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# Foreword

The revenue is in the list. You've likely heard that previously correct? Well, that's not precisely true. Not the complete truth anyhow. The greatest obstacle you face and have to defeat when you publish a e-zine or put any free or paid info out there's the fact that individuals have gotten used to receiving junk (from your rivals) disguised as helpful free or paid info.

A lot of authors put out inferior data merely because they're composing from a mind-set of "I gotta get paid" and when you do that, you totally draw a blank about the individuals you're writing to and begin to center on you and what you wish.

That's a surefire formula for calamity. If you write anything for your subscribers, site visitors and clients don't write with the sole intention of receiving a check. Receiving checks is nice but your business lives or dies centered on how many individuals trust you genuinely wish to help them accomplish their goals.

Without an attempt from you to show your readers that you value them enough to part with true info and that you see them as more than simply a dollar sign, you're going to be chunked in a group with all the rest of your rivals with a big sign on your forehead labeled "Will Do Anything For Pay".

Amenable readers are born from witting efforts to establish a solid relationship with them. Individuals connect with others. Not asinine robots that only wish checks.

You must give up good info that's of actual value. If you're going to produce info full of associate links then you're completely missing the point of what it takes to get individuals to value what you have to tell. Before I get into the heart of this book I wish to make certain you totally understand the direction I'm taking. I've nothing against showing you particular techniques and strategies because they're crucial but they're never more crucial than the thought process that went into producing them.

Throughout this book I've done my finest to give you the overall thought process I have once I sit down to compose. By doing that, you'll be able to learn how to come up with your own particular ideas based on the concepts I'll teach you.

I'm showing you proven concepts (that never stop working) based on the nature of the individuals you sell to. Individuals may change a lot of things about themselves but their nature isn't typically one of them. Individuals may go against their nature (for short periods) but seldom may they change it.

In the future you ought to make a conscious effort to attempt and comprehend why something is done rather than simply copying what you see somebody else successfully doing. There's always something more under the surface that you may study and learn from.

***Law Of Attraction: The Power Of The Entrepreneur's Mind***

***Attract Better Business Resources And Strengthen Your Businesses!***

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# **Chapter 1:**

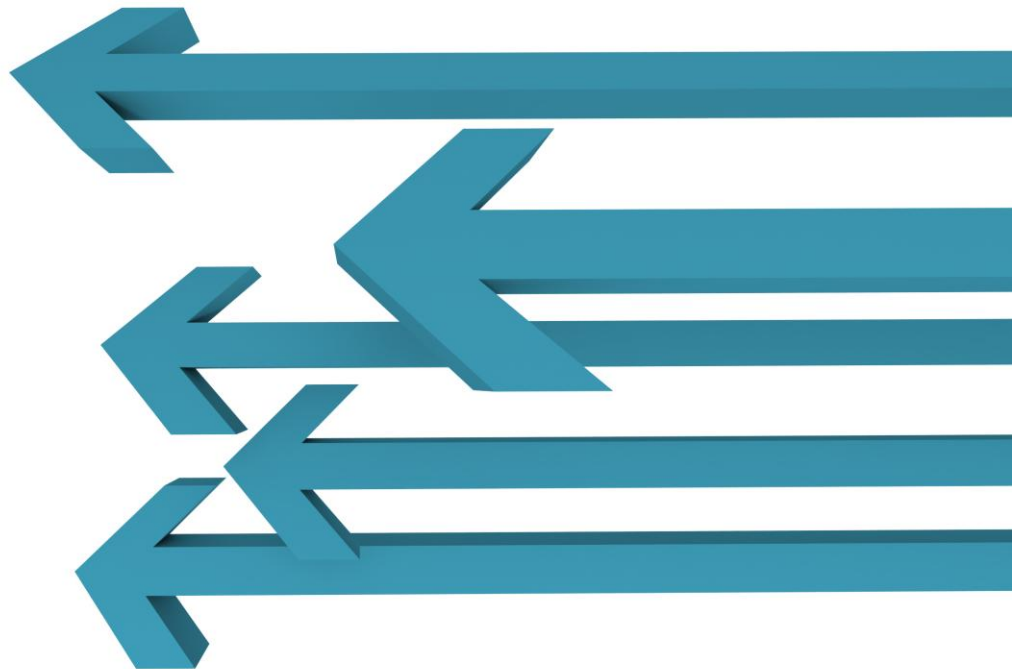
*Be Crystal Clear*

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# Synopsis

***When individuals sign up to your e-zine, the first letter they get ought to be a personal message from you to them telling them what they may expect as a subscriber and why it's a great idea to stay subscribed and study every single e-mail you send them.***

***Almost no one executes this.***



## **Think**

Your beginning message sets the tone for everything you do later on. If you don't set the correct tone up front, it's going to take you much longer to "loosen up" your readers before they'll purchase something from you.

When you make your beginning few emails about them and their needs, they'll begin to wonder if you've something for them to purchase. That's a great position to be in as it places your readers in a more receptive mood when you really do present them with a direct offer.

Place your own agenda on hold for a moment.

Remember this... Perception is truth. Put differently, whatever somebody believes to be the reality is the reality to him or her.

With that in mind, isn't it in your better interest to "control" (as much as conceivable) what your readers trust to be reality? You may control (to a great extent) how individuals perceive and respond to you by cautiously presenting yourself the way you wish them to see you.

If you wish your readers to react to you in a positive way, you have to provide them a solid reason to buy giving them what they wish before expecting to acquire what you wish. This will become more clear as you read on. Remember, individuals care about themselves first.

Consider it...



Individuals have nothing to base their views of you on other than the individual/image you purposely or accidentally deliver for them to judge. As soon as you do the same things most of your rivals do, you get tagged as one of them even if you're not.

That's why it's so crucial to make your intentions crystal clear right from the beginning. Do something that your rivalry hasn't dreamt up doing as they're only considering themselves and what they wish. Not what their readers require from them first.

Believe it or not, individuals may pick up on your intentions.

If they can't (as you haven't made your intentions distinctly known) they'll simply guess at what your intentions are and for whatever cause, whenever somebody has to guess at what your intentions are, they'll almost never consider anything favorable.

Your intentions (or at any rate what you may get other people to think your intentions are) have the might to move them to do things for you they wouldn't dream of doing for anybody else.

Are you simply trying to quietly slip into people's e-mail inbox or are you introducing yourself and distinctly stating your intentions for being there so they may feel easy about letting you into their space?

Regrettably, individuals have been disciplined not to expect much from free info so clearly expressing your intentions is a downright must. If you don't, individuals will automatically assume that you only write to them so you may send them advertising.

That might be true but you don't want individuals to feel that.

Too many individuals are teaching you to establish your list without teaching you what to do with your list as you establish it.

Nearly everybody who joins your list will at least study the first message you send to them and reconcile their minds about you based on that first e-mail.

Acknowledging this, doesn't it now appear obvious that your first e-mail is the most crucial and that you ought to do everything in your power to make certain individuals have the correct "picture" of you and your aims in their heads so they don't draw their own conclusions about you?

Letting individuals draw their own conclusions is nearly never good.

Don't leave it up to your subscribers to work out why you've an e-zine as they won't come up with a great reason. Tell them why. Tell them why they ought to wish to be a subscriber/stay subscribed and how come they ought to listen to what you have to say.

Rehearse making that additional effort to positively influence the way you're "coming across". Practice is the only way you're going to discover how to accomplish this. You'll begin to understand (just like I now do) that you may make individuals see you anyhow you wish them to.

There are 3 things you may do today to alter the way individuals see you. How individuals see you mainly has to do with the sort of individual you purposely or accidentally exhibit for them to see.

With that in mind ...

1) Assess your present image. Are your subscribers doing what you wish them to do? Are they purchasing from you? Are they at least taking the time to view the products you recommend to them? If not, take a truthful view yourself and ask yourself if you're presenting an individual that's worth (or seems to be worth) listening to and purchasing from.

If not, take steps to make yourself be or at any rate look to be that type of individual. All individuals really care about is their goals and anybody who appears to want to help them accomplish those goals.

2) Take a good view your environment. Generally you wish to do the opposite of what the majority of others do as being a part of the "herd" will get you what the "herd" gets. A little share of whatever they're battling over. You have to remove yourself from the group and do what it takes to demonstrate to your subscribers that you're different from the average free info publishing, commission-hungry, only care about themselves marketers.

Only individuals who do what others aren't doing get acknowledged. Period. If you're doing the same thing everybody else is doing then why would likely customers pay any attention to you at all? You can't have a "me too" business. Take a little time to work out what others in your market (your rivals) are doing so you may see how to consciously make yourself look better than they do.

3) Work out what your subscribers want and provide it without thinking so much about what's in it for you. I recognize that doesn't sound correct but what you have to comprehend is that individuals

are loyal to others who are loyal to them. You can't expect your subscribers to do something for you when you aren't willing to do something for them first off so you have to be amenable to be the one to pioneer the relationship. Extend your hand and invite your subscribers to accept your invitation.

Your chief job is to serve your subscribers. Not to get them to purchase from you. They'll purchase, but only when they feel like you've done a great job of catering to their needs first of all.

Only by taking an active interest in the needs of your subscribers will they in turn take an active interest in your needs. Sounds easy but it's easy to get blinded by the dollar sign and forget that actual individuals are subscribed to your list. Once you work out what the needs of your subscribers are and strive to satisfy those needs, you won't have any issues making as much revenue as you want with your list.



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## **Chapter 2:**

*Be Approachable*

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# Synopsis

***Among the simplest to implement yet most overlooked ways to get individuals to warm up to you and feel like you treasure them and wish to help them is to ask them easy questions. Everybody's favorite subject is himself or herself so why not demonstrate some interest?***

***Ask questions and do things that call for some kind of interaction from your subscribers. It doesn't very matter what you ask. You may ask questions that are totally unrelated to what your e-zine is about so long as you get individuals to respond.***

***Once you get them used to doing things you ask them to do, regardless what it is, it's simple for them to keep doing things you ask them to do like purchase the products you recommend.***

***The more you may get your subscribers to communicate with you, the more they'll feel like they know and may trust you.***



## **Connect**

A relationship (as far as a net e-zine or e-mail course goes) is nothing more than two individuals (you and each individual subscriber) knowing what their place is in relation to one another. You're the supplier of helpful info and somebody who wishes to help your reader succeed at something. You must get that across.

Your subscriber is somebody who will learn to trust your advice and listen to your recommendations as you've built up a history of executing things that appear to benefit them more than they appear to benefit you. That doesn't inevitably have to be real, as long as it appears like it's the truth to your subscribers.

Remember, perception is the only reality that truly matters as far as they're concerned.

The Net is a cold and distant place.

That's really to your advantage as if you may consistently get across to your readers that you're a real leader with true concerns (just like them) and you recognize what it's like for them to be in the spot they're in as you've been there, you won't have any hassle getting individuals to warm up to you.

Individuals in general tend to like other people who look out for them as individuals consider themselves first. If it appears like another individual is looking out for them first then that person will automatically take an elevated position in their eyes. Put differently, when you're composing, not every link in it has to be an affiliate link for a product you'll get paid from.

Understand this...Your subscribers are purchasing products and services all the time that aren't putting cash in your pockets so it doesn't hurt you at all to tell them about a product or service that you won't make cash from. This sets you up to bring in cash when you do have something to recommend.

To set yourself up to make cash you have to give, give, give and then give some more. Now it's crucial to note that I'm not stating that you have to give everything away.

Giving means to give of yourself. Share stories with your subscribers, point them to helpful resources and let them know about matters they likely haven't discovered on their own. Put differently, provide your guidance. That's what they signed up to your list for. Not for a bunch of ads they may find on their own.

I'm not saying that you shouldn't market products to your subscribers. You ought to. Just don't club them over the head with your offers before they've gotten an opportunity to get a feel for you and if you're somebody who's looking out for their interests or just your own.

When you discover anything you think is valuable and think your readers will find useful too, pass it on to them even if you don't get a commission from a product they purchase.

You don't have to do that every single time you write something but do it and ask them for their opinions on what you wrote. Writing to your subscribers without caring about acquiring commissions for each product you mention is a small price to pay in the long run for



the level of trust you urge. That trust is what will set you apart from 99.9% of the other publishers out there.

The bottom line is you are an individual and your subscribers are individuals. The Net for all its wonders lacks what many individuals crave the most, which is to connection with another human. The Net is faceless and impersonal. Utilize that to your advantage.

Be a true individual to your readers. Whenever you produce an information product do so with the intention of putting together something that will really help individuals do something specific. Help people accomplish a goal.

Once you become known as somebody who gives value, you'll be perceived as somebody who likewise promotes useful products. If individuals feel that the info you impart is bad then they assume that anything you promote is bad too.

It's all about the way you see things. Our actions dictate who we are and who individuals see us to be. Give, give, give and then give some more. Surprise them.

How do you feel about individuals who do things for you? Aren't you more willing to do things for individuals who have already done things to benefit you? Naturally you are and if you truthfully ask yourself why you'll come to the conclusion that it's because you wish those individuals or that individual to continue to wish to do things for you in the future. That's how e-zine publishing works. It's a measured on reciprocation.

Once you give you to subscribers they'll give to you if only to keep you in the mood to keep giving to them. If all you do is attempt to take from your readers you'll start breed bitterness at your attempt to grab their hard earned cash at each chance you get.

Your readers purchasing from you is a direct result of your efforts to make them wish to keep you in business so you may continue to do things that benefit them. That's essentially it. Individuals care about their needs above and beyond yours so attend to theirs first.



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# **Chapter 3:**

*Be Real*

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# Synopsis

***This rule demands you to be bold. It demands you to expect and accept the fact that some individuals are going to bluntly reject you. If you can't deal with rejection, discover how to deal with it. Trust is a result of individuals seeing you as a real individual willing to share of yourself and not just a machine-driven cloned robot pushing out reprocessed articles and ads just like everybody else seems to do.***



## **Honest**

You have to compose in a way that it looks personal. Like an actual individual sat down and took the time to communicate. Every single one of your subscribers knows you've many subscribers but that doesn't mean that you can't write like only one person is reading. In point of fact, that's what you have to accomplish.

Among the easiest ways I've discovered to learn how to do this is to view your database of readers and pick one to write your letter to. Merely one. Then write your e-mails in your e-mail client that's addressed to simply that one subscriber.

It's a bit intimidating, but you may likewise just imagine that you're writing to one of your bigger competitors which forces you to put some true effort into the info you present. It kind of forces you to raise your game a little.

Regardless how many individuals you write to; only one person is reading your e-mail at a time so it's crucial that it "sounds" like you're writing to that person.

Personal stories help too as they help solidify that fact that you are a real person. There's too much use of the word "we" online. If you're the only individual running your business then who is "we"? If it's merely you, say I or me when you compose.

There's nothing wrong with that as again, anything that allows individuals to picture you having a one on one conversation with them goes a long way toward helping you establish a relationship with them.

Now here's the thing...

I have to clear this up as I know it's something that might confuse you. When I state put down personal stories I don't mean you have to discuss personal things. It's not essential to do that. What I mean is discuss something that isn't about your net business or if it is about your business, accomplish it with your own words and personality.

The more personal you may get your e-zine to look, the more your readers will begin to respond to you. You see, you've been told to establish your list and send an e-zine and of course you ought to, but why should you? Do you understand why? Has anybody ever told you why?

The goal is to establish a relationship with like-minded individuals who look for guidance on the way to their goals. Your job is to assist them get to wherever they wish to go. All individuals care about is where they wish to go and if you may help them get there.

Your job isn't to send a bunch of reprocessed articles and ads. Individuals don't want that and the thing is, a lot of them won't unsubscribe when you send them junk. They'll simply stop listening to you.

Standing out online is a great thing. You have to rise above the crowd and show individuals why they ought to be dealing with you over somebody else. If you don't, your rivals will be on equal ground with you and you don't wish that. You want an individual to see you as having no competition as they feel like they know you and that you're somebody who wishes to help them accomplish their goals.

Part of the benefit to having a small business is you are a true person they may contact, agree with, disagree with, etc.

Don't simply publish others articles and call that an e-zine. Sure, you may utilize some articles from others. Even all of your articles may be from others. What you need to do is add in a couple of paragraphs you wrote yourself to the top of the e-zine.

"Be a real person."



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## **Chapter 4:**

*Act Like You Don't Want It*

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# Synopsis

***A lot of the e-mail I get is from individuals who are trying way too hard to sell me something. Put differently, they truly want my cash and it shows. I may almost smell the despair in their e-mail and being desperate to get something from individuals is a surefire way to make them not wish to give it to you.***

***When you urgently want something another individual may give you (regardless what it is) you attach an utmost amount of value to that thing and it makes them not wish to let it go as whatever you're asking for now has more worth than they thought.***



## **Surprising Facts**

Individuals hold onto things of worth.

I'll give you an illustration.

Have you ever offered somebody something you personally didn't see much worth in and they got a little too excited about it? Didn't it make you reconsider giving it away?

That's because that thing you were just about to nonchalantly give away apparently has more worth than you thought.

As soon as individuals sense they've something you urgently want, they either won't give it to you or they'll make you work too hard to acquire it. Merely from my own personal observations I've discovered that individuals like to hold onto things that others find useful even if those things have no true value to them.

You have to detach yourself from the final result of what you're doing. When you write to individuals, write because you wish to and because you wish to help them. Put differently, you ought to try to never tip your hand and show how much you truly want something they have if you anticipate any sporting chance of getting it.

Naturally you wish to present your product offers but when you present an offer without putting all sorts of half-baked expectations in your head about how much cash you're going to make, you won't come off like you urgently need individuals to purchase from you.

Individuals always wish to feel like they're doing something for their reasons and not as you "forced" them into a decision.

Your primary focus ought to be on writing something helpful even when you're making a product offer. Give individuals a little info they may utilize even if they don't purchase from you.

Consider that the next time you write. When you write with the thought in your head that it doesn't truly matter if individuals order or not as you're writing to assist them, the action you wish them to take won't have a feeling of despair (or added value) attached to it.

I guarantee that when you produce an e-zine, special report, or anything else for that matter with the mentality of helping individuals and not on selling a million copies that individuals will in turn not only purchase from you but praise your efforts and tell others about your work.



## **Wrapping Up**

Writing in a way that gets individuals to purchase from you boils down to one thing truly. Write in a way that makes it appear like you care. If you truly do care that's even better but at the very least you ought to always make a conscious effort to make it appear like you do.

If not, you'll get chunked into the same bundle most of your rivals get tossed in and that's not where you wish to be.

When individuals read what you write, they ought to easily come to the conclusion that the sole reason you wrote to them was because you wished to help them do something they couldn't do before or to share something about your personal experiences so they may learn without having to make their own errors.

Remember, individuals connect with others who appear to offer them the best chance to accomplish their goals or at least others who seem to wish to help them reach their goals the most.

Are you willing to put what you wish to the side and center on giving other people what they wishing without thinking so much about how much you're going to get paid from your work?

That's a tricky question as even if you answer yes, that's not adequate. Stating what you're willing to do and being willing to do what you say are 2 completely different things.

Your major rivals are seen as individuals who have products that are superior to just about anything you produce. How come? As nearly all of them comprehend everything I've told you up to this point.

