



INTERNET MARKETING

Magazine • January 2024

7 Advanced Secrets to Super Persuasive Copywriting



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Ron Malezis



To All Unconventional Entrepreneurs

This message isn't for the typical success stories - the star athletes, the popular ones, the smooth networkers, or those who climb the corporate ladder at the expense of others. You already have your path.

However, if you feel out of place, question why your thoughts don't align with the norm, and yearn for something different, this is for you. Consider this your rallying cry.

Entrepreneurs are unique. We see corporate hierarchies as strange structures suited for those who relish the journey more than the end goal. We take pride in long hours, but only if they're invested in realizing our visions, not fulfilling someone else's.

Our philosophy is about earning the fruits of our labor, not augmenting someone else's profits. Recognition should go to those who do the work, not to supervisors who lack the basic skills of the trade.

We may stand out and be called "eccentric" or "unusual," but we're not the typical job seekers. Our hunger isn't for employment; it's for innovation. We shape our futures. We're the creators, educators, and trailblazers who venture off the beaten path.

Embrace your uniqueness, misfits. We are the outliers, the visionaries who never settle. We're the agents of change, the designers of tomorrow, the brave souls who defy convention and forge new routes. We're the adventurers, those who may stumble but always get back up, stronger and more intelligent.

We are the entrepreneurs. And we're the ones transforming the world.

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Are You Making This Marketing Mistake?

If you want to grow your business organically, you've got to stop making this mistake now because it's costing you followers and sales.

Most online marketers, especially on social media, are trying to grow their business but are going about it all wrong.

They're presenting bottom-of-the-funnel content. The bottom of the funnel is the content you present to people to sell them on purchasing your product. "Hey, buy this product. You'll love it, and it will do great things for you." This isn't going to make sales or grow your business because people don't yet know who you are or why they should trust you.

Expecting someone who does not know you to watch or listen to your sales pitch and then convert into a customer will only dash your dreams of growing your business.

Instead, focus on giving top-of-the-funnel content. This is real information that people can use, and it helps you capture an audience while establishing your authority on the topic.

Let me give you a real-world example: You're at a carnival, and someone (I think they call them barkers) is yelling out that you should come over to their booth and buy their product. What do you do? Most likely, you put your head down and walk away quickly.

But what if that same person were giving something valuable away? You and people like you would flock to that booth. It's the same way in the grocery store, where they give out free food samples. People flock to get the samples, even when it's a food they might never normally consider buying.

Now, let's say that your online business is teaching marketing. Instead of shouting, "Hey, buy my marketing course!" Or, "Hey, hire me to do your marketing!" You instead say, "Hey, this is how you get your site ranked higher, this is how you capture leads, this is how you nurture your email list," and so forth.

Especially when your business is new, you've got to concentrate on building an audience first and marketing your products second. This will build your business, provide you with tons of leads, and eventually provide you with sales and customers who keep coming back for more.



Resources and News

TikTok Partnering with Retailers for "Shoppable Videos"

TikTok is collaborating with major retailers to launch "Shoppable Videos," allowing users to purchase products directly within the platform. This strengthens the platform's e-commerce capabilities and drives sales for participating businesses.

<https://shop.tiktok.com/>

Google Quietly Increases Ad Prices

Google has been increasing its auction prices to meet revenue targets, leading to a rise in ad costs for businesses. This change highlights the importance of optimizing ad campaigns and diversifying marketing channels to navigate the evolving ad landscape.

<https://searchengineland.com/google-quietly-increases-ad-prices-targets-432155>

YouTube Launches Playable Ads

YouTube has introduced over 30 mini-games called "Playables," accessible to Premium users. This innovative ad format allows brands to engage viewers in an interactive experience and potentially increase campaign effectiveness.

<https://chromeunboxed.com/youtube-playables-interactive-game-ads>

Facebook Adds "Live Shopping" Feature

Facebook has introduced a "Live Shopping" feature allowing creators and businesses to host live product demonstrations and sell directly through the platform. This streamlines the e-commerce experience within Facebook.

<https://techcrunch.com/2022/08/03/facebook-shutting-down-live-shopping-feature-october/>

SEO Strategies Remain Crucial

Despite the rise of new marketing trends, SEO remains a vital element of any effective digital marketing strategy. HubSpot's research indicates that 88% of marketers with an SEO strategy plan to increase or maintain their investment in 2023, highlighting the importance of long-term SEO planning and optimization.

<https://blog.hubspot.com/marketing/hubspot-blog-marketing-industry-trends-report>

Social Media Platforms Explore Affiliate Marketing

Both YouTube and Twitter have introduced new affiliate marketing features, with YouTube allowing creators to timestamp product displays and Twitter sharing ad revenue with qualified creators. These developments highlight the growing importance of influencer marketing and personalized content in driving sales.

<https://www.authorityhacker.com/youtube-affiliate/>
<https://twitter.com/verge>

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<https://blog.hubspot.com/marketing/hubspot-blog-marketing-industry-trends-report>



TubeBuddy

TubeBuddy is a free browser extension that integrates into YouTube to help run your channel easily. I use TubeBuddy it helps with so many tasks. This is a great resource if you use YouTube in any way. [Click Here for TubeBuddy](#)

Free Resources:

VROID Studio – Anime Character Creator
<https://vroid.com/en/studio/>

Blender – www.blender.org/ 3D software, animate, create, and a video editor together.

Hit Film Express - <https://fxhome.com/product/hitfilm> this is a good video editor and is free to use. The full version has all of the plugins.

Davinci Resolve - <https://www.blackmagicdesign.com/products/davinciresolve/> if you can get your head around this product it is amazing. There is a paid version available.

Shotcut - <https://shotcut.org/> Note: Google, Advertising on their home page may cause confusion.

Fonts - 1001fonts.com

Font Squirrel - FontSquirrel.com commercial fonts free to use no hitches.

Infinity Traffic Boost
<https://infinitytrafficboost.com/information> you can earn even with the free account.

Free traffic using **Traffic Ad Bar**
<https://trafficadbar.com/simplefreedom>

MLM Gateway get leads <https://powerleadssystem.org/gatewayleads> free to join.

CryptoTab get free Bitcoin as you surf the internet. <https://powerleadssystem.org/mine-crypto>



Pictory Unveiled: Revolutionizing Video Editing with AI

In a world where video content reigns supreme, Pictory emerges as a beacon of innovation, promising a seamless and intelligent approach to video editing. We aim to present an engaging and clear picture of what Pictory offers, making it accessible to digital marketing professionals and casual content creators.

Exploring the World of Pictory

Pictory stands out in the crowded field of video editing software by harnessing the power of artificial intelligence. This cloud-based platform is designed to simplify the video creation process, allowing users to produce high-quality content effortlessly.

Core Features

1. **AI-Driven Editing:** Pictory uses advanced AI algorithms to automate editing, reducing manual efforts significantly.
2. **Text-to-Video Conversion:** One of Pictory's standout features is its ability to transform text content into engaging videos, making it a boon for content marketers and educators.
3. **Voiceover Capabilities:** The platform offers AI-generated voiceovers in various languages, adding a professional touch to videos without needing external resources.
4. **Customizable Templates:** Pictory caters to different styles and themes with various templates, ensuring that each video can be unique and tailored to specific needs.
5. **Social Media Integration:** Recognizing the importance of social media, Pictory allows direct publishing to various platforms, streamlining the workflow for digital marketers.

Advantages of Using Pictory

1. **User-Friendly Interface:** Pictory's intuitive design makes it accessible to users with varying technical expertise.
2. **Time and Cost Efficient:** By automating the most labor-intensive aspects of video editing, Pictory saves both time and money.
3. **Versatility:** Whether it's a marketing video, an educational piece, or a fun project, Pictory's range of features makes it adaptable to various content types.
4. **High-Quality Output:** Despite the automation, video quality is high, with clear visuals and professional-grade audio.

Evaluating Pictory's Quality

Pictory's AI-driven approach doesn't just streamline video creation; it also ensures a high quality standard. The AI algorithms are adept at choosing the most relevant visuals for your text, and the voiceovers are surprisingly natural-sounding. However, like any AI tool, it may require human oversight for nuanced creative decisions.

Engaging and Comprehensible

The true charm of Pictory lies in its simplicity and effectiveness. The platform demystifies the often complex world of video editing, making it less intimidating for beginners while offering sufficient depth for more experienced users. It's a tool that invites exploration and creativity, encouraging users to experiment with different styles and formats.

Pictory is a testament to AI advancements and its application in creative fields. It's a powerful, versatile, and user-friendly tool that democratizes video editing, making it accessible to a broader audience. Whether you're a professional looking to expedite your workflow or a novice wanting to dip your toes into video creation, Pictory offers an empowering and enjoyable platform.

[**CLICK HERE for a FREE TRAIL**](#)



Case Study – Massively Improving Email Engagement with a Simple Twist



We're talking about 5,000 subscribers; only 50 or 75 of them would open any email. Yikes.

Remember that this is a service-based business, and email marketing was supposed to be their significant sales nurturing vehicle. All emails were gained ethically from their local area using a lead magnet offered on their blog and through advertisements.

The emails themselves are typical: Information mixed with promotions and occasionally purely promotional emails. And the lead magnet was a good one that attracted plenty of leads every time they ran an ad.

But the problem was that after getting the lead magnet, subscriber engagement numbers would drop massively to less than 15% of subscribers every time an email was sent.

The business owner had two theories for why that was happening – either the emails were poor or attracting the wrong kinds of subscribers, in which case they would need to change the lead magnet.

If you were advising this business owner, what would you suggest?

They hired a marketing consultant who spent time pouring over the emails, the lead magnet, and the numbers. It turns out that their lead magnet was good enough to attract the right kind of prospects for their business. The problem was getting subscribers to consume the emails after they received the lead magnet.

Here's how the consultant solved the problem:

They broke down the lead magnet into a series of 10 emails that comprised an email course on the subject. The idea was to train subscribers to open the emails whenever they saw them in the inbox. When most people download a PDF, they plan to read it later, whereas emails are usually read immediately.

They added a small amount of content to make this email course and did other things to the emails we'll cover in a moment. Remember that for this to work, the emails must be enticing enough to get readers to continue opening and reading them.

Simply breaking a PDF into small sections might not be enough for this to make a big difference.

This small change in how the lead magnet was delivered resulted in 81% engagement through the first five days of the course and 72% over the whole ten days. As you see, some readers were lost in the second half of the email course, but that's still a massive improvement over 15%.

Furthermore, when the course was finished (all ten email lessons were delivered), subscribers continued to engage at an average of 44% engagement (CTR) for the next eight weeks.

And sales also increased dramatically because people were now opening and reading the emails and clicking the links.

They even received responses from readers such as, "Thanks for this, can't wait to get tomorrow's email."

As mentioned, a few other changes were made:

WIIFYR – What's in it for your readers? Every email was written to give the reader what they wanted, including great info they could use, stories, entertainment, humor, and special offers. It's not about the sender; it's about the receiver.

Storytelling – Stories were inserted here and there about the problems customers had and how they were solved with the service, as well as stories of people who didn't use the service and how the service started. They even used two completely non-related stories that nicely segued into the point. Yes, there were many stories, but most were short and to the point.

Cliffhangers – Two of the stories were continued in the following email. Want to know what happened next? Check your email tomorrow.

Teasers - Each email contained great content on what would be covered in the following email.

Calls to Action – Every email was another opportunity to ask the reader to do something, whether to go to the site, fill out a form, request or answer a question, etc.

Reply Back, Call – Two emails asked readers to answer a quick question by replying with a word or two in the subject line. This was more about increasing deliverability than anything, but it also created engagement and made the emails more memorable.

Free Offers – These were added later,

and they worked well. Inside the course are offers to take **ADDITIONAL** email courses, thereby getting people to engage even more with the emails and raise their hands to indicate what other services they are interested in.

Creating Expectation – The emails were sent at a specific time each day, and readers were told to expect them the next day.

Creating Excitement – Emotional triggers were pulled whenever possible, and excitement was built into each email. This takes some finesse, but it makes a big difference. For example, remember one teacher you had in high school who engaged the students with excitement for the topic? Now imagine that teacher writing the emails, and you get the idea.

Here are a few more email tips for you:

Keeping the End in Mind – What do you want your subscribers to do? Whatever it is, tailor your course so that taking the action you want is the only logical next step for the reader. For example, your email course teaches how to get free traffic using SEO, but the more the reader learns, the more they realize they'd love to have a professional handling it all for them.

Subscriber confirmation email - Include a short text to inform readers to expect a welcome email in the next minute or two after confirming their subscription. This way, they consciously look out for it even if it ends up in the spam or promotions tab.

Welcome email – Fill this email with all the benefits of reading future emails. This isn't about selling your product. It's about showing them everything they have to gain from taking the email course, reading

every single email so they miss nothing, and how much their life can change because they open the emails. You might consider using bullet points in this one.

Request a Welcome Email Response – In the welcome email, ask subscribers to reply with their response to a question. It could be as simple as confirming they received the email. Would they prefer to benefit one or two, or what is their favorite ____? When they respond, their email provider will register your address as the receiver wants to engage with them. A reply has a more significant

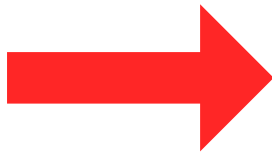
effect on deliverability than whitelisting, and it's a more natural action.

Open with Benefits – Lead each email with the benefits the reader will get from reading the rest. Essentially, in the first line or two, you are selling, then on reading the rest of the email.

Always ensure that every email you send is beneficial to the reader. It's not about you or your product. It's about what your reader wants to achieve. This will keep them coming back day after day to consume your emails.

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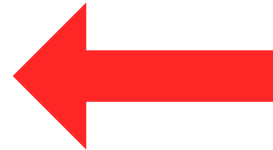
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7 Steps to Making 2024 YOUR Year to Shine

As we greet 2024, excitement and anticipation fill the air – can you feel it? As an online entrepreneur, this is your chance to hit the reset button, strategize for growth, and set the stage for a year of remarkable achievements.

But before you dive headfirst into the January hustle, you might take this moment to reflect and prepare yourself for the journey ahead.

Ditching Distractions and Staying Focused

The year ahead is bound to be filled with news, events, and distractions vying for your attention. It's easy to get swept away by what's happening now and lose sight of your goals. Remember, your online business needs focus while the latest headline doesn't. Ditch the news. Ignore the trivial. Imagine you're wearing blinders that hide all the piddly stuff and force you to look straight ahead at your goals. Distractions will ruin your progress every time.

Here's a tip: Every time you feel distracted, write down what you're tempted to do instead of working on your goal. Then go back to work. This frees your mind from the unimportant and allows you to focus and concentrate on what matters.

Transforming Your Past into Your Launching Pad

It's tempting to get bogged down by regrets and past mistakes. Don't! Just because you've missed the last 100 sunrises doesn't mean you must miss today's.

View your past as that thing that made you who you are today. It's a launchpad, not an anchor. It's a treasure trove of valuable lessons and experiences that have equipped you with the strength and resilience needed to thrive in the present.

Every hurdle you've overcome, and every victory you've achieved has shaped you into the savvy entrepreneur you are becoming today. Use these insights as your fuel to propel you towards new heights in 2024.

Conquering Your Imposter Syndrome

Your goals are closer than you think. Do you hear me? Your goals are so close you could reach out and touch them, and here's how I know:

You have a nagging voice whispering doubts and questioning your ability to achieve your goals. This is called imposter syndrome, and it whispers its loudest right before you have a breakthrough.

The seemingly impossible challenges you face today are merely stepping stones on your

path to success. Trust your abilities, embrace the process, and watch your goals transform from distant dreams to tangible reality.

Try this: Close your eyes, and with your mind's eye, see your goal right before you. Reach your arm out and touch the goal. Feel it. Own it. It's already yours; take it.

Think of when you go to the store. You pick out what you want. It's in your hands. All you have to do is pay for it. That is how close you are to achieving your goals. They are already in your hands, and you only need to pay for them.

Finding Strength in Community and Power in Collaboration

No online entrepreneur thrives in isolation. It would be best to have a tribe of like-minded individuals who share your vision and values. Find mentors who can guide you, business partners who can amplify your efforts, and friends who can offer unwavering support.

Do you have a question? Ask your mentor or your tribe. Do you need help with something? Don't struggle by trying to do it alone. Get help. Find people who help you with accountability, expertise, and camaraderie because they will be invaluable as you navigate your entrepreneurial journey.

Embracing Boldness and Defining 2024 with Audacious Actions

Think of 2024 as a blank canvas, an opportunity to rewrite your business story. This year isn't just about incremental improvements; it's about taking risks, stepping boldly outside your comfort zone, and exploring uncharted territories. Embrace the unknown, challenge yourself to try things you've never dared, and take the boldest actions you can imagine.

These audacious moves will be the defining moments of your year, propelling you towards extraordinary achievements.

Working Smarter, not Harder with the 10x Principle

Remember, it's not about working harder but working smarter. Apply the 10x Principle – not by putting in 10 times the effort, but by strategically focusing your energy where it matters most. Analyze your goals, identify the key actions that will drive the most significant results, and then dedicate your time and resources to executing them with unwavering focus.

Believing in YOU

2024 is a year filled with endless possibilities for online entrepreneurs. By embracing these principles, you can navigate the challenges, capitalize on the opportunities, and chart a course toward remarkable success.

You have the power within you to achieve anything you set your mind to.

Don't miss that message.

YOU have the POWER within YOU To ACHIEVE ANYTHING You Set Your Mind To

Believe in yourself, embrace the unknown, and embark on a journey that will propel your business forward and leave a lasting impact on the world.

I believe in you and know you've got what it takes to make this year truly remarkable.



Stuck for Ideas? Overcoming the Entrepreneurial Block

Look for gaps in the market where your skills or interests can fulfill a need. Investigate industries or niches that may be underserved or areas where innovation is lacking. Solving a problem for others can be a powerful motivator for creating a successful business.

Here's an example of a market gap: Traditional education often fails to cater to individual learning styles and paces. This gap presents an opportunity for personalized learning platforms that adapt to each student's strengths and weaknesses, using AI-powered technology and customized content.

Networking and Brainstorming

Engage with your network, both online and offline. Attend industry events, join entrepreneurial communities, and participate in brainstorming sessions. Talking to others can provide valuable insights and trigger ideas you might not have considered on your own.

To Brainstorm with Others:

1. Define your goal, gather the right people and set the ground rules.
2. Warm up the group. Get the creative juices flowing with some fun and easy warm-up exercises.
3. Present the problem or challenge. Clearly state the problem or challenge you are trying to solve.
4. Generate ideas. Encourage everyone to share their ideas, no matter how crazy they may seem.
5. Don't judge or criticize. One of the most important rules of brainstorming is to avoid judging or criticizing ideas. This can stifle creativity and prevent people from sharing their thoughts.
6. Build on ideas. Once someone has shared an idea, encourage others to build on it and add their own thoughts. This can help you generate even more creative ideas.
7. Document everything. Make sure to document all of the ideas that are generated during the brainstorming session. This will help you to review them later and see if there are any patterns or themes.



Explore Emerging Trends

Stay informed about emerging trends and technologies in various industries. These can often spark creative ideas for businesses that leverage new developments. Subscribe to relevant newsletters, follow industry blogs, and attend conferences to stay on the cutting edge.

Use Mind Mapping and Visualization

Use mind mapping techniques to visually organize your thoughts and ideas. Create a visual representation of potential business concepts, interconnecting various elements. Visualization can help you see the bigger picture and uncover new possibilities.

Seek Inspiration Outside Your Comfort Zone

Break out of your routine and seek inspiration from unexpected sources. Read books, watch documentaries, or explore hobbies that are unrelated to your field. Go to new places, meet new people and do new things. Fresh perspectives can stimulate creativity and offer a unique angle for your business ideas.

Prototype and Test

Don't be afraid to experiment with small prototypes or test your ideas in a limited context. This allows you to gather feedback, refine your concepts, and build confidence in your chosen direction. Failure at this stage is a learning opportunity.

Invest in Self-Development

Enhance your entrepreneurial skills through self-development. Take courses, attend workshops, and engage in continuous learning. The more you expand your knowledge and skill set, the more equipped you'll be to generate innovative business ideas.

Remember, building a business is a dynamic and iterative process. It's okay to feel stuck, but what matters is your commitment to overcoming obstacles and persisting in the pursuit of your entrepreneurial dreams. By applying these strategies, you'll be well on your way to unlocking the creativity needed to build a successful and fulfilling business.



Jason Fladlien

Interview





Editor:

Today, I'm thrilled to be chatting to Jason Fladlien, a trailblazer in internet marketing, webinars, and so much more. With product sales in excess of 250 million, Jason's journey from humble beginnings to becoming a global influencer in internet marketing is nothing short of inspiring.

Now alongside Wil Mattos, he co-founded Rapid Crush Inc., a company that has revolutionised digital marketing strategies and set records in the internet marketing space. And he's also the author of the influential book, *One to Many*, which delves deep into the secrets of successful webinars.

His achievements really do speak for themselves, but I guess we should speak to the man himself.

Jason, welcome.

Jason Fladlien:

Pleasure to be here.

Editor:

Now could we start by asking a little bit more about your early days and what led you from being a rapper and a monk to a leading figure in internet marketing?

Jason Fladlien:

Yeah, you could really start anywhere in this business. That's the good news.

I was always interested in music and specifically hip hop, and I started rapping in front of audiences at seven years old, seven or eight, somewhere along there. So it felt very natural to me.

And I always thought music would be where I would end up. So I tried that off and on throughout the years.

But I had a lot of trauma that went through my life when I was growing up. I was in a household that there was a lot of drug abuse and a lot of chaos.

And I ended up being about 18 years old and just so depressed. I had all these panic attacks all the time. I ended up having agoraphobia, which is afraid of open spaces, meaning you really don't go outside much. And I'm just sitting there just lost.

And a friend of mine who was in the music space, he had went and he travelled with the Hare Krishnas for a little bit and he came back and he was telling me about that.

Jason Fladlien:

So I was intellectually curious, always was, still am. So I started Googling around and looking at it and I started reading it and I'm like, "Okay, I'm at my lowest point in my life. I can't focus, I can't do anything. I'm staying up till 7:00 in the morning, sleeping until 3:00 or 4:00 in the afternoon. That was my life living with my dad in this little tiny apartment." And so I said, "I'll try it and see what happens." So really saved my life.

I eventually got rid of all my panic attacks in a few months and I just felt really invigorated to go out and do something boldly. And so I tried that with the music.

The music, unfortunately though, it was at about the worst time you could launch a music career because CD sales were dying out, but streaming hadn't been figured out yet.

And I wasn't frankly very good at it. I had have to work eight or nine hours to do something that talented musicians could do in one to two hours.

Jason Fladlien:

I'm not one to give up though. I was trying really hard this, that, and the other. And so I started looking at the business and marketing side of the music and I started trying to apply those methods to the music that I was putting out there and it wasn't working well.

Jason Fladlien:

And out of desperation, I said, "You know what? I need capital. That's the answer to the music business." Because I didn't have any money. So let me make some money online and then I'll pour that into the music business.

Jason Fladlien:

That was about 2006. And now here we are going on in 2024, still haven't circled back around to the music, got into the internet space and just kept going.

Editor:

And what a success that has been. Did you regret perhaps leaving the rapping behind or is that something that actually-

Jason Fladlien:

No.

I always thought that the music would be the thing that switch me on, and I didn't find anything

else as attractive to me. But the marketing very quickly became as attractive if not more attractive to me. So I had the passion for it, but I also had the skill set to it. Whereas music, I had the passion for it, but I lacked on the skill set side.

So you really want both. You want something that you're passionate about that also comes naturally to you, and it still will be hard, don't get me wrong, but at least you're predisposed to getting it and you can do something with it.

And that's what I really saw with the marketing was, "Wow, I like it. It's very interesting to me. It motivates me, it gets me excited and I can get it right away. I don't have to practise extra hard for many, many more hours just to be barely competent at it. I can pick it up in a decent timeframe so therefore maybe I can get some traction and some momentum." And that's why I don't think I ever came back to the music.

Editor:

You mentioned that it was at the time when CDs were dying out and streaming hadn't been figured out yet. That's probably around the same time, I guess, as the internet was really finding its feet. We've been through the dot-com boom and bust and the internet was really starting to come into it. So when did you first get online?

Jason Fladlien:

Way long ago.

So I was actually 14 when I first got online. So this was 1997. And I remember I bought a little 286 computer. So this was not a tower. You laid it flat on the desk and I painted houses for a month just trying to make some money to save up. And I bought this computer and I got the internet.

And I was really just so fascinated with how the internet worked. And this was in '97 when it was just... Nobody even... Barely anybody had the internet.

And I started learning how to build websites back then. And that was really cool.

We were doing music back then. I was working on music, so I was trying to produce albums even when I was 14 and I was building websites around anything and everything because really to put anything online back then...

Jason Fladlien:

I had a lot of different interests and passions. And in order to put anything online, you had no code. It's not like these days where you just go to Twitter and type it on your phone.

So starting when I was 14, I really got onto the internet and then I didn't look at it as a way to make money until maybe seven years later with the music.

So I'd always really been a child of the internet. Nowadays, every kid is a child of the internet,

but back then it was very, very rare that somebody that was young was into the internet.

Note from the editor:

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



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To Delegate or Not to Delegate, That Is The Question



In the beginning, when building your business, you do everything yourself. It's fun, exciting, frustrating, and highly rewarding.

But as your business grows, you've got a choice to make. You can...

1. Keep trying to do everything yourself. After all, no one out there will do things exactly like you, right? But be prepared for burnout because very few people can continue to grow a business alone for any extended time.
2. Decide to stay small. For some solopreneurs, a business that covers their needs is all they want. Working with freelancers, hiring employees, and all that goes with it is something they don't desire. They dream of working a few hours weekly to maintain what they've built and grow the business no further. And for some, this is a great option.
3. Let go and grow. If you want to continue growing your business bigger, faster, and better, you will need help. And when you bring on other people to work in your business, you'll be required to let go of some things. Sure, they don't do it exactly as you do it. So what? Relax, let go, and let your business grow with the help of others.

Think of delegation as your secret to success and sanity. By letting go of tasks that don't need your special touch, you can free up your time and energy to focus on what you do best and ensure you have enough time to get away from your business and recharge your own batteries.

How do you know when it's time to start delegating?

1. When you are feeling overwhelmed.
2. When business is booming, but your workload is overflowing.
3. When you lack certain skills that experts could easily handle.
4. You want to focus on your strengths and ignore the annoying tasks.

What can you delegate?

1. The repetitive stuff: Scheduling, social media, bookkeeping – they can all go.
2. The specialized stuff: Design, legal matters, website development – leave these to the pros.
3. The low-impact stuff: Tasks that don't contribute directly to your goals – delegate and focus on what matters most.

Finding the right help is like finding your best friend.

1. Know your needs: What tasks are sucking the life out of you?
2. Set a budget: How much can you invest in your dream team?
3. Explore your options: Freelance platforms, online services, local agencies – find the

perfect fit.

4. Interview like a pro: Find someone whose skills, experience, and personality mesh with yours.
5. Start small: Dip your toes in the delegation pool before diving headfirst.

But... what if you don't want to grow or delegate?

That's fine, too. Maintaining a business that maintains your lifestyle without getting bogged down in a constant need for growth is the right choice for some people. It makes sense. Why stress over growing a business if that's not what you want to do?

I know of several online marketers who created one or several products and stopped there. They still update the products and do just enough to keep the sales rolling in, but most of the week, they are off living their lives of freedom.

Other online marketers see freedom as an ever-growing business where others do the major share of the work. They put in more time and effort but also get more rewards.

It's your choice. Let go and grow your business with the help of others, or maintain a one-person shop with plenty of free time to live your life.

If you choose to grow your business with the help of others, remember that delegation isn't about giving up control; it's about empowering yourself and your business. By letting go of the reins and trusting others, you can unlock incredible growth and create a business you can truly be proud of.





The Difference Between Good Marketing and GREAT Marketing

It's said that you won't make sales if you have a great product and poor marketing. But you can get rich if you have a mediocre product and great marketing.

I believe that's no longer true.

These days, we have social media and product reviews, where potential buyers can find out what other people think of a product before buying it.

Thus, if your product is mediocre, it will fall by the wayside as better products get glowing testimonials on social media and elsewhere. It won't matter if you throw millions of dollars of advertising at it; those ads won't do well if your product isn't extraordinary.

As Neil Patel says, "Good marketing is not about creating the best copy, image, or landing page. It's about having the best product or service, showcasing it, and having people understand why it's the best because that's what converts."

By spending more time creating genuinely excellent products, you can spend less time marketing them.



Do You Sell Vintage on eBay? Do This Instead

Ebayers - I know you've got this treasure trove of fabulous finds in your shop, but have you ever considered simplifying things?

Imagine, instead of juggling a ton of listings, you focus on a small, killer line of products.

Or maybe even just one product.

I noticed a shop on Etsy that sells homemade suntan oil and lotion.

That's it. That's all they sell.

Some searching turned up three other websites where they sell their suntan products, including eBay.

Contrast this with someone – maybe you - who sells vintage items sourced from thrift stores and estate sales.

If you're selling vintage items, you're spending a lot of time shopping, right? Because you've got to find the items you'll resell. Then you've got to bring the stuff home, photograph it, do pricing research, and list it.

That takes time, but you're not done.

When someone asks a question about an item, you've got to find the item to figure out the answer (like how big is it? Or does it have a so-n-so thing attached? Or is it brown or maroon?)

And when it sells, you've got to package it. Little boxes, big boxes, bubble wrap, fragile stuff, heavy stuff, oddly shaped items... because everything is different, it needs other packaging and postage.

But what if you had a streamlined process where you've got a handful of items and know the weight, dimensions, and shipping costs like the back of your hand?

You make a listing once and then duplicate that listing each time. You already know all the product details and put it all in the listing, so you get very few questions. If you do get a question, you already know the answer.

Packaging is a breeze, postage is simple, and it gets even better because now you can brand your product line.

Having your product collection with a specific theme makes your shop stand out. You can choose ultra-specific branding and tell a story with your listings. Buyers get to know you and your products. You can add a personal touch. Marketing becomes a breeze when you can hone in on a niche audience.

And let's not forget quality control. With a small product line, you can ensure that every item you ship is top-notch—no more playing detective with vintage items' quirks.

So, what do you think? A curated collection with less hassle, more branding power, and a shipping process that's practically on autopilot. It might just be the game-changer your eBay shop needs.

But how do you create your product line? You might start with something as easy as white labeling. These products are manufactured by others and customized with your labels and branding.

Vitamins, cosmetics, and skincare items are often white-labeled, and the markups can be incredible. Choose quality products, add your branding, and you can charge several times what you pay. It's all about branding and marketing to get initial customers and the quality to keep them returning repeatedly.

You could even 'cheat' a little bit. Let's say you heavily market your brand of hair care products. These are top-notch products with a hefty price tag, available on your own site, Poshmark, and a few other places.

But then you sell the same products for half price on eBay. Suddenly, people who didn't want to pay \$40 are thrilled to pay

\$20. I've seen this done, and the results are impressive.

Of course, don't go this discounted route if you're making plenty of sales at a higher price.

I've digressed, so let's get back to my main point. If you're already doing the vintage/used/arbitrage items on eBay, why not spend a few days researching what it will take to make your line of products?

You'll never need to spend hours in thrift stores or packaging oddly sized items again if successful. The time you save can be invested back into your branding and marketing, creating a brand that grows from your back bedroom to something the size of – who knows – maybe Gucci?



A Treasure Trove for Unique Content and Marketing Opportunities



Strange and Unusual Holidays: A Treasure Trove for Unique Content and Marketing Opportunities

Strange and Unusual Holidays:

A Treasure Trove for Unique Content and Marketing Opportunities

In marketing, standing out from the crowd is a constant battle, but here's a secret weapon you can use every day of the year - strange and unusual holidays.

These quirky and little-known celebrations are perfect for creating unique content and engaging marketing campaigns that capture attention and stand apart from others on social media or in the inbox.

Here's why these holidays are a marketer's dream come true:

Untapped Potential:

Unlike traditional holidays saturated with marketing messages, these niche celebrations offer a fresh canvas, allowing you to create original content and stand out from the noise.

Curiosity and Engagement:

Unfamiliar holidays spark curiosity and intrigue, naturally drawing people in to learn more. This translates to higher engagement with your content and deeper connections with your audience.

Storytelling Opportunities:

These holidays beg for creative storytelling. No one can hear "Cow Milked in an Airplane Day" and not stick around for the story. And if you segue into a product promotion, so much the better for you.

Target Audience Specificity:

Some holidays cater to specific interests or communities, allowing you to tailor your content and messaging to a well-defined target audience. Other holidays are for everyone - who doesn't like pizza?

Viral Potential:

The sheer weirdness of these holidays often creates shareable content, spreading organically and reaching a wider audience through social media and word-of-mouth.

Here are some ways to leverage these holidays for impactful marketing:

Create Engaging Content: Develop informative articles, blog posts, or infographics about the history and significance of the holiday.

Share Quirky Facts & Trivia:

Spice up your social media with bite-sized information about the holiday, sparking conversations and engagement.

Host Interactive Activities: Organize online contests, polls, or quizzes related to the holiday, encouraging participation and building a community around your brand.

Develop Themed Products & Offers:

Design limited-edition products, special menus, or promotional deals tied to the

holiday's theme, creating a sense of exclusivity and excitement.

Partner with Influencers:

Collaborate with influencers who resonate with the holiday's target audience to amplify your message and reach a wider audience.

Create a Hashtag Challenge: Encourage user-generated content by launching a hashtag challenge centered around the holiday, fostering interaction and brand awareness.

Embrace Humor:

Don't shy away from humor! Injecting lightheartedness into your content can make it more relatable and memorable.

You can unlock a treasure trove of marketing opportunities by creatively leveraging unique, strange, and unusual holidays. The key lies in understanding the unique characteristics of each holiday, tailoring your approach accordingly, and injecting a healthy dose of creativity and humor to make your campaign genuinely unforgettable.

To get you started and unleash your creative potential, we've listed one holiday for each Day in January and February 2024, along with several marketing ideas for each. You might think of this as a crash course

in holiday marketing. Anytime you're at a loss as to what to post on social media or send to your email list, consult the holidays and see what's available for that Day.

In March, you might begin visiting <http://www.holidays-and-observances.com/> to find holidays for the rest of the year.

January

1 - New Year's Day

2 - Science Fiction Day

Run a contest for the best sci-fi-inspired outfit or artwork. Share futuristic product features or create a sci-fi-themed story featuring your product.

3 - Sticker Day

Host a sticker design contest or share user-submitted sticker photos. Offer free stickers with purchase or launch a limited-edition sticker collection.

4 - World Braille Day

Share educational content about Braille and raise awareness about accessibility. Offer discounts on assistive technology products or donate some proceeds to a relevant charity.

5 - Bird Day

Share beautiful pictures of birds and promote bird-watching activities—partner with bird sanctuaries or conservation organizations.

6 - Cuddle Up Day

Share cozy and heartwarming content. Offer discounts on blankets, pillows, or comfort food products. Promote self-care and relaxation.

7 - Technology Day

Showcase your latest technological innovations and product features. Offer discounts on tech gadgets or accessories. Offer exclusive tech tips or early access to new products for subscribers.

8 - Elvis Presley Day

Share iconic Elvis photos and music videos. Run an Elvis trivia contest or offer discounts on Elvis-themed merchandise. Highlight the "rock and roll" spirit of your brand. Share inspiring stories of overcoming challenges or achieving success.



9 - **Clean Off Your Desk Day**

Encourage followers to declutter their desks and share before-and-after pictures. Offer discounts on organizers, cleaning supplies, or productivity tools. Share tips for organizing your workspace and boosting productivity. Offer a free downloadable organizer or checklist.

10 - **Houseplant Appreciation Day**

Share pictures of your office plants or create houseplant care guides. Highlight the benefits of having houseplants and share tips on choosing and caring for them.

11 - **Milk Day**

Share delicious milk-based recipes or partner with local dairy farms—partner with a nutritionist or fitness expert. Conversely, you might show customers how to "milk" the benefits or rewards of your product or service. Or contrast your exciting product with your 'milk toast' competitor's product.

12 - **Kiss a Ginger Day**

If you are ginger yourself, run a contest for the best ginger-themed photo, give your photo as an example, or share ginger-related jokes and puns at your own expense. Or offer discounts on ginger-flavored products and share exciting facts about ginger and its uses.

13 - **Korean American Day**

Celebrate Korean culture and traditions—partner with Korean restaurants or businesses. Offer discounts on Korean-inspired products or experiences. Share educational content about Korean history and culture. Offer special deals on Korean beauty products or cooking ingredients.

14 - **World Logic Day**

Share fun logic puzzles or brainteasers. Offer discounts on educational books, games, or puzzles—partner with a brain training app or educational institution.

Send your subscribers a logic puzzle or brain teaser and offer a prize for the first correct answer. Share tips on improving logic and critical thinking skills.

15 - **Hat Day**

Run a contest for the most creative hat design, or share pictures of people wearing your brand's hats. Offer discounts on hats or partner with a hat designer. Share fun facts about hats and their history. Offer a free hat with every purchase or exclusive discounts for subscribers.

16 - **International Hot & Spicy Food Day**

Social media: Share your hottest recipes or partner with a hot sauce company. Offer discounts on spicy food products or run a chili-eating contest. Share tips for making hot and spicy dishes at home.

17 - **Kid Inventors' Day**

Share inspiring stories of young inventors and encourage creativity. Offer discounts on science kits, educational toys, or coding resources. Share tips on fostering creativity and innovation in children.

18 - **Winnie the Pooh Day**

Share heartwarming quotes and images from Winnie the Pooh. Share positive and uplifting messages inspired by Winnie the Pooh. Offer a free Winnie the Pooh e-book or printable activity sheet for subscribers.

19 - **Popcorn Day**

Share fun popcorn recipes and movie recommendations. Share a list of popcorn-themed trivia questions.

20 - **Penguin Day**

Share adorable penguin photos and videos. Raise awareness about the threats penguins face and encourage action to protect them. Offer discounts on penguin-themed merchandise or donate to a

penguin conservation organization on behalf of your subscribers.

21 - **Squirrel Appreciation Day**

Share funny squirrel memes and videos. Share fun facts about squirrels and tips for attracting them to your backyard. Offer a free downloadable guide to backyard wildlife.

22 - **Hot Chocolate Day**

Share delicious hot chocolate recipes and offer discounts on hot chocolate mixes, marshmallows, and mugs. Share tips for making the perfect cup of hot chocolate. Offer a free hot chocolate recipe e-book or exclusive discounts for subscribers.

23 - **Pie Day**

Host a virtual pie-baking contest, or share your favorite pie recipes. Run a contest for the best pie photo submitted by subscribers.

24 - **Compliment Day**

Share positive affirmations and encourage followers to compliment each other. Send personalized compliments to your subscribers. Offer discounts on products that promote self-love and well-being. Share tips on giving and receiving compliments effectively.

25 - **Scotch Whisky Day**

Share whisky-tasting tips and cocktail recipes. Send a curated list of Scotch whiskies and tasting notes to your subscribers. Offer a free whisky-tasting guide or exclusive discounts for subscribers.

26 - **International Day of Education**

Share educational content and resources. Offer discounts on educational materials or online courses. Share inspiring stories of academic success and highlight the importance of lifelong learning.

27 - **Chocolate Cake Day**

Share mouthwatering chocolate cake photos and recipes. Run a contest for the best chocolate cake creation submitted by subscribers.

28 - **International Lego Day**

Share creative Lego builds and encourage followers to share their creations. Send fun Lego facts and trivia questions to your subscribers.

29 - Puzzle Day: Share challenging puzzles and riddles—partner with a puzzle company or brain training app. Offer discounts on puzzles or brain games. Send a free puzzle to your subscribers and offer a prize for the first correct solution.

30 - **Croissant Day**

Share mouthwatering croissant photos and recipes. Share interesting facts about the history of croissants, or tell your own story.

31 - **Hot Chocolate Day**

Share fun facts and trivia about hot chocolate. Share a list of hot chocolate variations and recipes. Offer a free hot chocolate e-book or exclusive discounts for subscribers.

February

1 - **Freedom Day**

2 - **Groundhog Day**

Share a lighthearted post about Groundhog Day and the upcoming spring season. Offer discounts on products that symbolize new beginnings and fresh starts, such as planners, organizers, or home improvement items.

3 - **Carrot Cake Day**

Share a delicious carrot cake recipe and encourage followers to try baking it at home. Offer discounts on baking ingredients or kitchen supplies.



4 - **Homemade Soup Day**

Share a heartwarming story about the power of homemade soup and encourage followers to share their favorite recipes.

5 - **Weatherperson's Day**

Share a weather-related post and thank hardworking weather professionals for their service.

6 - **World Nutella Day**

Share mouthwatering photos and videos of creative Nutella recipes. Run a "Best Nutella Creation" contest with prizes for the most creative dishes. Encourage followers to share their favorite Nutella memories and traditions. Outline what it takes to create an official day for a brand-name product.

7 - **Send a Card to a Friend Day**

Encourage followers to send handwritten cards to their loved ones and share heartwarming stories about the importance of personal connections. Send subscribers a free printable greeting card template and offer discounts on greeting cards or stationery.

8 - **Kite-Flying Day**

Share beautiful photos and videos of kites flying high in the sky. Encourage followers to share their own kite-flying experiences and pictures. Send subscribers a guide on choosing the right kite for their needs and skill level. Offer a free downloadable template for making a simple kite. Share tips and tricks for flying kites in different weather conditions.

9 - **Pizza Day**

Share mouthwatering photos and videos of delicious pizzas. Encourage followers to share their favorite pizza toppings and combinations. Run a contest for the best "Pizza Story" submitted by subscribers.

10 - **Umbrella Day**

Hold a contest to find the strangest-looking umbrella online. Demonstrate that just as an umbrella protects a person from the rain, your product protects customers from something terrible happening. Hold a contest for the best rain dance video.

11 - **Inventors' Day**

Highlight inspiring stories of inventors and their inventions. Encourage followers to share their own inventions or innovative ideas. Offer exclusive discounts on educational materials or online courses related to the invention.

12 - **Abraham Lincoln's Birthday**

13 - **Mardi Gras**

14 - **Valentine's Day**

15 - **Singles Awareness Day**

Share content celebrating singlehood and independence. Offer discounts on products that promote self-love and personal enjoyment. Send a fun and lighthearted email to single subscribers offering discounts on treating themselves. Highlight products for relaxation, hobbies, or personal care.

16 - **Do a Grouch a Favor Day**

Share quizzes about "How Grouchy Are You?" or "Can You Identify a Grouch?" Post relatable memes about grouchiness and the joys of doing good deeds. Share stories of how you're doing a favor for someone grumpy. Encourage followers to share their stories and photos of acts of kindness for grouches.

17 - **Random Acts of Kindness Day**

Encourage followers to perform random acts of kindness and share their good deeds. Offer discounts on products that promote kindness and generosity. Share stories of kindness and offer a discount on

products that encourage positivity and well-being.

18 - Cow Milked While Flying in an Airplane Day

Create humorous content about cows flying on airplanes or the logistics of mid-air milking. Share exciting details about the event and Elm Farm Ollie, the cow who made history. Encourage people to share photos of themselves with cows or milk-themed items. Encourage users to submit videos of them pretending to milk a cow.

19 - International Day of Creativity and Innovation

Share inspiring stories of individuals who have been creative and innovative. Encourage followers to share their creative ideas and offer prizes for the most innovative submissions. Send subscribers a creative challenge or activity and provide product discounts encouraging creativity and innovation. Share resources and tips for fostering creativity.

20 - Love Your Pet Day

Share adorable pet photos and videos submitted by followers. Hold a pet contest for the smallest, biggest, cutest, and ugliest pet—partner with a pet store or animal shelter for a pet adoption event. Send subscribers a special offer on pet products and share tips for caring for their furry friends.

21 - Sticky Bun Day

Take followers on a journey of sticky bun creation, from mixing the dough to glazing the finished product. Share easy-to-follow recipes and guides for baking sticky buns at home. Encourage followers to share their sticky bun creations and tag your account.

22 - Margarita Day

Share delicious margarita recipes and fun facts about the drink. Send subscribers a curated list of margarita recipes and offer discounts on margarita ingredients or bar supplies. Run a contest for the best margarita photo submitted by subscribers.

23 - Dog Biscuit Appreciation Day

Share adorable photos and videos of dogs enjoying dog biscuits. Run a "Dog Biscuit of the Day" series featuring different flavors and brands. Encourage followers to share their favorite dog biscuit recipes. Share tips on training dogs with dog biscuits.

24 - Stand Up to Bullying Day

Highlight real stories of individuals who overcame bullying and spread messages of resilience and hope. Post infographics, videos, and articles about the impact of bullying and how to prevent it. Encourage users to create and share anti-bullying content, participate in challenges, and win prizes. Collaborate with influencers who support the cause to reach a wider audience and amplify your message. Partner with local authorities to illuminate landmarks in blue or orange, signifying anti-bullying support.

25 - International Tongue Twister Day:

Share hilarious videos of people trying to say tongue twisters with bloopers and outtakes. Create polls asking users which tongue twister they find the most challenging or ask them to share their own—host live tongue twister challenges where users compete for prizes. Offer downloadable lists of tongue twisters for different difficulty levels.

26 - Carpe Diem Day

Share quotes about living in the moment and making the most of every Day. Ask users to share their "carpe diem" moments and aspirations. Encourage



users to participate in challenges that encourage them to step outside their comfort zones—host live Q&A sessions with life coaches or motivational speakers about embracing the present. Offer a free downloadable "Carpe Diem Planner" with prompts and tools for goal setting and living intentionally.

27 - No Brainer Day

Share relatable memes and GIFs about the joys of simple decisions and avoiding complicated situations. Encourage followers to share their own "no brainer" moments and decisions. Use data and segmentation to send tailored recommendations for products and services that are "no brainers" for specific customer needs.

28 - Public Sleeping Day

Share humorous content about the importance of sleep and funny sleeping habits. Send subscribers tips for improving sleep quality and offer discounts on sleep-related products. Promote a "sleep challenge" and encourage subscribers to share their experiences.

29 - Leap Year Day

Share unique and creative content celebrating the rare occurrence of Leap Year. Offer special discounts or promotions valid only on this Day—partner with other brands for a joint "Leap Year" campaign. Send subscribers a special offer or discount available only on Leap Year. Please encourage them to celebrate the unique Day and take advantage of your limited-time offer. Share interesting facts about Leap Year and its history.

Additional Tips for Using Holidays in Marketing Campaigns:

Do your research:

Be sure to understand the meaning and history of the holiday before running a campaign.

Choose holidays relevant to your brand: Don't jump on every holiday bandwagon. Choose ones that align with your target audience and brand values. Be creative and authentic: Don't just copy what other brands are doing. Come up with a unique and original way to celebrate the holiday.

Offer value:

Don't just use holidays as an excuse to sell something. Offer valuable content, experiences, or promotions that resonate with your audience.

Track your results:

Measure the success of your campaigns and make adjustments as needed.

Remember, you can continuously adapt these ideas to fit your specific brand and target audience. Be creative, have fun, and use these holidays as an opportunity to connect with your customers and promote your products in a positive and engaging way.

And visit <https://www.wincalendar.com/Holiday-Calendar-with-Today> for even more holidays throughout the year.

Classified Ads

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<https://powerleadssystem.org/clickengine>

Cash Juice

<https://powerleadssystem.org/cashjuice>

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7 Advanced Secrets to Super Persuasive Copywriting (Hidden Gems)



While the basics of persuasive copywriting are widely known, there are hidden gems that can elevate your writing to a whole new level. These advanced secrets are often overlooked, yet they can effectively influence your audience and drive results.

1: Tap into Emotional Anchoring

Emotions are powerful motivators. Go beyond just describing features and benefits, and instead, evoke specific emotions relevant to your target audience and desired outcome.

For example, if you're selling a weight loss program, don't just talk about calories burned, but paint a picture of increased confidence, better health, and a more energetic life.

I used to live in a suffocating cage of my flesh. Every step felt like wading through mud, every laugh a strained gasp for air. My shirts looked like circus tents; my ridiculous pants size was a testament to a battle lost against my own body.

In the mirror, I saw a stranger, a ghost of potential shrouded in layers of self-doubt. My reflection held no confidence, no joy, only a dull ache of unworthiness.

Each sunrise brought a fresh wave of shame, and each sunset was a reminder of my failures. I was trapped in a prison of my own making, a prisoner of unhealthy habits and a warped sense of self.

But then I found this product...

2: Paint Images with Words

Humans are wired to use their imagination. By crafting a compelling narrative that connects with your audience emotionally, you can bypass their defenses and leave a lasting impression. Engage the senses to draw them in and make your message resonate deeply.

Imagine waking to the gentle caress of the ocean breeze, the sun painting the horizon in vibrant hues.

Stepping onto the warm sand, your feet sink into paradise as you breathe in the salty air, free from the world's worries. Crystal-clear water stretches endlessly before you, inviting you to explore hidden coral reefs and playful dolphins.

Laughter fills the air as you build sandcastles with your loved ones, memories etched in the rhythm of the waves.

This is not just a vacation. It's an escape to a world where your soul can unwind and reconnect with the simple joys of life.

3: Master the Art of Subliminal Messaging

The human mind is receptive to subtle cues and suggestions. Use psychological triggers like scarcity, social proof, and authority to influence your audience subconsciously. For example, highlighting limited quantities or showcasing positive reviews can nudge readers towards action without them even realizing it.

Limited Edition: The Elixir of Confidence

Do you ever feel like you're not enough? That gnawing sense of self-doubt can hold you back from achieving your dreams. But what if there were a way to unlock your inner confidence and unleash your full potential?

It is introducing the Limited Edition Elixir of Confidence. This exclusive formula, crafted from ancient wisdom and cutting-edge science, goes beyond mere words. It's a potent blend of essential oils and powerful affirmations designed to awaken your dormant confidence.

Only a select few will possess this coveted elixir. Each bottle is numbered and hand-crafted with meticulous care. As you hold the exquisite vessel in your hands, feel the energy of empowerment flowing through you. With each drop you apply, imagine a surge of self-assuredness radiating from your core.

This isn't just a product. It's an invitation to a life of self-love and limitless possibilities. Don't miss your chance to claim your Limited Edition Elixir of Confidence. The clock is ticking, and once they're gone, they're gone forever.

Are you ready to finally claim your birthright of confidence?

4: Embrace the Magic of Open Loops

Leave your readers with a sense of unresolved curiosity. Don't provide all the answers at once; introduce intriguing questions, present thought-provoking scenarios, or offer cliffhangers that keep them engaged and wanting more. This creates a powerful "pull" that compels them to delve deeper into your message.

The old woman's eyes, like pools of ancient wisdom, held mine. Her voice, a raspy whisper, echoed through the dusty attic, "There is a secret hidden within these walls, a power beyond your wildest dreams."

Curiosity gnawed at me, urging me closer. She pointed to a weathered chest, its iron hinges crusted with rust. "Within," she rasped, "lies the key to unlocking..."

Suddenly, a deafening crash from downstairs shattered the silence. My heart pounded as the old woman's eyes widened in terror. "They are here," she gasped. "You must find it...before it's too late."

Her voice trailed off into a choked whisper as she collapsed, leaving me alone with a chilling question: what was the secret she desperately wanted me to find?

5: Tailor Your Language to Subconscious Motivators

Go beyond demographics and understand your audience's deeper psychological needs and desires. Use language that speaks to their aspirations, fears, and subconscious motivations. This level of personalization can make your copy feel eerily relevant and create a powerful connection with your readers.

Imagine this: As you walk into your practice, a wave of calmness washes over you. No more frantic scrambling to meet patient quotas or dread over looming deadlines. You're no longer bogged down by tedious paperwork or inefficient workflows.

Instead, you find a sense of control and a newfound freedom to focus on what truly matters: your patients and their well-being.

This is the power of Dentally Savvy.

We understand the daily challenges you face. The pressure to be everything to everyone. The worry about keeping up with the latest advancements while managing a thriving practice. That's why we created a suite of tools and resources designed to empower you, streamline your workflow, and help you achieve your professional aspirations.

6: Leverage the Power of Anticipation and Delay

Don't rush your audience into a decision. Instead, build anticipation and excitement for your message or offer by providing value upfront. Offer free resources, insightful content, or exclusive previews to create a sense of anticipation and eagerness for what's to come. This can significantly increase engagement and conversion rates.

Imagine: You wake up feeling refreshed, energized, and ready to tackle the day. You finally have the tools and knowledge to overcome your biggest challenges and achieve your wildest dreams. A smile spreads across your face as you realize you're no longer limited by your past or held back by self-doubt. This is the future within your grasp.

The journey to this remarkable transformation starts right now. In just a few moments, you'll unlock exclusive access to a powerful message packed with actionable insights and proven strategies. This isn't just theory – it's a roadmap to unleashing your hidden potential and experiencing life on your terms.

But before you embark on this transformative journey, take a moment to close your eyes and imagine the possibilities. Picture yourself achieving your most ambitious goals and living a life filled with joy and fulfillment. Feel the confidence surge through your veins as you overcome every obstacle with grace and determination.

The time for doubt and hesitation is over. This is your chance to claim the life you deserve. Are you ready to begin?

7: Don't Be Afraid to Break the Rules

Sometimes, the most persuasive copywriting breaks the traditional mold. Experiment with unconventional formats, unexpected humor, or even a bit of controversy. It can be highly **effective if it resonates with your audience and gets them thinking.**

Tired of Investing in a Rigged System? Invest in Yourself!

Let's face it: the traditional investment system is purposely rigged against the little guy, leaving you feeling powerless, frustrated, and poor. You're told to "play it safe" and invest in boring old index funds while the wealthy reap 99% of the rewards.

But what if there was another way?

Introducing Unconventional Investments, a revolutionary new platform that gives you access to alternative investment opportunities the big banks and one percenters don't want you to know about.

As Always...

- Use A/B testing and analytics to track your results and continuously refine your approach. What works for one audience might not resonate with another, so adapt your copywriting strategy based on accurate data.
- Building trust with your audience is crucial. Avoid making exaggerated claims or resorting to manipulation. Be genuine and transparent, and focus on providing value instead of just making a sale.
- The world of copywriting is ever-evolving. Stay updated on the latest trends and research new techniques to keep your writing fresh and compelling.

By mastering these advanced secrets, you can unlock the true potential of your copywriting and create messages that are not only persuasive but also unforgettable.

We Are Giving You **A FREE Lifetime** Membership

This is what you'll get...

- Traffic to your websites. **Human, not bot.**
- List manager. 10 lists, **unlimited subscribers.**
- Page builder. 10 pages, **hosting included.**
- Popup creator. 10 popups, **hosting included.**
- Link tracker. 199 trackers and **10 rotators.**
- Make money. 5 ways, **some super easy.**
- And more.

