from a business to customers' mobile phones.

More and more businesses are using SMS marketing, either in conjunction with their other marketing efforts, or as a stand-alone channel.

And since it's proven to be one of the strongest forms of marketing today, you might want to consider adding it to your marketing arsenal. Here's why:

1: SMS is Proven to Work

Text message marketing is phenomenally effective, with 8 times the engagement rate of email marketing.

8 times the engagement! Text messages have an almost 100% open rate, and most people read them within a few minutes of receiving them.

And text marketing has a higher conversion rate than most other marketing channels, making it proven and powerful at moving the sales process forward.

2: Text Messaging is Popular

Today, text messaging is one of the most common forms of communication, especially among Millennials. Over 90 percent of American adults have a cell phone, and 81% use it to text. These numbers are even higher for younger generations.

In the UK, over 93 percent of adults own a mobile phone, and send over 117 texts per month on average.

3: Customers Like It

In one study, approximately 70 percent of customers say they want businesses to communicate with them through text messaging.



And since commercial texting is an opt-in service, everyone you are texting has signed up to receive your messages, making them receptive to your SMS offers.

4: SMS is Convenient

One of the best features of SMS is just how convenient it is. Most people are carrying their cell phones with them nearly all of the time. If they choose to opt into your campaign after they see your ad, they simply need to text in a keyword and it's done.

This makes for high open rates, high engagement rates and an extremely convenient way for customers to redeem your offer without having to remember to bring along a coupon or print something out.

5: Plenty of Untapped Potential

While it's becoming more popular, SMS is still virtually untapped compared to other marketing mediums.

This means there's not as much spam, and customers aren't overwhelmed by too many messages. At least, not yet.

In this regard, SMS is a better choice than email marketing. And it also helps you to stand out from your competition, too.

6: SMS is Affordable and Easy to Use

Most text message services are quite inexpensive, with monthly plans available if you're sending a high volume of texts.

Even the messages themselves don't cost much money to create. They are text based, so there are no expensive graphics – and they are digital, so there is no paper or printing cost. And what two products – for example, a balloon and a cloth sack – can you combine into a new product?

It's also easy to get started. You simply need to create a list of your subscribers. Then, you can send

out scheduled messages to your entire list, specific groups, or individuals.

7: Fast Results

As we mentioned earlier, SMS marketing is immediate and direct.

People view their cell phones as an extension of themselves, so the messages they sign up to receive are important to them.

Because texts are sent directly to the customers and people read them within minutes, you can provide last-minute deals and offers. You can also send out updates in real time.

And texting can even be set up as a two-way communication channel, so you have the option to receive messages directly from customers.

As you can see, text messaging offers a lucrative space for developing your marketing strategy.

You are targeting those who have already demonstrated an interest in your business in a direct, immediate, and convenient manner that benefits both your customers and yourself.



CLICK ME



The Power of Pain

Let's talk about human nature for a second.

If I were to offer you a succulent, moist, still-warm-from-the-oven piece of triple chocolate cake...

...while simultaneously slamming my heel into your toes...

...which one would you notice?

Which one would you react to?

And which one would you still be thinking about tomorrow?

People will spend an enormous amount of time, money and energy to avoid pain. They'll avoid confrontation with bosses, neighbors, spouses and kids to avoid emotional pain. They'll take drugs to suppress physical pain.

Your job as a successful marketer – whether you like it or not – is to use this pain to help them find a solution.

Some might call this exploitation – digging around in the pain and agitating it to motivate people to take action. You're making the pain worse before you finally prescribe the cure.

But it's the pain that makes people take action. And if you can help people, then it's your job to do it. And to help people, you've got to use the best method possible to motivate them to take action – which is aggravating the pain and making them feel it until they cry 'uncle.'

I know what you're thinking – you won't make their pain worse to sell them the solution. Instead, you'll motivate them with a positive picture of what their life will be like once they have the solution. Well, you're half right.

Understand this - Humans will do far more to avoid pain than to receive reward. They'll run as fast as they can away from the stick, but they'll creep up on the carrot and many times never even reach it.

Most people cannot clearly describe what they want, which is why they never get it. But they can tell you exactly what they don't want. By rubbing their noses in what they're trying to avoid, you momentarily make the pain worse until it's unbearable. They want to take action now. They **NEED** to take action **NOW**.

And then you motivate them with the positive picture of all the benefits they'll receive from doing this thing you want them to do.

The niche doesn't matter, either. Whether you're selling software, information, washers and dryers or stocks and bonds, agitate the problem, then offer the solution.

Examples:

Software – how much work are they having to do, and how much business are they missing because they don't have your automated solution? They've already wasted tons of time and lost a fortune. Their competitors are ahead of them, and soon their business will be on the scrap heap. Unless... unless they grab your software now, because then they can get x benefit and y benefit and z benefit, etc.

Health Information – they're overweight, tired, catching colds and at risk for serious disease. From here, it only gets worse – much worse. Sick, in pain, bed ridden, in the hospital, heart



attacks and chemo and drugs and ... but wait. They can turn their health around, starting right now.

Washers and dryers – think how much extra they’ve already paid in water bills because they don’t have energy efficient models. Plus, the wear and tear to their clothes from inferior washers and overheating dryers, their shoddy appearance wearing these clothes, making a lousy first impression at work because of how bad their clothes look. But you can solve it all today...

Investments – they’ve already lost a fortune by not using your services. Just look at the returns your clients have been getting, look at how much money they started with versus what they have today. If only they had started with you sooner, all the time and money lost. But right now you have perhaps your best investment advice yet, but it’s a super-hot marketing and timing is critical...

Okay, you get the idea. No matter what you’re selling, you can agitate the problem and then offer the solution.

Remember, in movies the hero doesn’t arrive to save the day until things look completely bleak and desperate and the cause is all but lost. Effective marketing is no different.



Big Fish, Small Pond

Your target market must be small enough that the resources you're able to commit will have a big impact.

Imagine carrying the heaviest rock you can hold and dropping it into a small pond. The splash would be huge, loud and noticed by anyone around, and the ripples would cover the entire surface.

Now imagine dropping that same rock into the middle of the ocean. No one would even notice. Imagine dropping a rock 100 times that size in the middle of the ocean. Again, no one would notice a thing.

The rock, of course, are your resources

When new marketers come to me looking for advice, I ask them who their target market is. Nine times out of ten, it's, "Everyone who wants to ___." It might be everyone who needs to lose weight, make money or whatever. It doesn't matter. Their market is too big and they'll never get noticed.

But if they target teachers who want to make extra money Online, or nurses, or fast food workers, they'll probably make a killing.

Still not convinced? Think of the pond versus the ocean, and the rock as being your marketing. How much marketing will you have to do to get noticed in the ocean? You'll need the resources of a Coca-Cola to do it.

Now imagine getting noticed in the pond. Heck, if you just stand up and say, "I'll teach everyone in the pond how to lose 10 pounds this month, or how to make \$1,000 a month Online," you'll get noticed right away.

When someone describes their market too broadly, I know they're going to fail. But when they know exactly who their audience is and how they're going to reach them, I know they'll do fine.



A Second Wish

As Online entrepreneurs, I'm sure you've perused YouTube or even maybe attended some of the seminars by self-help coaches the like, indeed they have a lot of great advice and some brilliant techniques to help us. But there is one piece of advice that I hear trotted out so consistently and it is blatantly incorrect. So many people say we have to reach for our dreams, for our wishes, and not let anybody or anything get in the way of us reaching them.

It all seems pretty standard and applicable really, after all we should be reaching for our dreams, one of humanities greatest strengths is its ability to imagine to wish for a better life and to work towards that life, it's our hope. Without that hope, we're just treading water, our lives are static, meaningless.

But and there is a but! If we're all reaching for our dreams, for our wishes, sometimes they are going to conflict with the dreams of wishes of others, some of them will be people we don't even know, that other candidate for that job we always wanted. That person that beat us out for that dream house we both looked at. That competitor that got the sale that we didn't. Other times it could be our friends or our loved ones. We may have the opportunity to get that dream job, or build our own business, but what if it is direct conflict with the dreams and wishes of someone we care about?

I have noted that all of these teachers, all of these guru's and experts, have difficulty answering that question. We don't all necessarily have the right to more than one dream or wish. What would you do if the pursuit of yours meant that those of someone you cared about had to be given up? Would you have that strength? The strength to release one dream and hope to find another to benefit a friend, a loved one, a partner? Or would you place your own dreams above theirs?

It's the old morality tale again, a choice between the selfless and the selfish. Which do we choose? The "experts" would have you believe that to sacrifice your own dreams makes you weak, somehow not deserving of success, of being an entrepreneur. I believe that they are wrong, to put aside your own dream, your own wish and search for something new so that someone else may attain their dreams takes a far greater strength than the selfish faceless businessmen can ever understand.

To each of you I ask this, when you reach retirement, when you are closing the doors of your business for the last time, do you want to be the person that climbed over everyone and everything to reach the top? Or do you want to be the one that built not a solo empire, but partnerships, teams, a business that supports your life and needs honorably, something you can be proud to be a part of. Something worth being a part of. The one that had a fulfilled life supported by their business, rather than just a business that they built in their life?

[Click here for ViDSTiNG](#)



Frank Calabro Jr's World Of Self Economy & Prosperity

PlanetMillionaire.com



How to get Paid in Advance for a Brand New Membership Site

You'll need a list for this, although it doesn't have to be a big list – just a responsive list.

Let's say you want to launch a membership site, but you also need a big lump of cash right now to go with your ongoing monthly payments. In other words, you make a sizable amount of money THIS WEEK, that you immediately pocket.

And you continue to have monthly payments from members coming in every month, too.

Here are two ways to do it, and after we cover these, we'll talk about how you can set up a membership site this week.

Method #1: The average member stays in a membership for 3 months. But this varies based on the product or service the membership provides, and the price point.

The lower the price, the longer people tend to stay.

And the more vital the product or service, the longer they stay.

For example, some software as a service membership have members that stay for years and years.

Make a smart estimate of how long you think people will stay in your membership. If you're unsure, then use the 3-month figure.

Calculate how much your annual membership costs if someone pays by the month. In other words, multiply 12 times your monthly membership fee.

Let's say your membership costs \$30 a month – that's \$360 a year.

Now offer an option to new members as they're signing up to get an entire year of membership at a steep discount. In this case, you might offer it for \$150.

And no, you're not losing money. If the average member stays for 3 months, that's \$90. If you can get them to pay \$150 up front, you're ahead of the game. Some will take the upgrade, others won't. Either you'll get a big payment now, or a smaller payment with additional payments each month until they cancel. You win either way.



One note about an annual membership: By keeping them on as members for an entire year, you also get that entire year to sell them additional products through the membership site. Something to consider when making your calculations.

Method #2: Offer a limited time BIG package to your new members. This could be several of your products bundled together at a really great price. Or it could be your BIG colossal course, offered at a major discount (\$200 instead of \$500, for example.)

As soon as each new member joins, you immediately send them to the offer on your thank you page.

If they don't buy there, you continue to remind them of the offer via email for a short period of time – 3 to 7 days. Let them know this is for NEW members only and they won't see it again.

You'll get new members along with their first month's membership, plus all the money from selling your big package.

Okay, you know how you're going to make quick money up front and get those recurring monthly payments, too.

But what about the membership site itself? What kind of membership site can you create out of thin air in a week?

That's going to depend on you and your assets.

What are you really good at? What can you teach? Or what kind of service can you perform?

Do you own software that others would like access to? Or PLR products? Or... Basically, what can you provide that others want?

It could be something as simple as a newsletter in your chosen niche. Every month (or every week or two weeks) you provide all the latest news.

Or, in every newsletter you provide another way to get a certain result, like making money Online, or raising kids, or growing marijuana (this is big now) or...

What are your interests? What are you willing to spend time researching, and talking to experts?

Make a list of all the possibilities that fit your list. You might even poll your list to see what they want.

Choose one thing and create your membership site around that.

See? That wasn't too hard.

Visit: PowerLeadSystem.org





Lying as a Short-Term Success Strategy... NOT

I'm going to try to **NOT** go on a rant here about how, "**These days**" no one in marketing is telling the truth, everything is exaggerated or an outright lie, lies of omission are so common they're expected, and so forth.

Okay, maybe that was my rant.

My point is, there are plenty of marketers out there stretching the truth until the truth is completely lost.

And yes, these marketers often do experience short term success. If a person wanted to make money and run, this is the method they would use.

But they better keep running, since government agencies are getting a lot better at not only monitoring what happens Online, but also apprehending and charging people when they out and out lie to customers.

In my opinion, a far better strategy is to look at the long picture and tell the truth.

Marketers and businesses who tell the truth might not make as much money up front, but in the long run their businesses will survive while so many others fail.

They'll get recommended by their clients to other prospects. They'll get more repeat business.



And their proprietors can sleep at night, too.

“The most powerful element in advertising is the truth.” – William Bernbach, cofounder of international advertising agency Doyle Dane Bernbach (DDB), director of many breakthrough ad campaigns.

I don't know when William said this quote, but I do know he died in 1982. Yes, truth has been scarce in advertising and marketing for a long time – perhaps as long as its been around.

Yet people want the truth. They crave the truth. And when they find someone who will tell them the truth, they will do one of two things: Either look elsewhere for the “quick fix,” and eventually come back to the person who told the truth, or recognize the truth as being what they need in the first place.

Either way, if you're in it for the long term, the truth is the way to go.

Here's a classic example: You teach people how to make money Online. You tell them it doesn't happen overnight. It takes work. There is a learning curve. They'll need to invest both time and money. They'll make mistakes along the way and get discouraged, and that's okay, because it's part of the process. But if they stick with you, and they do the work, in a year's time they'll have a very real, viable business that replaces their current income.

Or, you tell them they will make a gazillion dollars by Tuesday with no work.

But they don't make a gazillion dollars, or whatever you promised them. And they're mad. They want their money back.

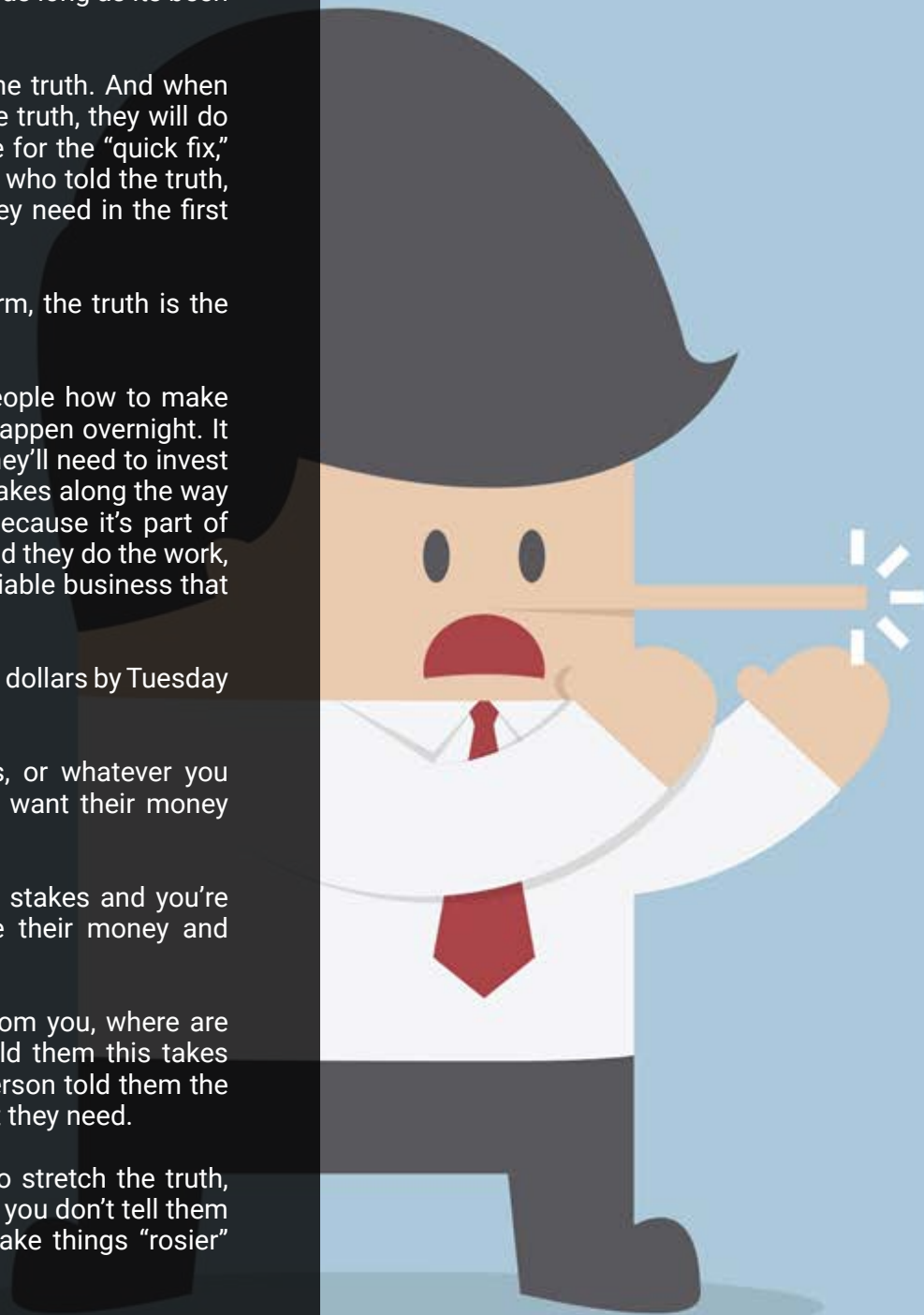
Hopefully at that point you've pulled up stakes and you're running (just kidding) or you still have their money and refund it (that's the right answer.)

And when they get their money back from you, where are they going next? To the person who told them this takes time, effort and money. Because that person told them the truth, and they realize that's exactly what they need.

Look, I understand how tempting it is to stretch the truth, to lie by omission (yes, that is a lie when you don't tell them something they need to know) or to make things “rosier” than they are.

It's all a part of marketing and advertising. But should it be?

Only you can decide.



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#1

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ClickFunnels: Enabling People To Grow Their Companies Through Sales Funnels

"ClickFunnels Gives You EVERYTHING You Need To Market, Sell, and Deliver Your Products and Services Online!"
(Without Having To Hire or Rely On A Tech Team!)



I've been building out my new funnel inside of ClickFunnels, and after doing it, the idea of using anything else is **daunting to me**. I would have had to have membership software, landing pages, order forms and then still figure out how to tie them all together. It's never have to go through that again because of ClickFunnels! - **Liz Benny**

Which of These Best Describes Your Business/Service?

- Agency / Freelancer
- Information Products
- E-Commerce
- Coaching / Consulting
- Network Marketing
- Local Small Business
- B2B Lead Generation
- Blogging / Affiliate
- Non-Profits
- Just Getting Started / Other

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 "Simple Tweaks You Can Make To Your Website, So You Can Make More Money Now!"



14 Day Free Trial

Updates and What is Coming in the Future

The Power Lead System is an all in one marketing system that has many features albeit some old as the hills in terms of the Internet but they do function.

But all that is changing. Over the next few weeks and months things are changing and for the better.

Recent changes to the Power Lead System have been:

- Updated compensation plan* that is so much easier to explain
- New compensation video
- SSL's for the system
- Company videos now no longer have YouTube related videos showing up
- The Power Blog has had some updates
- and other updates not mentioned above

Those are just a beginning.

Some of the things I can tell you about that are scheduled to come to the Power Lead System in the future are:

- SSL's for the Power Blog
- Re-skinning and making the back office responsive
- Making a new sales pages to sell the Power Lead System
- Updating the various modules to modernize them within the back office
- Updated lead capture pages and sales pages
- Combining of several blogs into one for less confusion of where to find products and training
- Ease of use and much more
- **AND SOME AMAZING STUFF I CANNOT TELL YOU...**

The above list is extensive and will be updated over time since the scope of work is enormous.

As the different projects are completed members of PLS will be notified.

The greatest advantage of the Power Lead System is that they pay out commissions each week and in over four years have not missed a payment. Just ask anyone who has been with PLS from the start and they can tell you.

PLS is not designed specifically to promote its self but was designed to promote and get leads for your business whether it is a brick and mortar, MLM, Internet marketing or affiliate marketing.

The Power Lead System does have a 7 Day Free Trial that you can try out before you become a paid member. <https://signup.powerleadssystem.info>

Some talk about going all in with all the products so as an affiliate* you can make more money. This is a great idea and I have all the upgrades but you may not have the funds to go all in so use the system get familiar with it start making money and then decide to go all in.

As with all products it takes time and money to profit from any product or system and the Power Lead System is no different.

Once the Power Lead System has been updated it will be an extremely powerful product and then they can add 2.0 at the end of their name.

BTW: My Magazine and my links.

* - There is an extra fee to be a licensed affiliate. Extra product purchases may be necessary to receive commissions on those products.





The Max Steingart Story

Twenty-three years ago, I broke the code to a social network called America Online (AOL). I used their “instant messenger” feature, now known as texting, to develop a simple and powerful formula, methodology and duplicable scripts that helped me add thousands of like-minded people to a network marketing business in eighteen months.

The term “**SOCIAL NETWORK**” wasn’t used back then but everyone on AOL engaged in the practice of texting. The number of social networks has dramatically increased over the years and so has the number of people on them.

Since I introduced my formula, methodology, and scripts, I’ve trained and shared this information with

hundreds of thousands of network marketers around the world, who in turn, have trained and influenced the millions of people they work with.

Years ago, people started calling this “**The Max Method**” and now call me “**the father of social networking.**”

I’ve made millions teaching network marketers how to turn their social network personal profile into a broadcasting platform that impacts millions of people and makes them millions of dollars.

My track record of developing social network six, seven and eight-figure income earners in network marketing is legendary.

Texting is exactly like talking and produces instant results when you’re connected with the right people and saying the right things.

Part-time network marketers have used my formula to go full-time in their business. Your next customer, distributor or team member is available to text on Facebook or LinkedIn right now.

Many of the prospecting and recruiting strategies that I invented on AOL are still being successfully used today on Facebook, LinkedIn, and every other social network.



When you follow my formula exactly you can be talking to someone about your business and closing a sale today!

Successful Network Marketers love the formula because it can be instantly duplicated by everyone they bring into their business. The people who have consistently applied the formula have risen to the top of their companies and earned millions of dollars in the process.

Some top earners have even gone on to create and market their own versions of the formula.

When I said that the formula has worked on every social networking site, I'm also including the online dating sites too. People are using the formula to make love connections. I personally know hundreds of networkers who have used it successfully.

In fact, I used the formula on Match.com to meet my lovely wife, Debee. We live in beautiful South Florida with our three dogs, Bentley, Spartacus, and Cimba however, that's a story I'll share at another time.

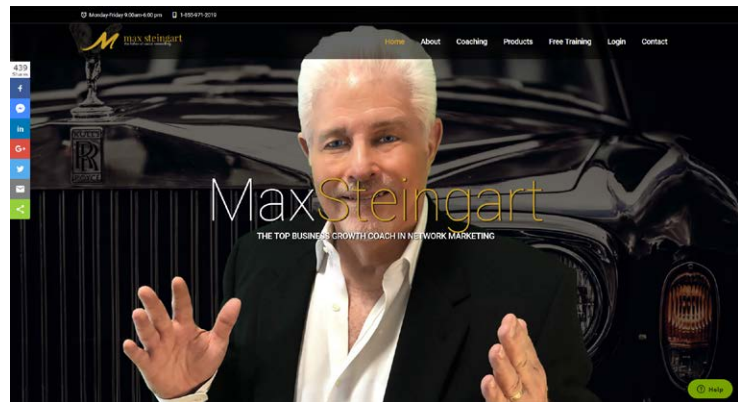
My mission in life is to help everyone with a strong desire to succeed to become a top earner in their business and take their lifestyle to greater heights.

The bottom line is this; if my formula worked for me, the hundreds of thousands I've trained, and the millions of networkers around the globe using it today, then it will work for you too. It's that simple.

Luckily, you don't have to take my word for it. The testimonials on my website from respected industry leaders, top earners, and by people just getting started in a wide range of companies, speak for itself.

I am extremely proud of the success people enjoy with my social media trainings, strategies and recruiting scripts; yet the information you're about to learn and apply to your business, takes things to a whole new level.

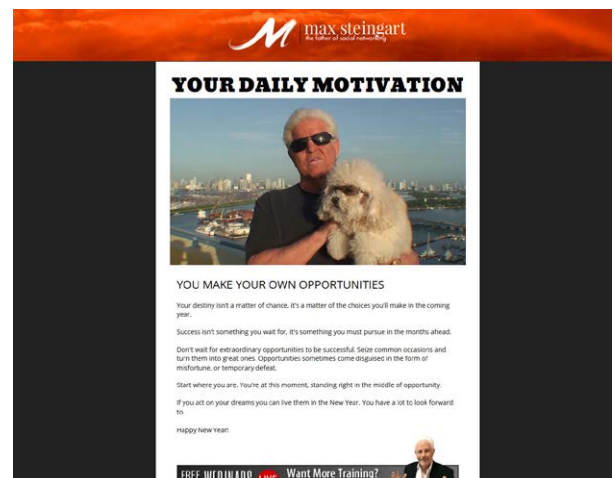
Max has a number of unique training products and offers coaching.



Sample Max's Training



Max has free webinars each week with superb social media training.



YES

Dreams Do Come True!



PLS Power Lead System
All In One Marketing System



Case Study: How to Make 5 Figures a Month Giving Away Free Courses

This takes some legwork, but once you have it set up, you can make 4 or 5 figures a month like clockwork.

First, you're going to target niche marketers (in most any and every niche) who want to turn their hobbies, interests and passions into full time income.

There are couple of reasons for targeting them, versus targeting people who come Online for the sole purpose of making money, without already have a foundation to build upon. These niche marketers often already have some income. They have an audience. They have a blog and social media. They just need help to monetize it, and they're ready and willing to pay for that help.

Now then, why give a course away? Because the real money is on the back-end.

In our case study, Joshua (not his real name) has built several different courses, all aimed at helping these niche marketers to monetize their efforts.

If you think about all the different aspects of Internet marketing, such as building funnels, driving traffic, creating products and so forth, you'll realize there is a LOT to teach here, with a huge potential.

Joshua picks a topic – for example, how to build a profitable sales funnel.

He creates an awesome training course on how to build a funnel and monetize it to the max. And he creates this course from the newbie point of view, giving good information and techniques.

The free course is offered through a squeeze page, and



he sends traffic to the page via paid and free methods. One of his best free methods is free viral reports targeted very specifically to certain niches.

Remember, the course is FREE. And it's excellent information. That's why Joshua doesn't feel bad about splashing his affiliate links here, there and everywhere.

These services he offers are billed on a monthly basis, bringing him monthly payments, too.

But it doesn't stop there. Joshua also recommends specialized courses on various aspects of the business. He only recommends products he firmly endorses, and his readers trust his recommendations.

Everything is framed from the standpoint of helping the reader and being an advocate for them. And everything also pays Joshua hefty commissions, too.

Next, Joshua offers done for you services, like article writing, SEO, graphics, website design, email sequences, email support, PLR, plugins and so forth.

He has a team of freelancers that handle this work for him. Naturally he sells everything at a markup. And his customers are thrilled they don't have to find their own freelancers.

Next, Joshua offers high-ticket coaching and support. For \$200 a month, he will answer questions via email. For \$400 a month, he jumps on the phone with you once a week. Frankly, I think he could charge more for the coaching, and he says he will likely double his prices soon.

All of this comes from giving away a FREE course. And remember, Joshua is also building a list in the process. He sends out promotional emails three times a week in addition to all the promotions within the training, and no, he doesn't get complaints because his course is FREE.

And Joshua currently has THREE of these courses set up, with his eyes on creating another 4 in the next 4 months.

That's seven free courses, all building his list and gaining him sales of all the various products and services he's recommending.

And he never comes across as 'selling.' Not really. He always plays the 'advocate' card, looking out for his subscribers and only steering them to the best resources that will give them the highest advantages and biggest paydays.

Right now, his take home income after expenses is up to over \$8,000 a month and climbing. I imagine when he gets the next four courses Online, that will likely double or more.

Not bad for creating some courses one time and giving them away for free.

One note: If you do this, be sure to update your courses as needed. If your information is kept current and your links are all valid (some products come and go) then each course can continue to make you money for years to come.



Pioneers Get Shot



What happens in a western movie when a lone pioneer goes out west?

Usually he gets shot, either full of arrows or bullets.

Being the first one to do anything is a risky business. Yes, 1% strike it rich, but the other 99% end up shot full of holes.

In marketing, getting creative and inventing new things can be a terrible waste of time and money.

There is absolutely no need to pioneer a new money generating method. Instead, look at what's working for others and what's been working in the past, too. Choose a successful business model and then find ways to make it better.

Don't try to invent a business model until you have at least 5 successful years under your belt of making 6 figures or more.

Then and only then are you allowed to try your luck at getting creative and boldly going where no marketer has gone before.

Yes, I know I mixed my Western metaphor with my Star Trek metaphor. But the point is - if you missed it - that I don't need to invent new language to get my point across. I can use what's already been proven to work.

And you don't need to invent a new way of doing business, either (unless you're Jeff Bezos, in which case, go for it.)

Find out what works and model that. It's the best education you can get on what's already been proven to work.



Customers aren't Greener on the Other Side of the Fence

For those of you who remember or have heard of Earl Nightingale, you may remember his recording about "Greener Pastures." He made the point that every patch of grass, or pasture, looks greener from a distance.

When you're standing on your own lawn, you see every weed and brown spot. But when you look across to your neighbor's lawn, it looks lush and green like a golf course.

But the fact is, grass isn't greener on the other side of the fence – it's an illusion. Just as it's an illusion that the next customers will be the best customers who spend the most money and so forth.

This might be one of the greatest secrets of making money via marketing of all time.

Nearly every business owner fails to fully mine the gold in his own customer list. They're running around trying to get NEW customers, instead of focusing on their current customers.

Jay Abraham made a fortune simply by going to existing businesses and showing them how to fully utilize their most under-valued and neglected asset – their own customers.

Here are some ideas for extracting maximum value from your own customers.

- Offer more products and services
- Make offers to your list more often
- Communicate consistently
- Create VIP groups and memberships with

special privileges

- Let your list know you reward frequent purchasers as well as high volume purchases (if applicable)
- Identify and focus on the hyper responsive customers and give them more opportunities to spend money with you
- Create and sell continuity programs, or sell affiliate continuity programs
- Sell renewable products or services
- Learn about your customers and tailor offers to match their needs and wants
- Communicate frequently with information, education, and even fun stuff
- Incentivize greater usage
- Analyze your customers and separate them into A-B-C groups based on their responsiveness. Then develop strategies to upgrade the C's to B's and the B's to A's
- Become the resources in your niche for your customers, offering discounts on other people's products through joint ventures
- Ask your customers what they want and what you can do for them as well as what they want to buy right now

You could even take this one business idea – extracting maximum value from a customer list – and help local businesses to increase their own incomes while paying you a nice percentage of the additional profits.



Simple Content, BIG Results

Krylon is a spray-paint company. They sent “DIY experts” to buy “worthless” items at yard sales and transform them into something desirable.

Krylon then listed the transformed items for sale Online, becoming the first brand to use Pinterest’s buy pin feature. The proceeds (roughly \$2,000) went to charity.

As a result, Krylon’s Pinterest following increased by 4,400 percent, and the company estimates it gained \$2.7 million in earned media on a \$200,000 budget.

Best of all, they didn’t even create their own ‘content;’ the DIY experts did it for them.

Asking their audience to source worthless items and transform them made it simple for Krylon, which merely set up the contest, listed the items when they came in, and sold them. The real work was done by their fans.

What sort of contest can you hold to get your followers to participate and make your content for you?

The more creativity you allow, the more amazing and surprising results you’re likely to get.



Affiliate Marketing Done Right

When done properly and genuinely, affiliate marketing can generate big results. The Wirecutter has found its own angle to get traffic and sales; labeling itself with the simple...

“List of the best gadgets—like cameras and TVs—for people who don’t want to take a lot of time figuring out what to get.”

The site generates \$150 million in e-commerce transactions a year. You have to admit; their slogan isn’t slick or clever. But it appeals to people who don’t like to get bogged down in details. Their market is people who would likely say, “Just tell me which one to buy.” And that’s what Wirecutter cleverly does.

Any time you can come across to your visitors as the source of help, simplifying what could otherwise be a very difficult purchase decision, you’ll likely do well.





MASTER **TRAFFIC** INSTITUTE

The **#1 NEED** for People Building
a Home Based Business is to
GET MORE PROSPECTS!



Discover Why
Master Traffic Institute
Fills that Need
& Can Help You
Achieve FREEDOM!

Become a member of the Power Lead System then
Get Your Copy of the **Master Traffic Institute**

PLS **Power Lead System**
All In One Marketing System



Do You Remember WIIFM?

Your customer always, always wants to know, “What’s in it for me?”

I could write an entire article on this, or even a book. But I don’t have to. There is a Proverb that sums up this concept so beautifully, no other words are needed:

“Man is more interested in a boil on his own neck than the drowning of 10,000 in the Yangtse.”

What's in it
FOR ME



Broken Biscuits

This is a new one to me, I was in an outlet store recently and they had a huge box of “broken biscuits”.

It was a 1300g box of assorted broken biscuits, so out of curiosity I bought them.

At home, as I was opening the biscuits, it struck me that many of these biscuits were not actually broken, many were just... biscuits!

Then I was struck by the masterful marketing ploy that had just worked on me. I had just bought 2000g worth of biscuits because I was intrigued by them being broken and misshapen. I didn't actually save any money either I actually spent more, because normally I would have bought say one packet of biscuits, but I had just bought the equivalent of around 20 packets in this set, purely because I was intrigued by “broken biscuits”.

And there is the genius that can be found in alternative marketing, beautifully packaged and sold, they caught me with the concept of a deal on broken biscuits, but got me to buy many more than I normally would, thereby negating the deal aspect. To be fair, I cannot complain the biscuits themselves were delicious and I had great fun organizing them all into my biscuit barrel, way more than a 2000-piece puzzle would have been.

But it made me think about my own marketing campaigns, and how I could also do something (sort of tongue in cheek) with some of them as well, I sell products in suites of ‘like’ products generally, but could I package several dissimilar products that apply to the same niche and sell them together for a bundle price? Could some of those old products that I still have but don't actively market any more, still have value bundled together?

As Internet Marketers many of the products and services we sell are Internet based or downloadable, and as we evolve and grow, we change the product sets, meaning we end up building a large cache of products that we are not necessarily actively selling but we could easily make available for sales in bundles.

Think about how to be creative in your marketing, some of your misshapen ideas could be packaged again under a new curious label.



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