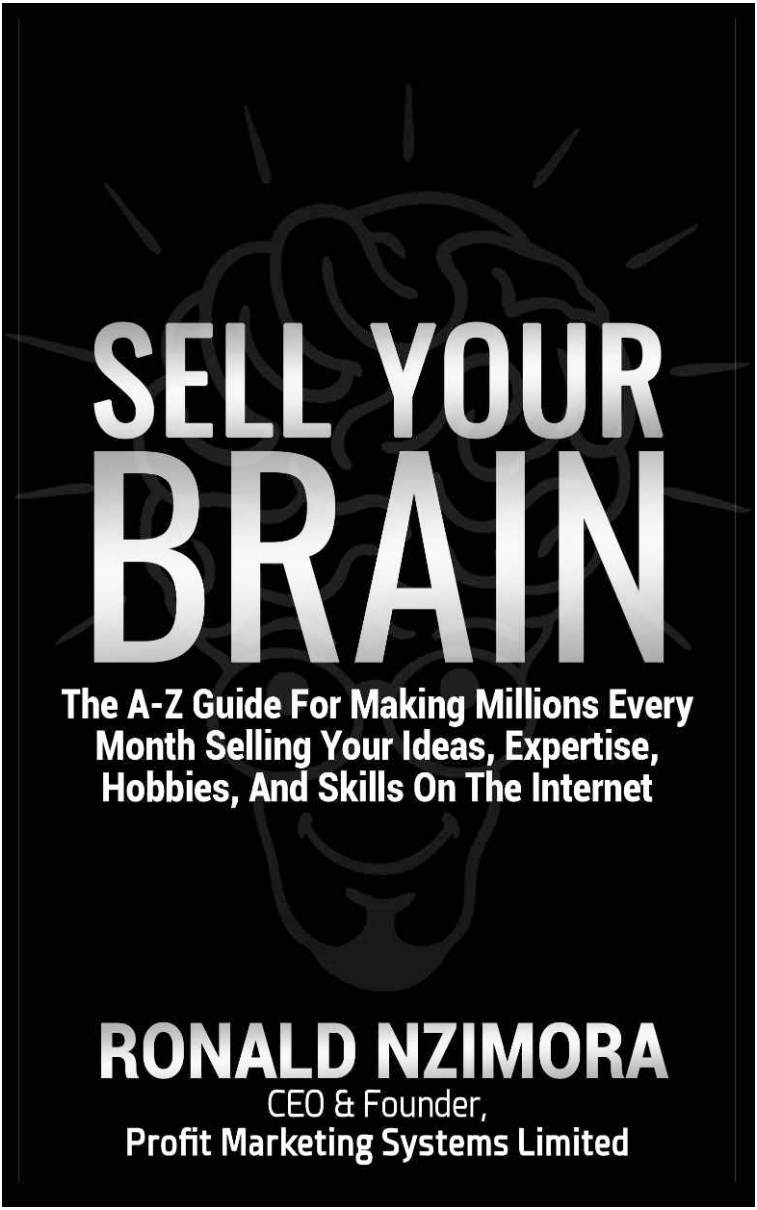

SELL YOUR
BRAIN
The A-Z Guide For Making Millions Every Month Selling Your Ideas, Expertise, Hobbies, And Skills On The Internet
RONALD NZIMORA
CEO & Founder,
Profit Marketing Systems Limited

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ISBN - 978-978-956-654-9

Published by:
Profit Marketing Systems Limited
22 Isaac Olukun Aluko Street, Igbo-Efon, Lekki.
www.sellyourbrainsociety.com

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Ordering Information:
For information about special discounts available for bulk purchases, quantity sales by corporations, associations, trade bookstores, wholesalers, sales promotions, fund-raising and educational needs and others, contact the publisher at Profit Marketing Systems Limited Sales Department at 0703-236-1092 or sales@sellyourbrainsociety.com or at the address above.

Printed in the Federal Republic of Nigeria

National Library Of Nigeria Cataloging-in-Publication Data
NZIMORA, Ronald Ikenna. 1980
Sell Your Brain: The A-Z Guide For Making Millions Every Month Selling Your Ideas, Expertise, Hobbies and Skills On The Internet

1. Marketing Channels.
2. Business Enterprises - Finance
I. Title
HF 5415.129. .N999 6 5 8
ISBN: 978-978-956-654-9 Pbk AACR2

Book Design, Formatting and Production by:
MRL Productions
08033321465, 08073356229
mrl_prods@yahoo.com

Quotes are from the Brainy Quotes website. http://www.brainyquote.com.
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First Edition
0 9 8 7 6 5 4 3 2 1

DEDICATION

To my mother, Lady Mrs. Ngozi Henrietta Nzimora (LSM) who instilled in me the virtues of honesty, learning, self improvement, self determination and independence.

You will always remain in my heart, Mummy. I love you forever.

Rest in peace till I see you again.

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SELL YOUR BRAIN SOCIETY STUDENTS SPEAK OUT... LISTEN TO SOME OF THEIR AMAZING SUCCESS STORIES

In an industry crowded with people who are more interested in what they can get than what they can give... Ronald is a breath of fresh air.

Honestly I can't say enough good things about Ronald Ikenna Nzimora. Not only does he know his stuff but he's also authentic and real.

I have absolutely no reservations about recommending his work.

Victor Ekpo Bassey
Founder of the Highly Paid Experts Network.

My first live encounter with Ronald was at his free event, Brain Profit Live. I had heard of Ronald's work before then but felt it was all hype until I attended his free class and was blown away. I immediately enrolled for his coaching and it was hands down the best investment I made this year. I gained a higher level of clarity on setting up my own marketing systems which has resulted in more leads and sales for my business.

Ronald is the real deal. Do whatever he says!

Adewale Adebusoye
Nigeria's #1 MLM coach

My name is Padebi Ojomo. I am a client attraction genie. I have been stalking Ronald for a few years and finally decided to be his disciple this year. I was conveniently making 6 figures, but I wanted more. Then he made all those promises that he can make me my first 7 figures in no time... I am not one that is easy to convince.

Fast forward to 3 months later, I have made my 2nd 7-figure month consecutively. I could never have done it without his mentoring. This guy knows his onions. And the fact that he wants every one on his team to win. And that's no ordinary hype.

Padebi O Ojomo,
Founder, Business Savvy Chick
www.businesssavvychick.com

Ronald is the real deal. I first heard about Ronald when I bought a course from another great guy - Toyin Omotoso. Then I read his book, "The Kobo Starter", and I just knew that I could really achieve success online. Right now I am hooked on his 'Sell

Your Brain Series'. Thumbs up Ronald, way up.
Sadoh Ramat

I met Ronald Ikenna Nzimora exactly 4 months ago today. I had never heard of him. I was completely new to marketing and had no clue. In an epic 2-part Facebook post that he wrote, I understood how to choose my market wisely, what an irresistible offer was, how to find my own prospects and convert them into paying customers.

Prior to reading this post, marketing was pure greek to me! His language is so simple, even a dumb person can follow his thoughts. With his guidance, I defined my ideal client and have created a Facebook Community of 900 people that fit my ideal client profile in 8 weeks. Perhaps what I like the best about him is how he makes you to feel that you can do what you need to do!!! Ronald is my man.

Modupe Ehirim,
Founder: the Right Fit Marriage Academy
www.RightFitMarriage.com

I am Wonderfull Abuah. I write on behalf of me & my business partner cum friend Folasade Dapsy-Dan.

I "met" amazing Ronald via his article in another group. HIS WORDS SET ME ON FIRE! I googled him instantly. And then consumed his free ebook via his website.

When the opportunity came for coaching, I dove at it!!!

With "some" of what we learned from him, our income figures moved to 6 six figures.

Now I say "some" because we are just getting started. By the time we implement ALL he has imparted into us...#ForbesWomen... is all I can say! ☺

To the one & only coach who opened our eyes to the real deal on earning big & selflessly showing us more... YOU ARE BLESSED! YOU ROCK!!!

#KeepRockingBestestBoss

Wonderfull Abuah,
co-owner of The Sew Easy Workshop,
www.seweasyworkshop.com
www.seweasyworkshop.com

The best thing about Ronald Ikenna Nzimora is his ability to distill ideas. He has mastered the very art of

making things so simple that anyone can understand.
Ikenna Onyebuchi
www.ikennaonyebuchi.com

My name is Jonathan Melody, a graphic artist and product creator. I have been a secret follower of Ronald for a few years and from his posts on his timeline and mine right on Facebook, I quickly got a nudge he's made of the right stuff.

I later bought an audio file done by him and Akin Alabi, the CEO of NairaBet on Copywriting where he mentioned The Gary Halbert Letters, a series that is sure a light to the path of copywriters. Then I met him again when I attended His free seminar and when he made us an offer, I didn't think twice about it.

Applying what he's taught me, my advertising has changed. I was able to pull in six figures in 5 days from a single sales page!

RONALD is the right man to follow period!

Jonathan Melody
www.melarts.com

When I met Ronald online, I knew that I had found the missing piece of my online adventure's jigsaw puzzle. Investing my 'last 'card' to attend his training event has proved to be one of the wisest investments I have made in a long long time.

I have not only made multiples of that amount. I am also clearly on course to record super amazing results in my business. No joke!

If you want to sell anything and make millions over and over again, Ron is the real deal. Follow him... Closely.

Arise Arinzechi
www.konnectafrica.net and Breakthrough Academy

Whatever Mr Ronald Nzimora says, I do without thinking twice. I don't ask why or creating any excuse. Call it enchantment or being under a spell, I don't mind. I do it because every single thing he tells me I do and I apply... WORKS! One simple tip from him made me over =N=1 Million back in 2013 when I released my Facebook Ads Authority course. And when I had the chance to work with him personally, the nugget I got.... took my internet marketing skills from Level 3 to Level 9.

No matter what I write here, it cannot fully explain the blessings of having him as one of my Internet Marketing "Big Brother". Calling him amazing is an understatement.

Ufuoma Desmond

When I met with Ronald on a close contact in November 2013 at a summit in Lagos, I knew I'd met a genius. His presentation on sales and marketing caught my attention and since then, I've been SECRETLY learning and implementing his teaching.

What I gained from him tremendously helped in turning my theoretical knowledge into a six figure income and growing.

If you want the REAL success you deserve, Ronald is your man. He's honest. He tells it the way it is. No hypes in his dictionary. Go for him and his works when you need complex concepts simplified.

Najeem Akinwande
Founder : ProfitsMax Concept

My name is Ruth Zubairu and I'm a Professional Writer and Blog Consultant. Before I met Ronald Nzimora, I had taken writing courses from writers abroad. Only for me to find out (as the Nigerian adage says) that, what i was looking for in Sokoto in right in my sokoto. I had crossed the shores of Nigeria to search for what was available here. His copywriting is zenith class.

He not only knows how to write copy that sells, he can teach it. No small feat, i tell you. Meeting Ronald was strategic to helping me profit from my skill. I have just only just started and the opportunities are endless. We still have the worlds to conquer Bro!

Ruth Zubairu
Founder, www.vipwritersonly.com

I first encountered Ronald in another community I'm active on where he shared a "post" with content that could be sold as an e-book. From that moment on I was sold. His thoughts and ideas really have helped me make more sense of the world of online marketing and I've also been inspired by the testimonial of Padebi Ojomo and Ma Modupe Ehirim.

I'm patiently looking forward to the "Sell Your Brain Mastery" course. I know it would be worth the investment.

Ronald is a gifted teacher and he desires to see everyone grow and profit from their ideas and businesses. I recommend him highly to everyone who's stuck in their online marketing journey and ready to learn, work and get results.

Esohe Igbinoba
Founder of The Global Brand Network

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INTRODUCTION

YOU'RE A GURU IN THE MAKING

Imagine a perfect morning. The sun is up. You wake up, without an alarm clock. You pray, get some tea and jump on Twitter for some LOLs. Then you go grab your laptop and look through your email. What do you see? Bank deposit alerts from sales you made while sleeping. You smile, then you check your other email. There's new messages there from people all over the country, maybe even the world, thanking you for changing their life with your teaching.

They're saying: "*Thank you for your advice. It changed my life.*" Or, "I *implemented that strategy you taught and it has helped my overcome my problem, God bless you.*"

These messages warm your heart as you start hammering out an email to send out to all your students. 30 - 40 minutes later, you're done and email is sent. Then you go get breakfast, after which you sit back, rest a while while watching the news on TV. At 10 a.m., you then get into work mode and start working on the new product you want to create.

At 1 p.m. you decide on a whim to go out for pizza, just because you can. You spend 30 minutes eating pizza and ice cream in *Dominos* and watching cars zip by as people scurry about their daily activities. You beam with satisfaction. Everything is perfect. You have a great profitable business, you enjoy yourself, you call the shots in your own life.

Do you want this to be you?

All of what I describe is true because I know someone who does exactly that almost everyday.

ME.

I am nobody special. In fact, considering my background and history, I should be the most unlikely person to have this kind of life.

I never had formal business training or an MBA, but I have trained thousands of students to start their own businesses. Many of them today are consultants, relationship experts, education counsellors, FOREX traders, importers, freelancers, trainers, inance gurus, publishers, and a long list of other things too numerous to list here. All of them are gurus already or gurus in the making.

Before year 2000 at least, this would have been impossible. Years ago, if you wanted to be say

financial advisor, you'd have to spend many many years working in a company as a financial planner, or as a journalist in a financial publication.

Then you'd have to write a book. Then you'd get noticed by sheer luck and get featured in a TV show. Then maybe other TV shows will take notice and then invite you to their own show. And after many many years of hardwork, you may finally get the recognition you deserve if you're lucky.

Things are different now.

Maybe you give really good advice about relationships, or you know someone who knows how to sew very well, maybe your grandmother bequeathed to you the long-standing "pregnancy" secrets that's been passed down your lineage for centuries before she died or someone you know went from being overweight to losing over 50kg - whatever it is - if you or they learned the right system, you can take that knowledge, that expertise and share it with the world.

When you do that, when you share what you know, when you share treasured information, when you let others become aware of something you're really good at, *people will pay you for it*.

You're not scamming anyone out of any money. You're not tricking anyone into doing anything they don't want to do.

People pay because they want to pay for something that helps them, something gives them value. *It's the way the world works everyday*.

It's no different when you want to enroll your child into school. You want your kid to have the best teachers and when you have researched a school, are satisfied and decide you want them to go there, as long as you can afford to pay the fees, your child will go there. Because you know you and them, will get massive value from it.

In the past, all this would have been almost impossible, now we're all gurus in the making. We all have something we are good at, something that makes our friends say, "*you should write a book!*"

And each time you hear that, you laugh nervously and say something like, "*Ah, I don't know about that*" but you know deep down in your heart that if there was a system, that could show you how to do that, you would be selling it, right?

Well, welcome to *Sell Your Brain* - The Book.

I want you to know that it is possible, to take what's

inside you, share it with the world and get rich doing so.

I am going to show you, how to literally *Sell Your Brain* - how to take an idea, a skill, a hobby, an expertise or a body of knowledge you have and turn it into a monthly cash generating business you run either full time or on the side - your choice.

I will show you how to take what's right in your head, package it up into a product, digital or physical, and sell it to an audience that wants to pay for it.

Because if you do that, the world will return the favour. If you give value to the world, the world will give you even more value, more than you will ever be able to count or need.

This book will show you how to do this as a connected system that delivers a predictable result every single time you crank it up.

I have people in all 36 states of Nigeria and at least 12 countries including the USA, England, Canada, Australia, Pakistan, UAE, South Africa, Brazil, Ghana, Botswana, Kenya, etc - working with me and building a business selling what they know. And they do it in a range of different markets.

Every day and even right now as I write this, I have sales coming into my business. By the end of today, when I check my stats, I will see a list of sales that came in literally while I sat down writing this chapter and I didn't have to be there physically to make it happen.

A few years ago, I would never have believed this would be happening to me. But a few chance occurrences in my life led me down a path for which I am grateful to have traveled and a journey I am loving every single minute of it.

Here's How It Happened

In 2003, I was a broke young man with BIG dreams, studying *Agricultural Economics* at *Michael Okpara University of Agriculture, Umudike, Abia State*. My favorite past time was going to University Library to read and when I got there, I would soon get lost reading up about the captains of industry, business power brokers and corporate chieftains whose mentions and interviews filled the newspapers.

I wanted to be like them - to own my own company, have employees, get interviewed on TV and the media, become rich.

My idea was to start a publishing company, one that would publish instructional manuals to help people

solve specific problems. I was intrigued by *Kachifo Limited*, the owners of *Farafina Books*, and I wanted to do these same thing they did, but for non-fiction.

One day after meeting the then CEO, Mr. Muhtar Bakare (I had gone to his office uninvited but he graciously received me, even helped me get an internship in an IT firm), I was discouraged by the fact that I needed a lot of money to do it.

Then Came The Internet

I had opened my first email address (I still use it) in 1998, but asides checking email and reading the news, I didn't know it could be used for much else.

In November 2003, I was traveling back to school from Lagos, in a *The Young Shall Grow* luxury bus. Bored out of my wits, I asked the guy sitting in front of me to lend me the magazine he had with him.

It was called "*Success Digest*" and it was talking about business. "*Okay, I like business*," I thought as I flipped through it.

That's When I Saw It

It was a section tagged "*WWW*" and it had different articles about selling on the internet. However what had caught my eye was a headline "*How To Publish and*

Sell Your Book On The Internet At Zero Cost".

Zero cost? I was intrigued. That chance encounter led me on a journey that has culminated in my building a huge reputation as a paid expert, running a consulting company, *Profit Marketing Systems Limited*, being a partner in a couple other companies and working with amazing clients like *NairaBet*, *1960Bet*, *TRW Stockbrokers*, etc.

It took me the next five years to understand what I needed to do and to create a simple system around it. They were long, lean hard years. But in 2008,

I Finally Cracked The Code

How much did I start with? Just =N=690.
Unbelievable I know, but the year was 2008, I was down on my luck, out of University, at my wits end and I was dumb enough to think it would work.

And it did!

My first book, "*Failure Buster*", a book about getting mentors was published in November 2007, and it sold in at least 23 countries around the world for $37, that's about ₦4,600 a copy.

I didn't have to print or ship anything. It was a pdf, which all the buyers downloaded once their

ATM/credit card or PayPal payment went through.

It cost me zero to deliver it. Every single one of the $37 (₦4,600) each buyer paid was pure profit. My expenses were for a simple domain name I registered.

Do people really pay for things online? The answer is, "*Yes!*"

There are people who actually want to pay you for what you know. They are delighted to pay.

Here are some of what members of my exclusive Facebook group sell:

Padebi Ojomo does consultative coaching exclusively for female business owners, helping them create better sales processes and increasing their profits.

Wonderfull Abuah and her partner, Folasade Dapsy-Dan sell information on "*How To Sew*" and fashion designing to ladies who want to learn this skill.

Temi Ashabi Ajibewa is known as the "*Millionaire Housewife*". She's on her way to establishing herself and her name as the undisputed guru to other women who want to start a business on the side.

My friend, Patrick Ogidi teaches people interested in importing and selling physical goods how to build a

business doing that.

Adedeji Yusuf is a lawyer who teaches sex education. And oh, he's just 24. What does he know about sex? I don't know. He simply has an *idea* to sell a physical product that helps people with sexual activity issues solve that problem and then sells information as an add-on.

Godwin Enang teaches music lovers how to play the piano by simply listening to music and then following the notes.

Modupe Ehirim is helps couples whose marriages are in trouble repair their relationship and find love again.

Adewale Johann Van Adebusoye teaches people in the network marketing industry how to hone their craft, sell better, recruit easier and become industry professionals.

Ikenna Onyebuchi licenses and sells supplements. Nnamani Czar Nonso is a guru in the dating niche and breaking grounds there.

Jonathan Melody Oviomaigho is a fantastic graphic artist who does not just sell his craft. He pulls in six figures every month teaching others his skill.

I could go on and on and on.

Over the last 9 years, I have refined and perfected my methods and now have a system which I will go through together with you in this book to teach you how to go from a zero start-up point to building a product that can sell for ₦5000, ₦30,000, ₦6,5000, ₦250,000 and even as high as ₦1 Million naira or more, and selling it to tens of thousands of people using the internet.

That's the same system we teach inside *Sell Your Brain Society*, our premier online community.

I am going to show you how to go from a bunch of ideas or even zero ideas, to finding out what the market you want to serve wants, and which market to sell it to.

Then I'm going to teach you how to package it in such a way that it sells itself. You'll learn, how much to charge, how to make people go yes, I want to buy this! how do you set it up automatically so it frees you from doing manual labour on it etc.

Next, you will learn how to sell and how to do it effortlessly without fear and without shame. You'll learn how to value yourself, and your worth and how to convince people to pay it without argument. You'll learn where to find the exact people who will buy your

stuff from you and buy it immediately.

You will also learn how to handle your customers/clients, how to handle their expectations, how to get them to buy more and more for you, how to handle bad business situations if and when they arise and overcome them, and how to grow your business as big or as small as you want it to suit your lifestyle.

All of this we will cover within this book. So sit back, relax and learn.

Blessings.

Ronald Ikenna Nzimora
Lekki, Lagos, Nigeria

STEP 1

PREPARE

"If I had six hours to cut a tree,
I would spend the first four hours
sharpening my axe."

- Abraham Lincoln, 16th President of the United States Of America


SELL YOUR BRAIN
SOCIETY

CHAPTER 1

FIRST THINGS FIRST: CLEAR THE HEAD THRASH

Have you seen a football team start a match without a game plan? Like Real Madrid playing Athletico Madrid in the *UEFA Champions League* finals and both teams just walk into the pitch without already knowing how they are going to play?

Never. It's not done. Not anywhere. No matter the sport and how lowly the team, even if it's 5-a-side, playing knockabout football on a grassy field somewhere in Ajegunle, the players and their coach huddle together BEFORE the game starts and fashion out a game plan.

If you want to see success in anything you do,

You Must Have A Gameplan.

A plan that ensures you win a game, any game, starts right inside you head. And when it comes to business, a lot of people who get started always have what I call...

Head trash.

Head trash is the negativity that stops you from going ahead and doing the things that deep down in your heart you know that if you do, will bring into your life the results that you want.

You may be thinking about it right now, wondering if it is really possible to *sell your brain*. You may have seen people like Fela Durotoye, Pastor Chris Oyakhilomhe and others who sell thousands of books, DVDs, audios showcasing their knowledge, and you may even admire them, but each time you think of getting started, to be like them, something pulls you back.

That negativity in your head stops you. It cripples you. You know doing it will benefit you, yet each time you remember you have something to do, you're paralyzed. Your mouth goes dry. You want so sorely to do it, but you can't bring yourself to.

Your mind is held back by an invisible force. You can't touch it but it's there, strong, never letting go.

I know what it is. It's...

FEAR.

Plain old fear.

"*What are your fears?*"

I used to actually think that fears meant just PHYSICAL FEAR, like the sensation that has you panicking, sweating or that feeling an inexperienced young man feels in the pit of his stomach when he walks up to a girl he likes and tries to chat her up.

It took me years to look back and realize that I had those kind of fears but they weren't life altering. In our modern world, the most important fears the kind that affect your life if you don't overcome them aren't felt physiologically, they're felt mentally.

My fears when I started out:

I was afraid of taking an ordinary job and ending up like everyone else.

I was afraid of never measuring up to my friends.

I was afraid of spending time on the wrong things and regretting it.

I was afraid of ending up, poor, unknown and unrecognized.

Here are some common fears felt by people who want to start earning money *selling their brain*.

"I don't have enough time."

"I think selling is scammy."

"I don't live in an area where people pay for this stuff." "I'm not confident enough to charge people money."

"I don't think this is a real business."

"I don't know what to say to convince someone to buy from me."

And the biggest one of them all:

"I don't have any idea, skill or expertise that can be sold for money"

Our fears are a "defense" that comes before ANY solution. That's one of the reasons you see the same people read 50 business books and attend another 50 entrepreneurship seminars... but they still haven't started even one business.

Worse, they are NEAR BROKE!

If you're afraid, it's because you're verbalizing these fears and impressing them on your mind so much they have become real.

How do you break down your fears and vaporize them forever so you can free yourself to move forward and make progress?

The solution is to:

(1) acknowledge the psychological reasons you haven't ALREADY done that thing which we really want to do but we still have not done.

(2) acknowledge your invisible scripts - the assumptions you're making, things you're telling yourself to be true about these fears and

(3) systematically put your assumptions to the test.

Look at those fears carefully. When it comes to giving what you know to others in exchange for payment, *which of them do you feel?*

Do you see how if I simply threw tactic after tactic at you, they would make no difference, without you first acknowledging them and agreeing that's your fear?

For me, the scariest fear of all is the idea of not pursuing my dream and wasting years wishing for a better life / job / savings just like everyone else, *just to be safe*.

Seth Godin, author of "*The Pur ple Cow*" and many

other books too numerous to mention said,

"*Safe is risky.*"

If you want to move forward, you must abandon all notion of safety and trying to minimize risk.

I am not asking you to spend your life savings on a business or even to quit your job to start one -- in fact, with our follow up course, *Sell Your Brain Mastery*, I encourage you to start PART-TIME.

But if you do nothing -- if you let your fears control you -- then you won't earn the money that you could. You won't get to invest it. Or spend it. You won't get the fame that you could. Or pay off debt or start your own full-time business or anything else you want.

Because you let your fears control you and STOP you from taking action.

Here's How To Start Vaporizing Those Fears

"I don't have enough time."

You have time. A friend of mine, Gbenga Aijotan, is a Doctor, lives in the United Kingdom. He makes millions of naira every month selling his health based weigh loss info products *to people in Nigeria*.

I am sure you know how complex a doctor's schedule is - he works ten to fourteen hours every day and two hours on his business. If he a Doctor can find two hours everyday, you too can. You simply need to have a strong enough reason to create the time.

"I think selling is scammy."

Selling is NOT scammy. Let me tell you something that may shock you: **You already sell everyday.**

If you are married, you sold yourself and the idea of marrying you to your wife or husband. If you work at a job right now, you sold yourself to your employer and you daily sell your companies products and services to the public. If you have kids, everyday you sell to them the idea of following instructions.

Selling is simply a way of communicating value to someone else and having them exchange something else with you for it. It's harmless.

"I'm not good enough to charge money"

This is you lying to yourself and believing the lie. All you need to be good enough to charge money for what you know is to be 1% better than the people in your audience. And you can do this by having more experience, reading more widely, working at a problem long enough to understand how to get

around it better than anyone else can.
"I don't live in an area where people pay for this stuff"

You don't need to live in a specific place and you certainly don't need to sell to people in a specific area. I live in Nigeria, yet I have people from all over the world buying my courses. Gbenga Aijotan lives in the U.K. and sells to people in Nigeria.

"I don't think this is a real business."

What's a real business? It's one that creates a solution, presents it to people in a given market, and has them pay for it. We do exactly the same thing.

"I'm not confident enough to charge people money"

The reason people say this is because from childhood we have been taught over the years and conditioned not to accept money from strangers.

It's psychological and you must overcome this to make progress.

"I don't know what to say to convince someone to buy from me."

This means you don't know marketing and selling. The good news is you can learn it. In the following pages of this book, you will learn plenty about it.

"I don't have any idea, skill or expertise that can be sold for money"

You do. Seriously, you do. The next chapter will show you how to come up with one.

CHAPTER 2

HOW TO KNOW WHAT TO SELL ONLINE

The number one question, the bedrock, is the question: What is it that I am going to sell online?

And here's the answer:

What you want to sell ideally is a *superior* version of a digital product, physical product or rendered service that is *already* selling well, and then sell it with *superior advertising*.

Here's the worst thing that can ever happen to anyone who's trying to "sell their brain".

It's... *choosing a niche topic, choosing a target market, coming up with an idea for a product, creating it, doing everything to sell it and hearing only... silence.*

No sale. Nobody buys.

I see many people do this, good well-intentioned people for that matter, and the results are not pretty.

It's The ONE BIG MISTAKE People Make When Trying To Sell Their Knowledge, Ideas, Skills etc.

Thinking their idea will sell, and then going ahead to create it ***without validating.***

We humans are funny really. We think up an idea that seems inspired. Maybe it's in the shower. Maybe it's while solving crossword puzzles to kill time as you wait for a flight at the airport. And we think it's the best thing invented since sliced bread.

So we put it down on a notepad or do a recorded voice message on our smartphone, just in case, so we don't lose it.

"How can anyone not want to buy this?", we think. "Everybody needs it! Even better they want it! It's like 2001 again when mobile phones first came out!"

Really? Are you sure?

I ask because I was once an overconfident fool who thought my idea was so good, it would never fail. So I went in head first. After a few weeks, the result announced itself.

To say I was bloodied is an understatement. I was totally knocked out. It was like Mike Tyson fighting

Micheal Spinks, me being Spinks.

Don't do it, or you'll end up the victim in an insane bloodbath where effort is wasted, money is lost, and time invested never to be regained. Worse, when this happens, you'll then be forced to slink back into a shell, never try to venture out again, and causing your gift to be lost to the world.

But you know the most amazing aspect to all this?

It Is Completely Avoidable!

First of all, what I like to teach my students is to tell them,

"It costs too much to be a pioneer, when you can follow a road that has already been paved."

I also tell them:

You already have everything you need to sell right inside your brain. *All you need to do is, find it AND then find out if somebody else is already selling that thing SUCCESSFULLY."*

For many people this is really easy. They already have a hobby, they already have a skill. They already have a specific body of knowledge.

For many others, it's not the case. It can be hard to identify a unique thing they can sell, and the longer they think about it, trying to figure out what they know or have, the more confused they become.

Before you ever try to sell your brain, you got to figure out, what advantages you already have, and then work from there.

1. What are your hobbies? What do you enjoy doing?

For example I love playing video games. I love writing. And reading. I love creating marketing plans and coming up with ideas for companies to sell their products and services.

2. What are your current skills?

Do you know how to paint? Draw? Design websites? Graphics? Maybe you are a wizard with numbers. Jordan Nwachukwu, a member of my "Sell Your Brain Society" group on Facebook left banking to start a photography business. He does magic with pictures and videos. Now he teaches entrepreneurs how to brand themselves with video and images.

3. What did you learn in the past that you do effortlessly?

Is there something you do for others effortlessly when asked? I get asked for advice about business.

I always know how to make things really clear. I also find it easy to research and find information on practically anything.

4. What are your educational qualifications? What did you study?

What did you study in University? Do you have a Masters or Doctorate degree? If yes, what did you specialize on? Are you a Doctor? A nurse? An Engineer? A researcher?

5. What's your work experience? What job positions have you held in the past?

Where have you worked in the past? What job positions did you hold in those places?

6. What have you figured out to do for yourself ? What did you teach yourself to do?

Have you wanted to learn something and no one was there to teach you, so you went and learnt how to do it yourself finally succeeding, after many months of trial and error?

7. What skill or body of knowledge has been passed on to you by your parents and/ or grandparents?

Something about health? What about relationships? Marriage? Mrs. Quincy Ayodele's mum passed on to her weight loss secrets from back in the day and she established a great wellness consulting business based on it known as *Quincy Herbal Slimmers*. Many old people pass on many kinds of info to their children and grandchildren.

As you ponder these questions, I want you to get a pen and a sheet of paper and write down all your answers. Alternatively, you can go to www.sellyourbrainsociety.com/tools and download and print out the Expertise Identification worksheet.

Using the worksheet, make a list and write it all down. Do not discount anything and do not ignore anything. Right now, your job is to put it all down in writing.

Your ideas, expertise, hobbies or a body of knowledge will fall into at least one niche market category.

The three biggest ones are:

1. Health & Fitness

2. Dating & Relationships

3. Business & Money

There are other niches like travel, careers, self improvement, etc but if you look at all of the "big hits" in the expert industry, probably 80% to 90% of them are within one of these categories.

If you're targeting a niche, and you're looking for a big frustration or need you can fill with your product or service, then start with those three.

Now, as you can tell, these are very "wide niche topics". You don't want to create a product called "Health & Fitness."

But you **do** want to start within the mega niche of Health & Fitness.

What do you do next?

Should you go create a 'do it all' report for any of these niches in general?

No.

Because what you want to create is a product solving a specific issue or providing a specific solution, not authoring an encyclopedia.

What do you do then?

You *narrow your niche* by figuring out what a specific group of people who are interested in Health & Fitness are looking for, but can't find. You're looking for a big frustration or need you can fill within that niche.

To make all this easier for you, below I list several narrow niches within the three BIG niches I talked about earlier.

Health & Fitness

(1) Fat Loss (2) Alternative Medicine/Natural Healing (3) Any Specific Health Problem - cancer, fibroid, high blood pressure, diabetes, sleeplessness, beauty, etc. (4) Fertility (5) Stress management (6) Body building (7) Wellness

Relationships & Dating

(1) Dating (2) Marriage (3) Sexuality (4) Divorce (5) Networking (6) Romance

Business & Money

(1) Real Estate (2) Foreign Exchange (3) Investing (4) Retirement (5) Starting a Business (6) Making Money (7) Marketing (8) Time Management (9) Business Opportunities (10) Investing Abroad (11) Asset Relocation (12) Business Registration, (13)

Negotiation (14) Imports (15) Exports (16) Real Estate (17) Stocks/Equities (18) Sales (19) Debt (20) Loans (21) Event Planning (22) Book keeping/Accounting (21) Writing/Publishing

These are the big three. Others include:

Travel

(1) Visa Issues (2) Emigration (3) Second Passports (4) Vacations

Computers and Internet

(1) Web design (2) Software (3) Mobile Apps (4) SMS services (5) Email services (6) Programming

Jobs/Careers

(1) CV writing (2) Job Application (3) Interview Processing (4) Salary Raises

Family Life

(1) Parenting skills (2) Child potty training (3)

Education

(1) Foreign Study (2) Home Schooling (3) Online Tutoring (4) Languages (5) Test Prep/Certification

Study Guides

Pets/Animals

(1) Dog Training (2) Cat Training (3) Parrot Training (4) Dog Healthcare (5) Cat Healthcare (6) Parrot Healthcare (7) General Pet Healthcare

Self Improvement

(1) Success Mindset training (2) Neuro-Linguistic Programming - NLP (3) Mind Power (4) Self defense (5) Public Speaking

Sports

(1) Betting (2) Football (3) Basketball (4) Martial arts (5) Any other sport

Home

(1) Sewing (2) Crafts (3) Alternative energy (4) Automobiles (5) Interior design (6) Music - Piano, Guitar, etc

Food

(1) Cooking & Recipes) (2) Gardening (3) Farming guides

Beauty

(1) Makeup (2) Grooming (3) Fashion

Religion

(1) Christianity (2) Astrology (3) EFT

Etc.

This is just a sampling of the niches within these general niches. There are hundreds more.

Your job now is to take any of these sub-niches and create a product that provides a solution to one of the numerous problems that people face in each of them or on something they want to learn about it.

For example, in the dating niche, you can target men who are interested in dating and create a short or exhaustive report on *'how to get a woman's phone number and email address' or 'how to find willing sex partners'*, or one that teaches women how to get their men to pop the question and ask, *"Will you marry me?"* etc.

Now don't despair if you don't know how to go about doing this. There are several services that serve as a means for getting people to come together to vent their frustrations, express their opinions and seek opinions.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

Here they are:

A. ClickBank Marketplace – When you get on Clickbank's Marketplace at www.clickbank.com/ marketplace.htm, you'll notice there are a wide range of products they sell grouped into categories of similar products, a.k.a, niches. (you may need to sign up to before they allow you see this)



Simply click on any of the categories and you'll find listed the various products in that category starting with the most popular on top.

When a product is popular on Clickbank, it means that many people are buying it. Why are they buying it? **They're interested in the topic, that's why. And many times if you look, that product is solving a BIG problem for them.**

Now it doesn't matter if that product is addressing foreigners in the USA, or wherever. You need to understand this; human begins are basically the same. We have the same desires, the same fears, the same worries, the same things excite us, and to a large extent we all think alike. So, it doesn't matter if someone lives in the USA. If they want to make more money, I can bet my last kobo someone in my village here in Nigeria also desires to make more money.

B. Forums – Forums are what I call *'online beer palours'*. There people hang out, chat, discuss, ask questions, contribute and learn. **It's great for finding out what people want.**

Many forums members log in and ask questions about their problems in hopes of someone with the right information that will help them solve it will provide it. They're a literal goldmine of profitable

ideas to take and profit from. But there is a trick to it.

Here it is:

When you go to a forum, and click on a category, the first thing you must do is pay attention to the number of views (especially), and replies each post has.

The views are a critical element to finding out what people want, because the higher the number of views a topic on a forum has, it only means one thing and one thing only, **the people viewing it are interested in the topic,** otherwise they wouldn't have bothered.

See, how easy this makes it finding out exactly what people want?

Before you consider even looking at a post's topic, be sure first that it has gotten a minimum of at least 1,000 views. Anything else is to low to be relied on. If at least 1,000 people have viewed it on a forum online, it's a sure bet that many more people outside the forum, in the real world, are also interested in it.

Now, you look at the topic itself. Can you create a report that solves a problem many people here in Nigeria have off it? Does it teach a valuable skill many of them want? If the topic answers any of these questions, then go for it.

The one forum you should do your research on is **NairaLand** (www.NairaLand.com).

Nairaland hosts over 300,000 Nigerians who log in frequently discussing almost any subject under the sun – romance, food, health, technology, sports, politics, etc. It's a very active! Start your research here!

Now Validate

You can find out by following three secret steps I will show you right now, in a few minutes, to know if you should try to sell your particular idea, knowledge or skill.

If you follow these three rules, it will save you time, it will save you money and it will save you effort. Most importantly... *it will make you money... lots of it.*

The Three Never-Disobey Rules For Validating a Niche.

Rule #1: **Never choose a niche UNLESS you KNOW there's demand for a lot of products in that niche.**

A niche is a subject area, a topic. You've got to be sure that any topic you choose to create products on is one that many people are interested in *and want to buy.* This is very important because here's a FACT: you can

never sell anything to someone they don"t want. You can beat them over the head with a stick, push them around, if they don't want it, they won't buy it. Simple.

So how do you know there's demand for a lot of products within a niche? You...

Gauge Demand.

Will there be enough demand to warrant writing about the topic in the future? Off the top of your head, can you write down at least 3-5 products you could create in the future?

Will you be able to come up with new things to talk about and keep your content fresh and your audience engaged over the long term?

Does the niche topic have long-term appeal? Will it still be relevant in six months, a year, two years or five years from now?

Here are some more criteria you must ensure before you decide.

- They must be buyers.

What's your niche's *purchase ability determinant?* Purchase ability determinant shows that the market has the money to buy whatever it is you're selling are

open to buying, and are already buying similar stuff.

For example, you can't write a book at aimed at young kids. Something like *'How To Secretly Watch TV Even If Your Parents Say No,'* just won't fly .

Can your target market buy? Are they open to buying? Do they willingly spend money buying products around that niche online?

- They must be plenty, at least in the tens of thousands in number.

How large is the target audience for the topic? Is the audience growing? Are there and will there be more and more people searching for information and solutions on the topic?

You must make sure about these before you finally settle on a niche topic. For example, people looking for relationship/marriage advice is a great niche market because people will always get in/out of relationships and marriages, and everyday, more and more people will get married, as long as there are people on earth.

- They must be easy to reach via advertising.

How will you reach the intended audience to inform them about your product? Are there people, local or

foreign already selling to that market? Are there popular blogs, and best selling books on the topic?

How To Determine Demand Before You Settle On A Niche Or Create A Product

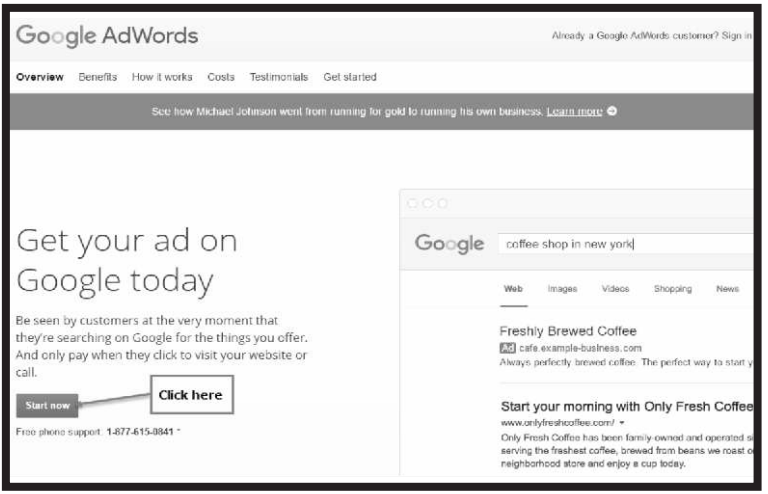
Once you have your list done, the next thing is to determine demand and profitability. The goal here is to make sure that from the list you have created, you choose the option with the best chance of success and profitability.

Here's what you want to do: **Verify there's demand in Google Keyword Planner**

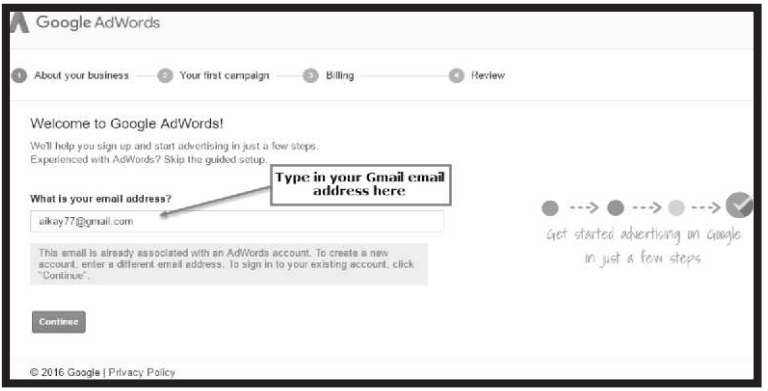
Google Keyword Planner is a tool by Google which lets you see how many times people are searching for a particular thing inside the Google search engine.

To use the Google keyword planner, you first must have a Google Adwords account. And to have an Adwords account, you will need a GMail address.

To create a Google Adwords account (it's free), go to https://www.google.com/adwords



Next, you'll take you to this next page...

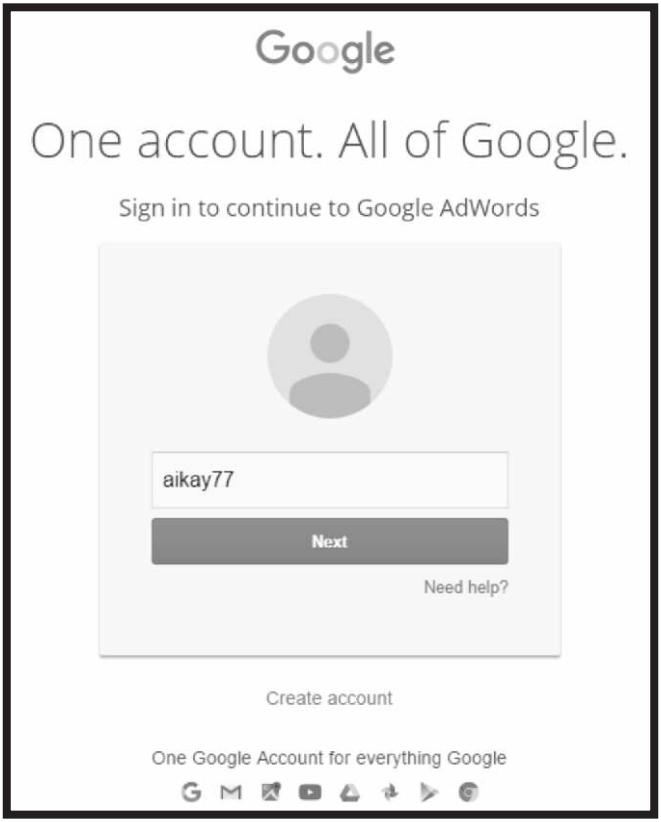


Then follow the instructions you are shown, and you will have an Adwords account created for you.

The next thing you need to do once you have a Google Adwords account is to go here https://adwords.google.com/KeywordPlanner and log in by clicking on "Sign In To Adwords" as shown below:

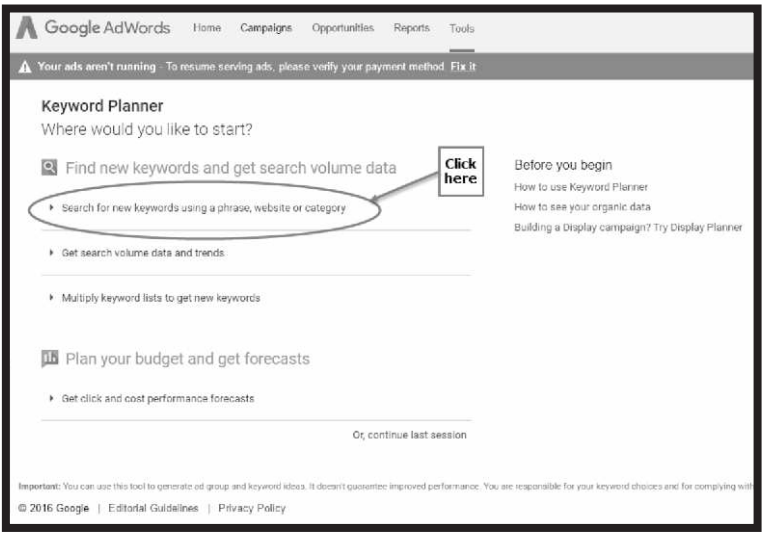


You'll be shown this page below:

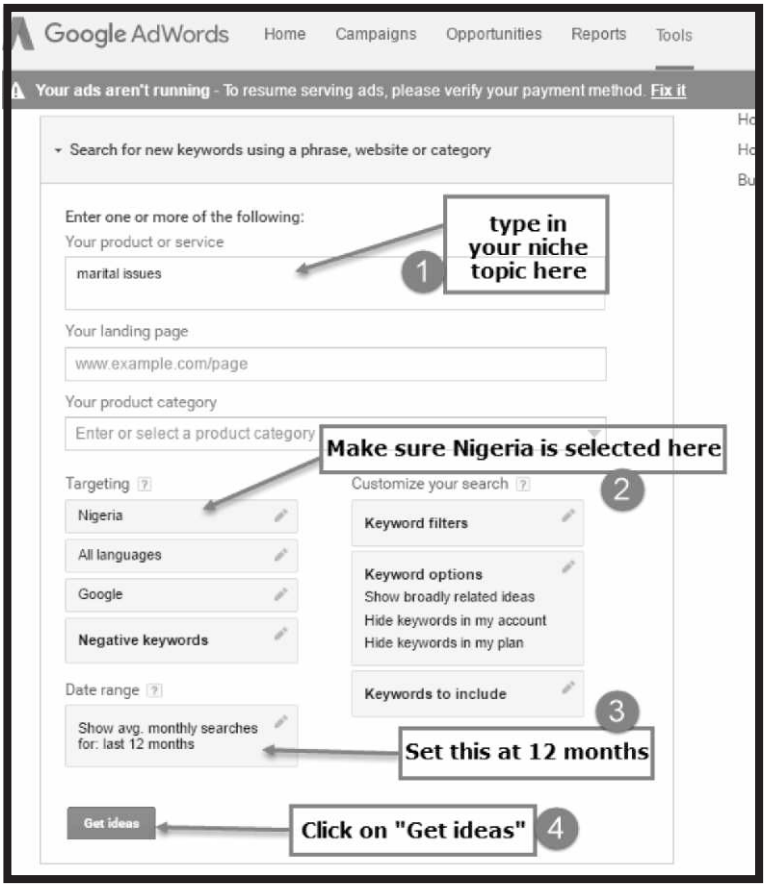


Type in your GMail username, click on "Next", then type in your GMail password, and click on "Sign In" on the page you're shown next.

You will then be brought to the *Google Keyword Planner* interface as shown below.



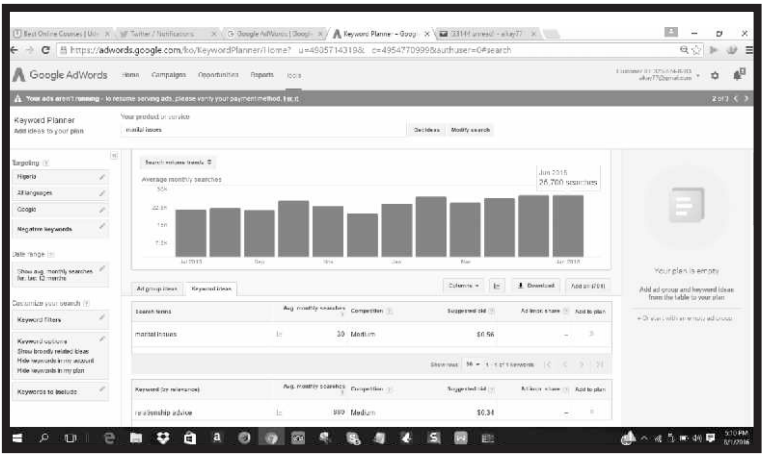
Click on the circled area and start typing in the niche topic/market you have chosen. Like this:



Next, type in the topics you have on your list, starting with the first one. Make sure that the country showing is 'Nigeria'. And in time range, make sure it's showing '12 months'.

Pay attention to the blue bars by putting your cursor over them to see how many searches that keyword and related ones get each month.

For example, I have searched for "marital issues". See the results:



Eliminate any keyword that doesn't get at least 10,000 searches every month for the last 6 months.

After you do the search for the first keyword, just go above, type in another keyword on your list, and repeat the process until you exhaust the topics on your list.

Rule #2: It's RISKY to aim to be the FIRST person in a market.

Trying to be the first person in a market is like trying to be an inventor. In business, inventors rarely win. They mostly fail because either their timing is wrong and the marketplace just doesn't want that kind of

product at the time, or their idea is flat out unnecessary because people simply see no need for it.

So what you must do is copy. You copy already successful ideas in the market and put your own twist on it. And no, copying is NOT laziness. It's also not stealing.

Here are companies you already patronize today who copied others:

Facebook: Copied *MySpace* and *Hi5*.

Apple: Copied *IBM* (when they started), then later copied all the companies that made MP3s and finally *Blackberry*.

All anti-virus companies: Copy each other.

God Is Good Motors: Copied *Ekene Dili Chukwu* and *Young Shall Grow*

Star Times: Copied *DSTV*

NairaBet copied *Bet365* in the U.K.

And so on and so forth.

Competitors Are A Good Thing!

How much competition is there based on your topic? If there are no competitors already selling products in that market, don't get too excited. Usually, no competition means there's no money to be made. This is not a hard and fast rule though, but you need to be careful.

Find out if there other blogs, websites, magazines, newspapers, newsletters, vlogs, books, TV shows, radio shows, podcasts, YouTube channels, Facebook pages and other content that's out there and already targeting your audience.

Competition is excellent, maybe even a necessity.

This may sound contrarian, even silly, but the first thing you must do, is to find out if there are other people, competitors if you like, selling the sames ideas, skills, knowledge and expertise you have.

And if there are none, you refuse to go ahead!

Why? Because competition reveals DEMAND! And demand shows that people are willing to spend money.

How To Search For Existing Competitors

Go online to Google and Yahoo.com and do a search for your keyword using several combinations that will

reveal if there is competition for your topic.

Here's an example: Say you're in the marriage niche, you can search for:

"marriage + guru"

"marriage + bestselling book"

"marriage + blog"

Another thing you have to do is add "Nigeria" if you live in Nigeria or the country where you live to your combinations to find local authorities in the topic.

So example you can do:

"marriage + guru + Nigeria"

"marriage + bestselling book + USA"

"marriage + blog + South Africa"

For example, if I wanted to see if there's a dating coach who specifically works with ladies online in Nigeria, I'll search for:

"Dating + coach + for ladies + Nigeria" and "relationship + coach + for ladies + Nigeria"

Once you see there are people already selling in a niche market, look at what they're selling, observe their book titles, course formats, and content style. More often than not, they have spent money and time perfecting a successful strategy to penetrate and reach that market. All you now do is take notes and model them.

Rule #3: Do you like this niche?

Before settling on a niche: Do you like it? Of course, liking a niche isn't enough — it also has to be profitable — and that's true. But it's always easier if you do like your topic as well.

If your niche absolutely bores your brains out, or you are against it for some reason, you'll need the motivation of Andy Dufresne (he's the guy in the movie, *Shawshank Redemption*, who dug his way out of prison over 17 years with a rock hammer) to follow through and turn it into a profitable business.

The guy was super motivated, but it doesn't have to be that hard for you. You can pick a niche you like. Having at least some interest in your niche will also make it easier for you to understand your future audience, which will be helpful when you're trying to market your site and your products. There will always be more than one option.

Finally Picking Between Niche Topics

By this stage you should have a general niche topic, such as "marriage" or "pet training," or "dating and relationships" or "business".

If you don't have the above, then you need to run back through this lessons above and pick the ones that have passed the criteria. I cannot stress enough how important it is that you complete the niche research process properly!

If you're a bit of a dynamo, then you might have found multiple promising niche markets.

Your next step now is to decide which one to continue with based on the following criteria:

i. Choose The One You Like The Most:

If there's one that you like a lot more than the others, go for that. Say you just LOVE giving people advice on their relationships, for example, but the thought of weight loss and dieting makes you sick — go for the relationship niche.

The closer your affinity with the niche, the more likely you'll be to stick it out.

If you like them all equally or just still can't decide,

ii. Do A Survey!

Ask important questions about what influences their buying decisions, how much they spend on related services annually, what they like and dislike about competitor solutions, what issues they need solved, and how you can meet their needs.

Set up a survey using the free *Google Forms* tool (https://www.google.com/forms/about) or if you prefer a paid solution, *Survey Monk*ey (www.surveymonkey.com).

Pro Tip: Watch this video to learn how to set up a survey quick on Google forms:
https://www.youtube.com/watch?v=b3AgXXec_WY

Create one survey for each of the niches you have equal interest in. Then go to Facebook and search for Groups and pages related to them, post the links to the surveys and ask people to help you fill it in, by saying something like:

Hi guys,

How are you doing today?

Sorry I am a bit of a bother but please I NEED some help from you. I would be specially grateful to you if you take a quick second to fill in this survey below.

(add link here).

I know you're in a hurry but I promise it's less than 10 questions and won't take more that 2 minutes of your time and data.

(add link here).

The results I get from it is literally LIFE and DEATH because it will mean the success or failure of my business so please do help me out here. Thank you in advance.

(add link here).

(Your Name)

Wait 24 hours and check the results, then go with the niche that gets the most responses.

But you must be careful the kind of questions you ask in surveys. Surveys, especially to strangers sometimes don't yield the results you want, because they fill in what they want you to think they are/ want, not what they really are/want.

Here are the questions to ask:

Question #1: What's your biggest challenge in (add niche here)?

Are there challenging situations that customers are facing right now in the area of your specialization? That's what you need to find out, and your potential customers are the best people to tell you that.

The answers you get by asking this question will help you understand the greatest problem your future customers need help with.

Sometimes, you may receive diverse answers from respondents; however, with the data gathered, you will be able to find out the "gross common challenge" among them.

Question #2: What are your most burning questions about (add niche here)?

You've been doing all the interrogations so far. Now, it's time for customers to take their turn. The cool thing here is, sometimes, the most useful information can come to you through customer questions.

The trick is to get them to ask only their most burning questions about the niche you're dealing in or about the subject at hand.

So, that means you might have to limit the number of characters in the text box, or downright tell customers to ask only the most important questions they need answers to.

By the way, if you plan to share information with your audience (through blogs, videos, podcasts, newsletters, eBooks, eCourses, etc.), the questions your customers ask here will help provide you with a bunch of content ideas you can use for a long time.

Their questions may even give you ideas for services to add to your service list and products to create, or ways to improve your existing offerings.

But, if you want to lay it on the line, you can really tap into their wits. That's the job of the next question.

Question #3: What's not out there? What product/service/tool/app would you like someone to create to help you with as regards (add niche here)?

That's it! Absolute bluntness!

If you want to use only your own head to come up with product ideas, you may end up creating the wrong product – a product that won't sell a piece, won't make you a dime, and won't solve a single problem. That's a bummer!

On the other hand, you can be unswervingly frank and straightforward by asking this question.

The answers you get here will help position you advantageously to create products that matter, thereby giving you an edge over your competitors.

I'm sure you don't want the opposite of that to happen to you, so it's best to ask what product customers wish someone would create.

Question #4: What level of expertise do you have in (add niche here)?

Give them options between beginner, intermediate, or expert?

You may think you know who your audience is, but, hey, do you? I know you're reaching out to a specific set of folks, but do you really, really know who they are?

Without a basic knowledge of who you're reaching out to, you may not be able to solve their problems.

This question is specifically significant if you're saddled with the responsibility of training people (through in-app messages, blogging, video content, webinars, online courses, information products, etc.).

Knowing your customers' level of expertise will help you know how much supportive care you need to give them and what sort of content to create for them.

Question #5: "If you had the best information about (add niche topic here), what would it allow you to do? How would you feel?"

I love to ask this question because people really open up, have time to think through their answers, and you'll find a lot of 'gold nuggets' for your marketing.

This is how you get the 'painted picture' of what your product actually means to someone—as it's never about the product itself. You have to uncover what's 'under the rug' in order to move people with any copy you write—and then USE that exact language.
Again, you can limit the number of characters in the text box, or downright tell customers to ask only the most important questions they need answers to.

Question #6: What's your preferred method of learning (reading, listening, watching, practicing, others)?

If your customers prefer to receive information via written online content, like traditional blog posts or video, you will not be able to reach them effectively via podcasts, even if you create the best podcasts on the web.

That's why this question is important. It will help you learn the best method to reach the people you care about.

One set of customers may prefer written content, while another set may prefer videos, podcasts, interactive learning like online community, or even some kind of one-on-one mentoring that involves practical assignment.

Question #7: How old are you?

Give then ranges to choose from: 18 - 24, 25- 30, 31 - 35, 36 - 40, 41 - 50, 51 and Above

Keep surveys short. Under 5 minutes is ideal. Any survey that takes longer than 5 – 10 minutes to complete will most likely be abandoned crashing your response rates.

Ask what you need to know and avoid what's nice to know. This usually happens when you expose the questions to more people, the survey can suddenly get bigger with things that are nice to know versus what you need to know. You want to ask a bunch of different questions slightly not related to each other. Do the questions really help you make a decision on what you're asking in the first place?

Finally, if your survey questions have an answer that's

too difficult for the prospect to recall, chances are they'll simply abandon the survey. Things like *"how many times did you shop for clothes online during the past six months?" may be easier to recall than "How many magazines did you browse for clothes the past six months?"*

The more likely a prospect is to remember the event or number of times a thing was done, the more likely they will be to see your survey through to completion.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

CHAPTER 3

HOW TO KNOW YOUR IDEAL FUTURE CUSTOMER

If you take nothing else from this book, take this message:

You don't have a fat chance in hell of ever succeeding in the business of selling your knowledge if you don't understand to a "T", who your ideal client is.

Like Ajit Nawalkha, founder of *Evercoach.com* said, *"Think about it this way: if your business is the solar system, understanding your client is like the sun — everything else revolves around it."*

To understand your client, you need to know what they want, what they need, where they hang out, and how to find them.

These elements will give you deep insight and let you know if you're on the right track for success. You'll know if there's even enough reason to ever sell that particular topic and if not, lets you choose something

else and not go waste time and money.

What happens when you DON'T understand your clients?

Yes, you'll create and market your product or service, *but you'll miss the mark because you won't know your clients' pain points.*

You'll write a ton of content for articles, blog posts, videos, and social media. *But you'll hear crickets instead of engaged responses because you won't know the language that will resonate with your clients.*

You'll spend a ton of time and effort creating courses and programs that won't sell. *But your bank balance will remain empty (or worse, you'll get into debt) because you're not creating solutions that your clients actually want to buy.*

I could go on, but you get the picture.

When you don't understand your clients, you'll waste a tonne of time and money.

Even worse, you might run out of the passion and drive that inspired you to become an entrepreneur and share your gift with the world in the first place.

And what you're left with is pretty grim.

Desolation. Disillusion. Devastation.

This is when many entrepreneurs reach the end of the road and see a sign with just one word.

"Quit"

But it doesn't have to be this way.

It's straightforward, even easy, to find out and know exactly who your ideal customer or client is. To do this effectively, all you need to do is to take some time and effort to understand your potential clients and audience. And you start by knowing these four things:

1. How do you find them?

2. What do they want?

3. What do they need?

4. Where do they hang out?

To get started right, you need to get...

INSIDE THEIR MIND.

When you get inside the minds of your potential clients and audience, you will start to understand them inside and out.

You can almost feel what they feel. You can hear what they hear. And you can see what they see.

When that happens:

You will create solutions that are impossible for them to resist.

Your communication will be on point. Your marketing will be crisp and precise.

Your products and services will be absolutely irresistible.

That's what you want as an entrepreneur. You want to feel fulfilled. You want to be rewarded. You want to serve and make an impact.

Truly understanding your clients might sound like a complicated thing to do. It may feel like a massive goal, but it's a very attainable goal..

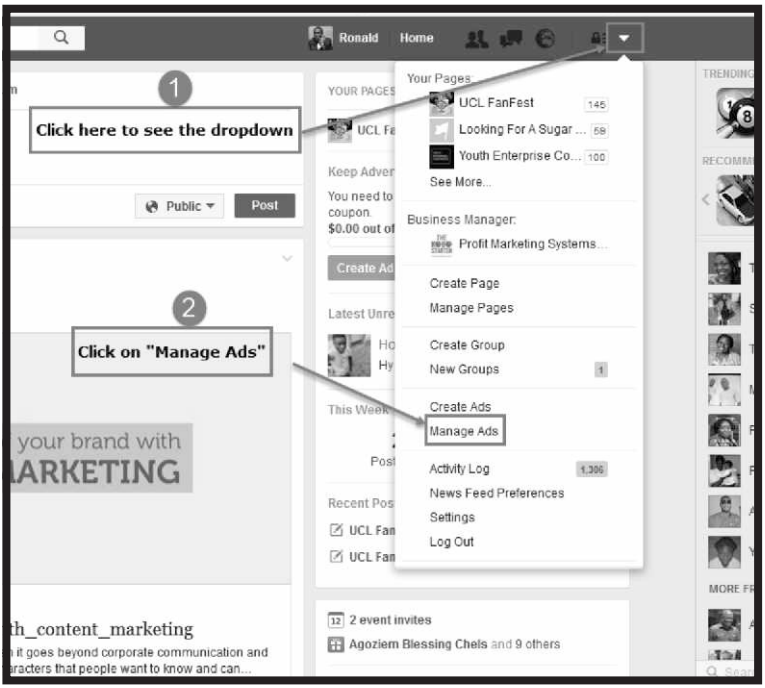
How to do it?

Step 1: FACEBOOK RESEARCH I

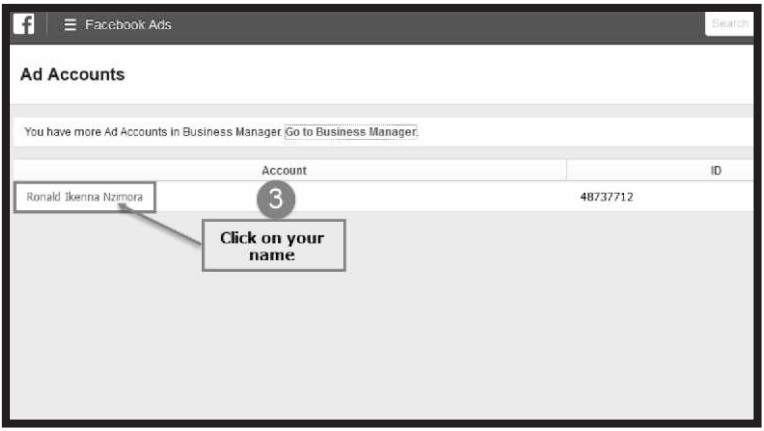
We have Mark Zuckerberg to thank for this one. Yes, it's about Facebook. It's incredibly easy and sometimes it's even a lot of fun, to use Facebook to understand your clients.

Let's say your business is about giving and selling marriage repair advice. The first step is to go to Facebook's Ads Manager (you need to have created an ad first in Facebook to have access to the ad manager platform), then you go in and click on the small arrow n the top right hand side of your profile.

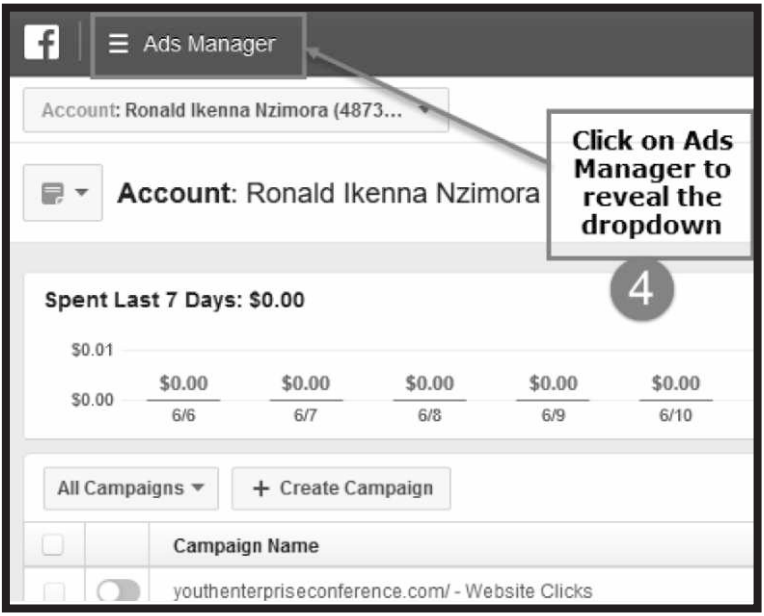
Then this will display a dropdown menu, then you click on "Manage Ads" dropdown menu.



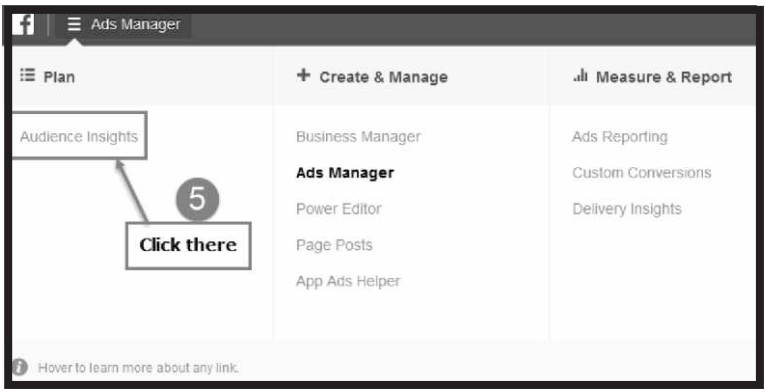
Next click on your name as it appears below:



Then click on "Ads Manager" to reveal a dropdown.



Next, click on "Audience Insights"



Now you will be prompted to select an audience to start. (Note: This is just a prompt -- you can change your answer later. Not that you'll want to, just saying.) There are three options:

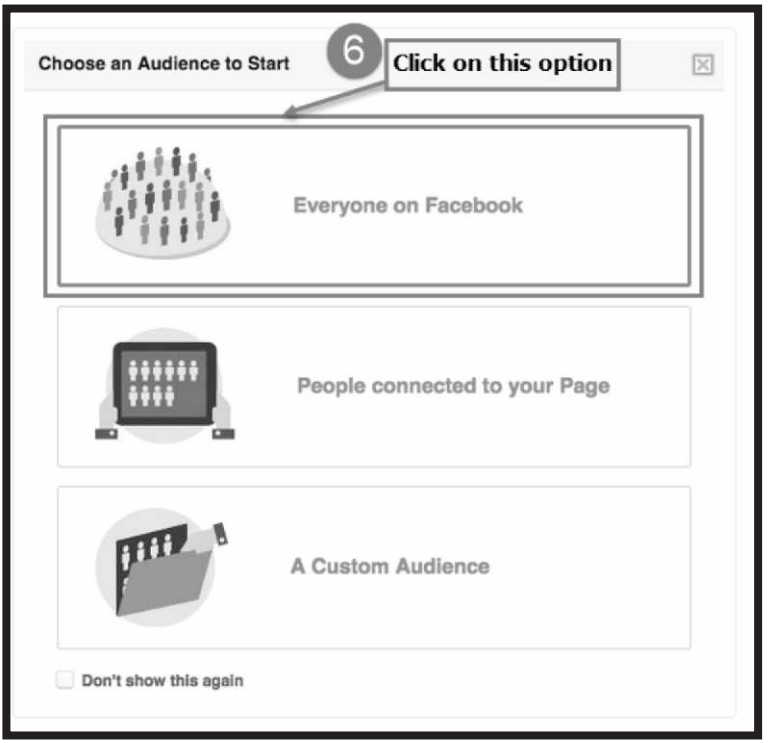
The options here are:

i. Everyone on Facebook: This gives you an overview of the whole of Facebook (Note: It defaults to U.S., however you can change this later on). This should be selected if you want to understand data based on broad interests or competitor Pages.

ii. People Connected to Your Page: This option directs you to select your own Facebook Page from all the Pages you manage. This is useful to understanding your existing audience.

iii. A Custom Audience: If you are already using Facebook Custom Audiences you can select an existing audience here. To create a Custom Audience, you'll have to upload a list of email addresses and/or phone numbers. Facebook will then match those email addresses with user accounts.

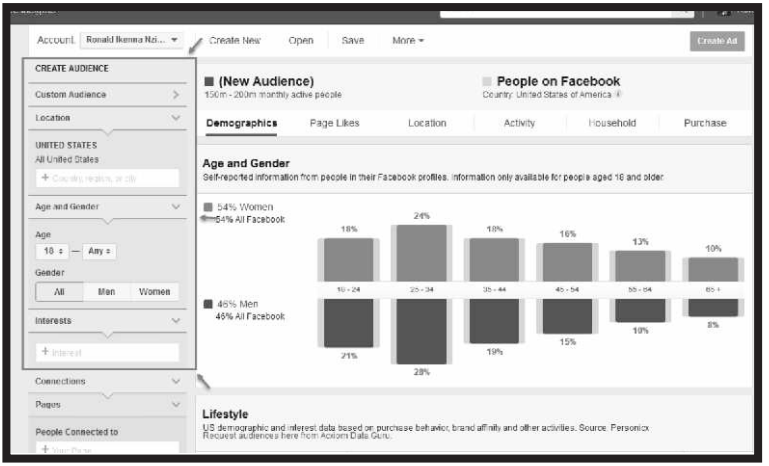
If you have a lot of customer data, this is a really powerful tool that enables you to understand demographics and behaviours of people you know are already using your brand.



Throughout this guide we will focus on the first option, however it is the same process if you were to select 'People Connected to Your Page' or 'Custom Audiences.'

By selecting the 'Everyone on Facebook' option, you will be taken to the screen in the next step where you select your segment's parameters.

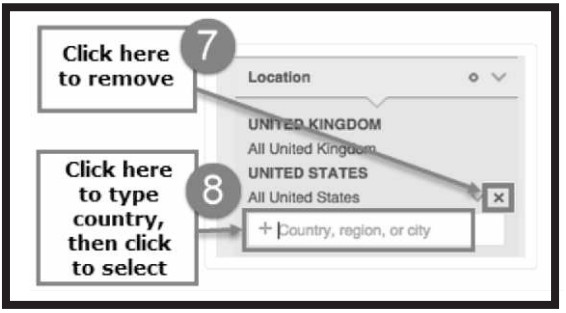
Here it is:



In this step, you want to put in the identifying characteristics of your audience.

As you can see, the location default is United States. If the audience you want to look at is Nigeria (or any other country), you can change this by typing in the location box and selecting the appropriate country from the options that dropdown.

If you want to remove the United States from your analysis (which you should if you're not researching people in that country), it's easy. Just hover over the United States, then select the **X** to remove it from your screen.



For the example, in this post, we will use the Nigeria for our audience location. By typing in Nigeria, clicking "Nigeria" from that drop-down, it will be added to the list.

You can add and remove as many countries as you wish here, or leave it blank to look at Facebook demographics across the world.

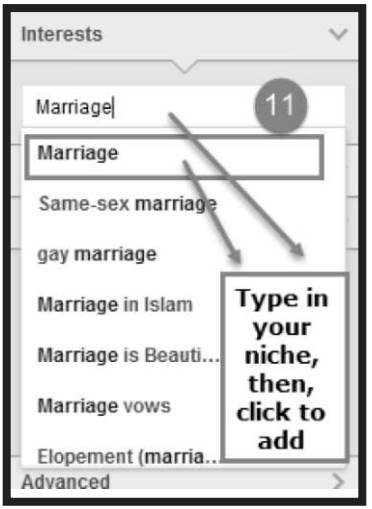
Using the rest of the menu on the left-hand side, you can now segment your audience by age, gender, interests, people connected to your Page, and more advanced data such as behaviour, language, education, work, etc.



Leave the age and gender sections as they are.

Next is the Interests option. Type in your topic in the box and other similar keywords that are related, and as each shows up in the dropdown, click to select and add it.

For example, if I am interested in the marriage niche, I would type in 'marriage' and also 'divorce' and 'love'. As you type you'll also see related keywords show up, click on them too to add.



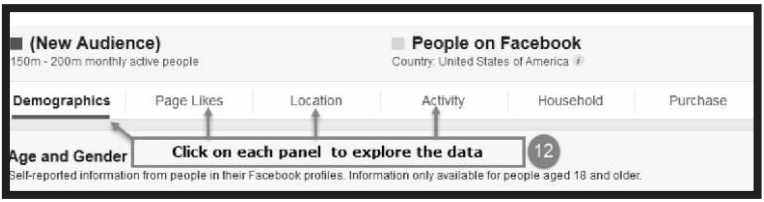
We have now created an audience of people who like marriage and it's related stuff and are located in the Nigeria.

Now that we have created our audience of people in the Nigeria. who like marriage and related stuff, we can begin to explore the data and understand more about this group of people.

There are six tabs available within the tool, which cover different aspects of data available. They are:

- Demographics
- Page Likes
- Location
- Activity
- Household*
- Purchase*

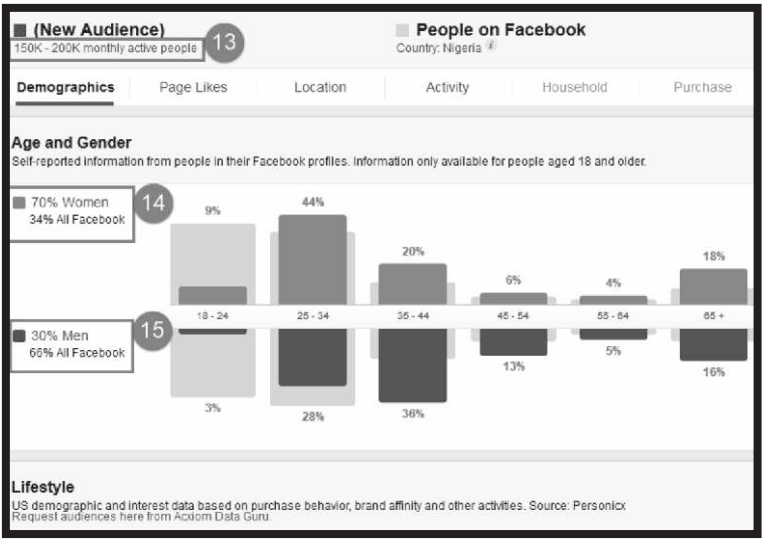
*Note: The last two are only available to data including U.S. audiences, so are not clickable when looking at any other country's audience.



Demographics

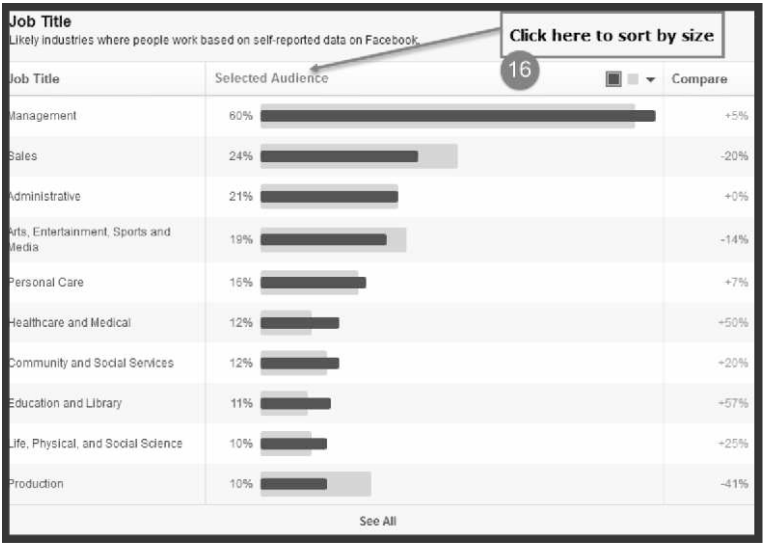
The demographics tab includes information on age, gender, lifestyle (U.S. only), and relationship status, education and job title.

Looking at our Nigerian marriage audience, we can see that we are looking at a monthly active audience of 150,000 – 200,000 people, as highlighted below , meaning that we are looking at a significant pool of data. If this monthly active audience has fewer than 1,000 people, no data will appear here and it's not really something to pursue.



We can also see from this that 70% of the marriage audience is female, compared to 34% of all people in Nigeria. on Facebook. We can also see that most of these are in the 25-34 and 35-44 age bracket. This data is highly valuable when creating your adverts and planning content to engage the target audience.

When you scroll further down, you'll see 'Job Title'. These are the most likely industries that a person interested in marriage tips on Facebook will work in. This is sorted by default for those that over index compared to the average Facebook audience, however if you click 'Selected Audience' you can sort this by size of the audience.



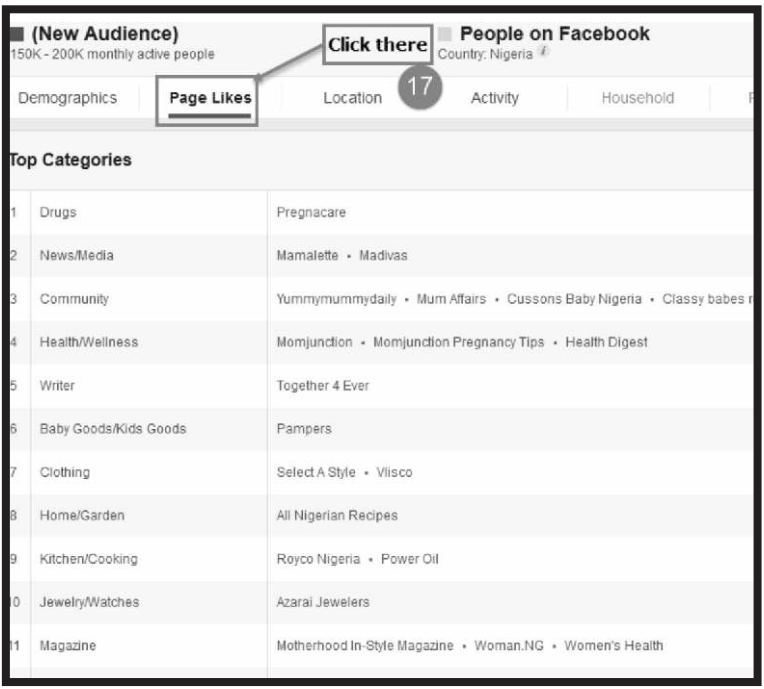
This data shows that a a person interested in marriage tips in Nigeria is most likely to work in management, sales, admin, or arts/entertainment, personal care/grooming, and healthcare, etc. This information is invaluable when creating content marketing personas, enabling us to build a data informed picture of our potential audience and customer.

Page Likes

The Page Likes tab is split into two sections.

The first section details the top categories of Pages that the selected audience likes along with the top Pages within those categories.

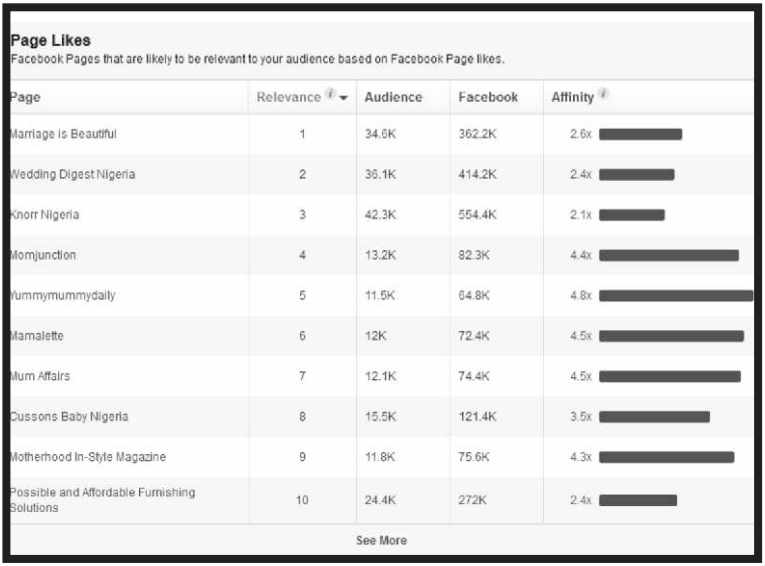
Taking our marriage audience, we can see what else they like on Facebook to build a picture of their interests and lifestyle. We can see that there are a lot of household name brands in this list, including *Pampers, Cussons, Morning Fresh, Knorr*, etc. These are mainly affordable, with no 'luxury' brands appearing on this list.



The second section outlines the specific Pages that this audience is more likely to *"like"* than the average Facebook user.

In the case of our marriage example, this list is dominated by affordable household brands. You can use this data to understand the type of person who is likely to seek out marriage advice and what else they are interested.

Check out all the Pages on this list to see what kind of content your audience likes to receive on Facebook.



Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance	Audience	Facebook	Affinity
Marriage is Beautiful	1	34.6K	362.2K	2.6x
Wedding Digest Nigeria	2	36.1K	414.2K	2.4x
Knorr Nigeria	3	42.3K	554.4K	2.1x
Momjunction	4	13.2K	82.3K	4.4x
Yummymummydaily	5	11.5K	64.8K	4.8x
Mamalette	6	12K	72.4K	4.5x
Mum Affairs	7	12.1K	74.4K	4.5x
Cussons Baby Nigeria	8	15.5K	121.4K	3.5x
Motherhood In-Style Magazine	9	11.8K	75.6K	4.3x
Possible and Affordable Furnishing Solutions	10	24.4K	272K	2.4x

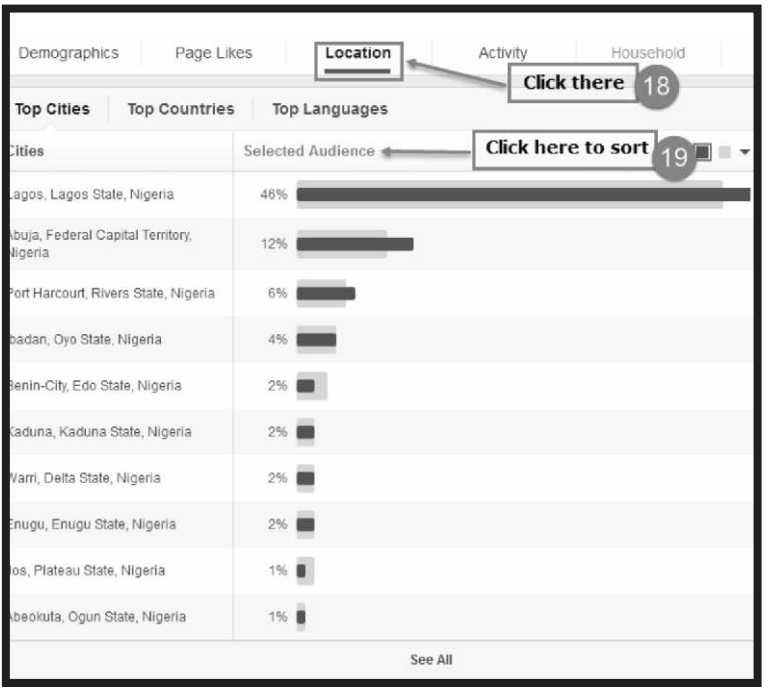
See More

Location

The third tab available is Location. Within this tab, you can see Top Cities, Top Countries, and Top Languages.

As we already have this data filtered to only include Nigeria, the Top Countries tab will only show Nigeria. The Top Cities tab gives us an idea of where in Nigeria this audience is based. If you want to work with only people who live in a particular city, this data will be able to tell you if your or competitors are reaching the right audience.

Again, this is sorted by default to the areas that over index compared to the Facebook average. Click on 'Selected Audience' to re-sort by most popular cities based on volume.



Activity

The final tab available to us when looking at Audience Insights is Activity. This information helps us understand the behaviour and activity of this audience on Facebook.

This is split into two sections:

i. Frequency of Activities: This data shows user activity in the last 30 days. Here we can see the average number of Pages Liked, alongside number of engagements (comments, Likes, shares, ad clicks) made in the last 30 days.

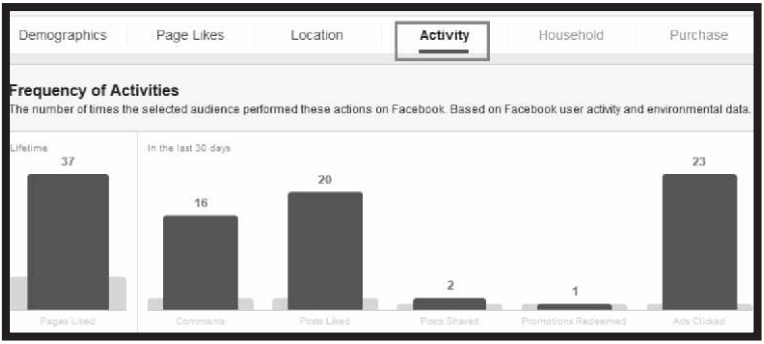
ii. Device Users: The type of devices used to access Facebook, split between mobile and desktop, and then further drill down into the specific device.

By looking at frequency of activity, we can see how active this audience is on Facebook. This helps inform us as to if this will be a worthwhile platform to target and engage the audience.

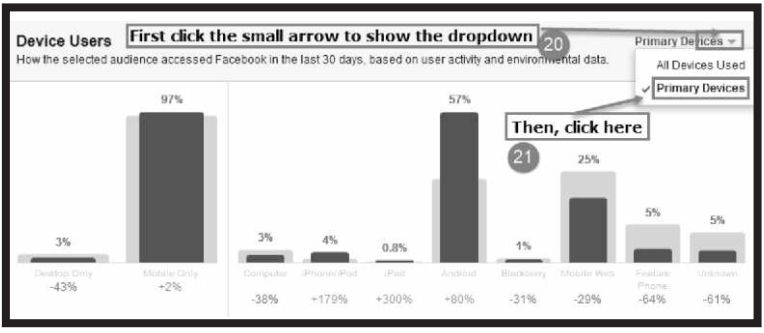
We can see that the average person interested in marriage stuff and who lives in Nigeria likes 37 Facebook Pages. While this shows that they are active on this platform, it also means that Page content must stand out to be engaging due to a lot of competition from other Pages in the user's News Feed.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

We can also see that they are more likely than the average Facebook user to engage with comments, Likes, shares, and ads.



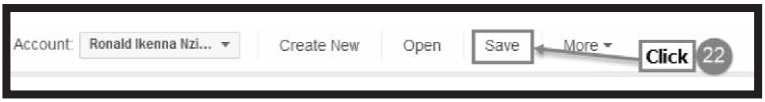
The second data category available here is the devices used by this audience to access Facebook. There are 2 options 'All Devices Used' and 'Primary Device'. By selecting 'Primary Device' we can see whether this audience are more likely to use desktop or mobile, alongside the type of device.



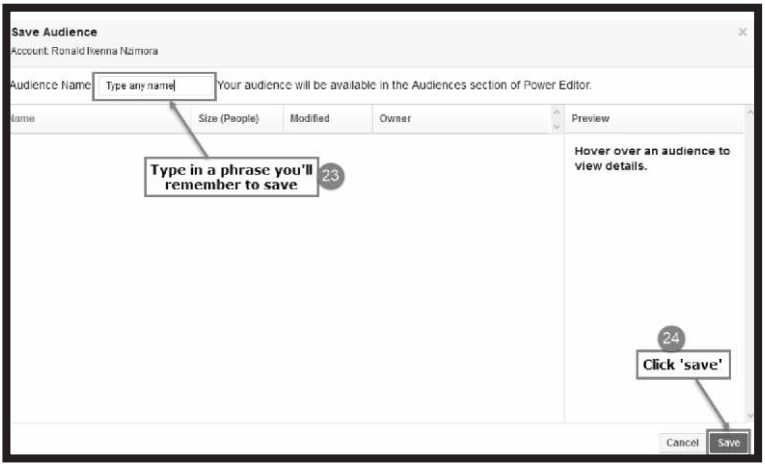
We can see that 'Android' is the most popular here. Interestingly, Android use is 80% higher than the average Facebook user. This information is key when creating content to share via Facebook in that it must be compatible with these devices.

Save Your Audience

Now that you have pulled all of this data, make sure you save it so you can revisit it again. This will come in handy once you want to target your Facebook ad campaigns.



It'll bring up a pop up box. Type in a name, you'll always remember and then click 'save'.



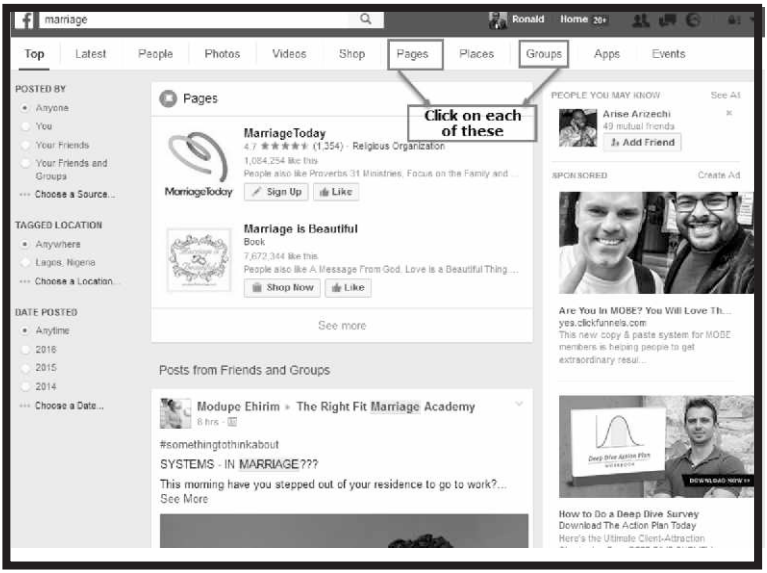
To open a previously saved audience you can click on the open tab and it will show you a list of your saved audiences. This data will be available to you in PowerEditor when you are setting up your ads as well. DON'T forget to save it. You will need it then for advertising.

Step 2: FACEBOOK RESEARCH II

This is about searching through Facebook and finding groups and pages related to your chosen topic.

Continuing with our previous example, you can do this by typing the words "marriage" in the search box at the top of your Facebook profile, and you'll see a list of the different parts of Facebook you can browse.

Your focus here is on "Pages" and "Groups".



So let's say you do a search for on internet marketing, and you find the Internet Marketing Super Friends fan page.

It's easy to see that this would be a place where your clients are likely to hang out because this page deals a lot with the questions and problems internet marketers grapple with.

Now, scroll through and read the posts to get a precise picture of the kinds of questions and answers that are hot around the topic of internet marketing.

You don't have to do this all day, every day, of course. Set aside 30 minutes or an hour a day, a few times a

week, to run through posts until you're confident you have a good grasp of what internet marketers want.

This works for all kinds of businesses.

If you plan to sell marriage products, you want to go to Pastor Mark Gungor, author Dave Willis or marriage guru Jimmy Evan's fan page.

If you sell sales products to salespeople, you know that you need to go to maybe author and real estate investor Grant Cardone's fan page or superstar sales consulting guru and author Rory Vaden's fan page.

If you are an investor, you know business maven and investor Mark Cuban's fan page or entrepreneur, investor and popular motivational speaker Daymond John's fan page will do the trick.

Doing this allows you to deep dive into market research and find out what your clients need and the solutions they're searching for.

Step 3: The Ideal Avatar Creation exercise.

After you have gotten all of the info on 1, 2 and 3 above, the next thing you will do is create an avatar that represents your ideal customer.

An avatar is a sample representation of the most ideal person who most likely needs, wants to and will buy your product when it's finished.

It consists of questions that will help you create a client persona — the ideal person — you want to and who will be best served with your products and services.

The Ideal Customer Avatar exercise or ICA for shirt, essentially consists of asking yourself questions like, *"What is it that my client needs or desires?"*

Make no mistake. Not knowing your ICA, not knowing who your clients truly are, will cost you.

Doing the ICA exercise will also put you in the right mindset for growth. You will be in a frame of mind where everything you tackle — and I mean everything — will be related to solving your clients' problems.

And that's exactly how it should be.

From the exercise in Step 1 above, you should have a pretty good idea about the characteristics and makeup of your ideal customer.

So, here's what I want you to do. I want you to look at

the ICA questions below and answer them honestly.

Don't write down the answer you think you should write. Write the real answer. The one that comes from your heart. Be guided by the info you got from the first three steps above. It should take you around 20 minutes (at most).

Here are the questions:

Who are they? What's their name? (This may sound strange but it's in order. Just give your potential client a name.)

How old are they? (Age range)

What's their sex? Are they male or female?

Where do they live? Country? State?

Where do they work? For the Government? For private companies? Are they self employed? Do they own their own company? In which sector do they work or do business?

Are they single? Married? Engaged?

How much do they earn? (Income range)

What's their education level?

What current frustrations do they feel when it comes to your topic?(Write down at least 5)

What publications do they read?

What TV shows do they watch?

What kind of products/ services are they already buying?

Please don't skip any of these three steps for understanding your clients. They are literally going to be the difference between success and failure.

STEP 2

CREATE

"Write it. Shoot it. Publish it. Crochet it, sauté it, whatever. MAKE."

- Joss Whedon


SELL YOUR BRAIN
SOCIETY

CHAPTER 4

YOUR PRESELL

Your presell is the first piece of marketing content your website visitors see when they land on your website.

Preselling is based on the concept that it's a lot easier for a person to make a purchase if they are already familiar with you and your work and if they trust you and view you as a credible resource. On the internet, trust is an even bigger factor than in face to face sales.

It helps you sift through the prospects to

(I) weed out the ones who are least likely to buy ("the tire kickers" and "freebie seekers")

and

(ii) find the ones who are most likely to buy ("seriously interested" pre-qualified prospects).

Then, you can send these "pre-qualified" prospects to your opt-in page and then on to your salespage, in

an eager, trusting and ready-to-buy frame of mind. The result is greater sales and higher commissions.

It's the art of establishing yourself as a reputable expert before you attempt to ask a prospect to buy your product or service. The better you are at doing this, the more chances you have at making that sale, especially to people who do not know you.

You're creating the kind of invaluable and positive buzz that makes your prospects say, *"Jeez! This person knows what he's talking about. I had better listen to him/her and do what they say":*

Jay Abraham, one of the best living marketers in the world today calls this, the 'Strategy of Pre-Eminence', which is the art of giving away so much value UPFRONT to a PROSPECT so that you are positioned as an expert authority, someone who wants to help, instead of someone who is looking to grab email addresses, phone numbers or money.

To be able to sell to people, you need to be seen as an authority right off the bat, because you are dealing with people who are skeptical, people who have far more reasons to doubt you than to believe you, because they don't know you yet.

They don't know you, they don't like you, and they don't trust you so...

They Don't Believe You!

Put yourself in the prospect's shoes for a moment...

Imagine yourself seeing an advertisement on Facebook or anywhere else online. It's catches your attention and you click through, landing on a site of a total stranger, who is selling a product you have never heard of before. You thinking to yourself,

"Who the heck is this guy and why should I listen to him?"

Even if the offer is compelling and the 'sales pitch' is believable, there is still a gap of trust and credibility, which leads you the buyer to make a *"this is too good to be true"* conclusion, so to be safe you move on and don't buy.

That scenario is exactly why so many people visit a website selling something and then leave without buying... because they are "cold" prospects and the website owner didn't do anything to "warm them up!"

It's your job to "warm up" people who land on your website by pre-selling them.

What do I mean by 'warming' them up? Let me explain.

There are 3 groups of people who will buy anything from you:

COLD prospects: These are people who are seeing you and your product/service for the first time ever. These are the most difficult people to sell to. And this is because they don't know you, they don't trust you, and heck they don't like you.

WARM prospects: These are people who have heard about you. They have either read a valuable article you have written in the papers or online, or seen you on TV, or heard you on the radio being interviewed.

They 'know' you and know you know what you're saying, even though they might not have done business with you before.

They are easy to sell to, because they have some measure of trust in your ability to deliver.

HOT prospects: These people who have bought from you before and loved the experience. They not only know you, they can;t wait to consume anything you put out as long as it meets their interests.

Pre-Selling is: WARMING UP YOUR COLD PROSPECTS BEFORE SENDING THEM TO THE SALES PAGE TO BUY.

It is a proven fact in marketing that most people will not buy on their first contact with you. Some will buy, but the majority will buy after the 5th, 6th or 7th follow up communication which may take several weeks or months. It often takes that long until trust is built.

But what if there was a shortcut? What if you can collapse time? What if instead of waiting for several weeks or months to build trust, you can do that within minutes? Do you think this could increase your chances of selling to them?

The answer is - Yes, of course!

How do you compress time in this manner? By simply sending "cold" prospects direct to where you ask them to buy your product, where you first pre-sell them on your expertise, your abilities and why you're the best person to do business with... so that they already knew who you are, they knew why they should trust you and listen to you... they had read or watched some of your content and saw the quality of your work, maybe even read a glowing 3rd party testimonial and endorsement about you).

Preselling with content develops familiarity and

Familiarity BREEDS Trust!

It does this in minutes instead of weeks or months. Let me give you an example of the power of preselling in a different context. I have been a marketing consultant for 13 years and have helped brands in different sectors - from sports betting to stockbroking firms down to spa owners and authors sell their products and services.

Now imagine I go to some marketing conference and I start handing out cards to business owners who are total strangers telling them I can help them increase their business profits, or say I jump into a Facebook group, or an online forum and the first thing I do is to start posting links asking people to buy my services, what do you think will happen?

I'll tell you; **they won't do it.** They would view me with suspicion. Worse, they'll see me as a scammer. And no one will sign up.

Mind you this conference, group or forum is filled with desperate business owners whose businesses were suffering. Many of them are months away from shutting down if they didn't get help. THE "NEED"

WAS THERE! THE "WANT" WAS THERE. THE SOLUTION WAS THERE. But they still didn't listen to me. Why? Because need isn't enough. There also has to be trust and confidence.

Now contrast that with this scenario:

I am at the same conference but this time, I am announced as the mystery speaker. I walk up the stage to thunderous applause, and then I go on to deliver an amazing 25-minute speech about what they needed to do right now to see a change in their business within 24 hours.

Then I inform people I'll be opening up some consulting time to about 10 of them when I step off the stage and anyone who wants can come talk to me, limited to 10 people.

What do you think will happen then?

There Will Be A Rush!

Just like that, I will have a swarm of business owners asking questions about my services and signing up as clients even though it is their first visit hearing about me. No high pressure sales or arm twisting was necessary.

Do you see the difference?

Pay close attention because this is profoundly significant to your financial future.

People often don't purchase on the first visit because they are afraid of getting ripped off and don't want to make a mistake and end up looking and feeling foolish.

They don't want to choose the wrong guide or buy the wrong product. So they hesitate, they squirm and they are reluctant.

In contrast, a pre-sold prospect is already pre-disposed to do business with us. That's the power of endorsement... personal testimony... trust...referrals... and familiarity... and that's what preselling is all about.

So how do you "presell" on the Internet?"

You use VALUABLE CONTENT. Your presell content can either be an article or a video. I love articles. They are great, because they can be easily consumed but videos are cool too. Even audios. Or pre-recorded webinars, teleseminars, etc.

How To Structure The Perfect Presell Content

i. Before you start, you must ask yourself these two questions first.

- What is the most URGENT things your prospect want to know about your subject matter?

- How fast can you get them to experience that thing?

Outline the steps your prospect (I hope you have done the "customer avatar exercise in the preceding chapter and you now know to a 'T' what your ideal customer makeup is) needs to do so they go from a bad result to getting good results with your information.

Grab a pen and paper real quick and do this exercise.

Draw a straight line like this:

Bad Result ----------> Good Result

Now in between, put the three, four or five most important things they need to do to go from where they are currently right now, to where they want to be eventually.

So let's say we are selling a dating eBook/course and we want to reach with our single guy looking for girlfriend, what this dating prospect wants is a girlfriend. He wants to go from SINGLE (bad result) to being in a RELATIONSHIP (good result).

So here's the steps he'll have to go through:

SINGLE => APPROACH =>
CONVERSATION => PHONE NUMBER =>
RELATIONSHIP

Where being single is the *'bad result'* he's currently experiencing and being in a relationship is the *'good result'* he desires.

Of course there are other things they need to do before a relationship blossoms, but the above three are the first steps to getting things started.

ii. Give them ALL the steps, except the last one, for free right there in the video or article.

Next you have to flesh out what the steps and procedure are in those three steps and give away the first two (or all of it) as your FREE "strategy of pre-eminence" content.

So, the first thing a single guy needs to do is he needs to learn how to **APPROACH** and introduce himself to women without being terrified or looking stupid, right? So this naturally entails telling them how to dress and look nice, what to say, what not to say, etc

The second thing they need to learn is how to have an engaging **CONVERSATION** without swallowing his tongue or fainting. This could involve teaching them how to make a woman laugh, how to avoid stammering, how to get them comfortable with women, etc.

Third, they need to know how to ask for and get their object of interest's **PHONE NUMBER**. You show them what to do, what not to do, etc.

So here's what you do. You write an article or shoot a video TEACHING FOR FREE all these steps except the last one.

Why should you save the last one? Here's why:

Because that's your Opt-In Bait a.k.a. Lead Magnet, a.k.a. Prospect Magnet!

Sometimes, I do not even withhold anything back, I give them all the steps they need - everything and tell them if they now believe I can teach them for real this topic and how to make them find success, then all they need do is join my list.

I tell them I do not offer anything to join, unlike other marketers who want to send them some crappy content to give up their contact details.

I am not like them I say, *"If you love what you have gotten already for free and are ready to learn more for a small fee, to pay for our effort and time, then just join and learn and continue your education"*

They join in droves :-).

We will explain everything about the opt-in in the next chapter. Right now, I want you to take a look at this page: www.SheWillSayYes.com/landing.

It's our presell page for the dating course we currently sell online.

You'll notice that it begins with a story, which then leads to our author for the course, Tony Marinho, teaching them the first two steps which every single guy who needs a girl friend must do and then it asks them to continue to the Opt-In page. (Tony by the way is one of the best pick-up artists in the country.)

You'll see how it engages, teaches and educates at the same time before we then ask them to send us their details for the concluding part.

You may be thinking right now, *"So how do I write this kind of content? How do we do this?"* I thought you'd never ask!

How To Craft Presell Content That Engages And Forces People To Believe Anything You Say

Step One: Headlines and Hooks

A headline or hook is the piece of your sales story which arouses burning curiosity in the your prospect

and forces them to read your content.

What does your prospect want the most? Write it down and don't get long winded. Write something short and to the point. Make the headline red or process blue, let each world first be in CAPITALS and add quotes ("") around the entire sentence for extra impact.

The idea is for it to grab their attention and hold it.

So if I am targeting struggling network marketers, I could use a headline/hook that says:

"How To Make =N=1 Million Naira Every Month In Your Network Marketing Company WITHOUT Talking To Anybody Or Changing Companies".

Or if I am selling something on dating like we do on www.SheWillSayYes.com/landing, our headline/hook there is:

"How To Get Any Lady's Phone Number In 10 Minutes Or Less, Guaranteed"

Or if you teach married people how to fix their marriage issues, how about something like:

"The 3 Words That Will Stop Divorce - Revealed"

Or you sell marketing advice to businesses, you can go with:

"How To Double Your Business Profits In 17 Days Or Less Guaranteed Without An Extra Customer"

I could go on and on but you get the drift. And of course you must make sure that what you are stating is true and you can deliver it.

To learn more about writing powerful content headlines, read this article by Neil Patel:

http://neilpatel.com/2015/06/02/the-step-by-step-guide-to-writing-powerful-headlines/

Step Two: Add An Image That Depicts Your Ideal Prospect

On the left side, right below the headline/hook, add an image of something that the prospect would know about. Often this image will show the ideal prospect in the image.

So if your presell is targeting network marketers, you can ad a picture showing a frustrated man; if it's

targeting overweight women, add a picture of a fat woman with a big stomach. :-)

Step Three: The 1st paragraph

Ask three leading questions. Leading questions are questions that your prospect has no choice but to absolutely say yes to.

For an MLM article you can say:

"Would you like to build a fast, profitable network marketing business without having to beg your family and friends to join?

Would you like have people beg you to join your team and 'show them the way'?

Do you want to hit your targets fast and on time, so you can qualify for company bonuses - cars, all expenses paid travel, etc?"

or...

For the marriage niche:

"Would you like for energy draining arguments between you and your spouse to end once and for all?

Would you like for your spouse to "get" what you're saying, the

first time you say it without any misunderstandings?

Do you want to bask in the glow, attention and love of your spouse every day of your life going forward?"

You want them saying 'Yes' to you right off the bat.

Step Four: The 2nd paragraph

Now it's time to drive home the pain. What's their biggest pain? Talk about it. Be vivid in your description of what the problem is and how painful it is.

Show them other people also have this problem, and it's not just them because nobody wants to be alone. And give examples of how those people wasted time until the problems caused permanent damage.

Step Five: The 3rd paragraph

Highlight the other related problems they have in their life. Show them how these problems affect them negatively right now and how they will continue doing so unless they do something about it.

Drive home additional pain and tell them what will happen if they don't fix the problem.

Also try to use an analogy in the last sentence to show

them a simple way to understand the problem.

Step Six: The 4th paragraph

You need to tell them there is a solution.

Next start running the equivalent of a political smear campaign by disqualifying all the other products they have used before or may be thinking of using. We're not going to call any products out by name, but you want to let them know that other products don't live up to their hype or promises, and explain why they fail.

Step Seven: The 5th paragraph

You need to go ahead and start telling them about your solution. Tell them how much time, money, and effort was put into finding and sourcing the product. The last sentence is where you will introduce the product by name.

Step Eight: The 6th paragraph

You need to talk about what is the magic "THING" that makes this work and that other product/services don't have. Coin a story around it. Is there a specific mechanism or production process that was used? Say it. Was the secret to it's efficacy 'accidentally discovered'? Say it here.

That whole **Bad Result----------> Good Result** thing we talked about earlier? This is where to add it.

Step Nine: The 7th paragraph

Use a short paragraph now tell them you have a product overcome that big obstacle they are having but that you will need them to give you their contact details to have it.

Explain why you need their contact details (to keep in touch and send them even more training)

Here's how we phrased the end of our article on www.SheWillSayYes.com:

"I have put this last step into a small report which I call ***She Will Say Yes! How To Approach Any Woman, Start A Conversation, And Get Her Name, Phone Number and In 10 Minutes Or Less Guaranteed...***

And you can start reading it within minutes, starting right now...

Absolutely FREE Of Charge!

Yes, at zero cost to you. **All I ask of you is one small favour.**

And that favour is... I want you to give me your email address and phone number, in exchange for the trick.

Why am I asking you to give me your email address and phone number?

One simple reason, which is:

Approaching a woman, striking up a conversation with her and getting her phone number is just the beginning of the journey to get her to become your girlfriend.

It's Just "Warming Up".

A phone number or any other information is useless, if you do not get a FIRST date. The same way a plane ticket is useless if you do not go to the airport.

A first date means you have the chance to convince her to become your woman.

And when it comes to women, there's a lot more steps you need to master AFTER you get her phone number before you will hear her say:

"Yes, I Will Be Your Girlfriend"

Over the next 7 days, in addition to the ***"She Will Say***

Yes Report", I want to send you some free training that show you what those steps are, <u>one FREE training every day for the next 7 days.</u>

To be able to do this, I need a way to contact you after now because I can only send it by email and send you a reminder to go read it by text message.

This is why I need you to fill in the form below with your name, your email address and your phone number to get it.

The truth is, **I do not need your email address and phone number to send you the free report. I could very easily give you the download link here right away, but you will be missing out on the free training and without it, the contents of the free report will be almost useless.**

Here's what the FREE TRAINING will teach you:

Day 1 (Today) - The "She Will Say Yes" report download link

Day 2 - How to have her come on a first date WITHOUT FAIL

Day 3 - Stamp yourself on her mind forever using a ninja trick deplored in 18th Century Japan)

Day 4 - The 7 "Deadly" text message and phone call mistakes guys make

Day 5 - How to make her "open her legs" and do anything else you want

Day 6 - Don't do these 3 things, and she will be yours for as long as you want

Day 7 - The 5 best places to find any kind of woman you want and how to get them PLENTY

Each of them will take you less than 5 minutes to read and implement. They're easy to remember when you're with that hot girl you fancy and *they work like magic!*

If you are not willing to exchange your email address and phone number for them, it's all good. You can use what you have already learnt here and figure the rest out for yourself.

If you want to continue learning from me and want the free report, here's how to get it.

Below this article you will see a link that says, **"Show Me How To Get Phone Numbers".**

Once you click on it, it will take you to a small form. I want you to fill in your name, email address and

phone number in that form, then click on **"Show Me How To Start Getting Phone Numbers".**

Once you do that, I will immediately send the report to you using the email address you filled in.

Then I will send you an SMS to remind you (you see why I need those two info?).

You can be reading this report in less than 10 minutes from now, so go ahead and click the link below to get started immediately.

And when you read it, just implement it and you will see what will happen in your life.

You Will Start Getting Phone Numbers And Any Other Info You Want As If By Magic!

Just try it and see for yourself. Fill in the form below and get started immediately."

See how that works? Onward.

Step Ten: The 7th paragraph

Have a link that leads them on to your opt-in page/form.

Also have your privacy policy, disclaimers and terms of service on the page at the bottom of the page.

See how it all flows? **Now below is a link to an article written by guru internet marketer Frank Kern for creating powerful presell content.** You'll learn even more about writing yours when you read it.

It's here: http://convertbook.frankkern.com/article and it's actually a presell article in itself !

Here are also some more examples of brilliant presell articles.

James Altucher:
http://www.jamesaltucher.com/2013/07/how-toself-publish-bestseller

Another one from Frank Kern:
http://convertbook.frankkern.com/people-whosay-no

And here's an interesting one from, author, publisher and marketer, Mike Koenigs titled, "10+ Entrepreneur Books to Add to Your Bookshelf":

https://medium.com/@MikeKoenigs/10-entrepren- eur-books-to-add-to-your-bookshelf-8a9052818de9#.7y23xw8pk

Mike has a book he gives away called, Publish and Profit, which he uses to get new entrepreneurs sign up for his coaching program. Read the article in the link above and you'll notice how he uses an article about other people's books to create interest in his own book. Brilliant!

Here's also another one by Tucker Max, the author of I Hope They Serve Beer In Hell, and Hilarity Ensues.

http://www.huffingtonpost.com/tucker-max/book-publishing-tips_b_2127396.html.

CHAPTER 5

THE OPT-IN

When you presell on the internet, besides achieving a special top of mind positioning with prospects, cold or warm, making you a trusted source of knowledge, someone worth listening to, someone they know, like and trust, you also want to send people on to join your contact database.

Why?

Because once you gain that much needed trust and familiarity...

You Do Not Want To Lose It!

You want them to join your contact database, so that you have a means to keep in constant touch with them.

You NEED them to do the next logical thing which is to opt-in to your list (contact database).

However, you cannot just assume that people must want to join and then go ahead and tell them, *"Hey, my name is, blah blah blah, download my free e-book on blah, blah, blah by joining my newsletter for tips on how to do blah, blah, blah."*

If you do it this way, they will most likely not join, you know why?

Because people are sick and tired of getting spam emails and trashy content clogging their email boxes. They are tired of deleting emails/sms and unsubscribing messages from high-pressure sales people invading their privacy.

And they should be.

Today, sms and email inboxes are sacred places and prospects want to choose who they let in and want to hear from. To get them to choose you, you must *'presell'* them on your usefulness to their life, like I showed you in the last chapter, and them ask them to join.

Now they see value in joining. They have a clear idea why they should be joining your list/database and what to expect.

So you take people from the presell page to your opt-in page.

Your opt-in page here will be what is called a "squeeze" page. It's designed to collect your prospects contact data (name, email address and phone number - the ones they always check) and transfer them to your autoresponder in exchange for the free give away or lead magnet you're giving away.

So how do you build them?

How To Get Up To 58.7% Opt-In Rates

You goal is to make sure that when people reach your opt-in page they go ahead and give you their details.

Like I said earlier, if your presell is good, at this point they can't wait to give you these details, so...

1. Make the offer match the medium

I'm starting with this because it should be the most obvious — yet almost no one I know of does it. Not even top email marketing experts.

Making the offer match the medium simply means that if you're asking for someone's email address, it should be because you need it to deliver what you're offering.

Now the thing is, *you don't need someone's email address and other contact details to show them a video* and *you don't*

need someone's email address and other contact details for them to download a PDF.

So what do you do? Because you want those details.

So in the closing of your presell page, you make them expect some thing more that can only be sent to them via email and maybe sms. And you word your closing to explain it.

Here's how we did it for our dating product:

"... Over the next 7 days, in addition to the ***"She Will Say Yes Report"***, I want to send you some free training that show you what those steps are, <u>one FREE training every day for the next 7 days.</u>

To be able to do this, I need a way to contact you after now because I can only send it by email and send you a reminder to go read it by text message.

This is why I need you to fill in the form below with your name, your email address and your phone number to get it.

The truth is, **I do not need your email address and phone number to send you the free report. I could very easily give you the download link here right away, but you will be missing out on the free training and without it, the contents of the free**

report will be almost useless ..."

An email course is also particularly easy to justify because people absorb information best in small, actionable chunks. So you're doing your prospect a favor by not giving him a half-hour video he'll quit watching after the first two minutes, or a 15-page PDF he'll just put into his giant folder of unread documents.

2. Offer less than you think you should

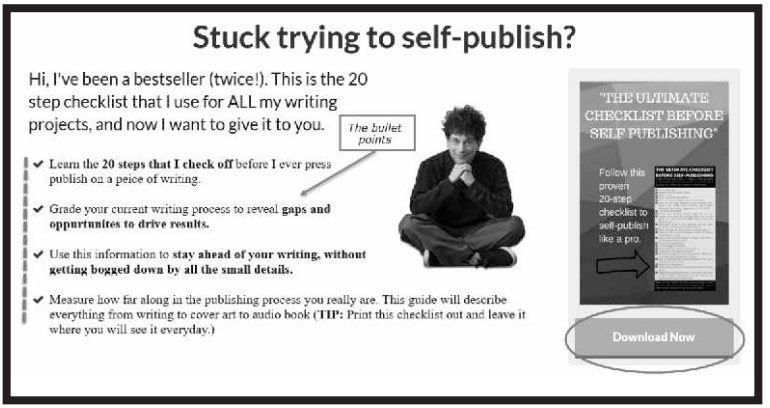
The opt-in page should not be long and windy. It should have bullets points and a small amount of highly impactful content detailing why they should give you their contact details.

This is because you don't have a lot of time to waste. They're hot, they willing to give you their details; take it without dragging them out further.

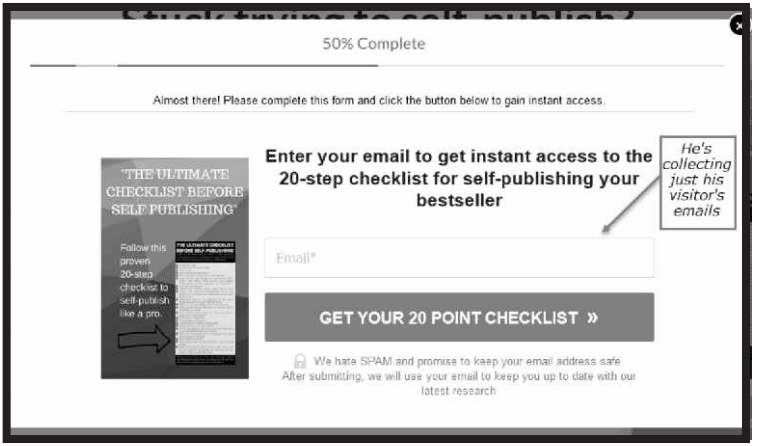
So offer less than you think you should. Find ways to emphasize how easy your information is to absorb and use. Show him that the time and energy you're asking him to invest is very small, and the payoff is much greater.

The important thing is to give him something he will use. Not something he may use, but something he can use NOW! That's the thing he'll find valuable.

Here's an example of a great opt-in page. It's where people land when they click the James Altucher presell page link I gave you in the last chapter.



When you click on "Download Now", it pops up a box which visitors now fill.



Check it out for yourself here:
https://altucher.leadpages.co/self-publishing

Now some people actually out in more information into their opt-in pages, making it longer than what you have above. A company that does that a lot is *MindValley*. Here's the opt-in page for their coaching platform, *EverCoach*.

http://www.evercoach.com/extraordinary-coach

3. Use three form fields

The two things you need to be in contact with your prospects… is their email address and phone number.

Your opt-in page must ask for these two at the very least. In my own business, and contrary to most of the advice you will see or hear about this, I always ask for their first name as well.

Here's why.

I have found out through testing, that the people who read your presell page, and then go ahead to give you all of these three details are mostly serious and will very likely buy your products. Those who don't are people you really shouldn't be bothered about.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

CHAPTER 6

YOUR FREE GIVEAWAY/OPT-IN BAIT

A free giveaway, prospect magnet, lead magnet, opt-in bribe (and whatever other name it's called) is an offer of an informational resource that you provided to your websites visitors who have read your presell content, in exchange for them giving you their contact details - name, email address and phone number.

This is the offer you give people at the end of your presell to have them let you into their world and begin to listen to you. You withhold it in exchange for them giving you their contact details.

If you did a good job really giving them insight as described earlier, they will naturally want to get the last step. This is basic human psychology.

Let me illustrate how it works for you.

Have you ever had someone tell you a story and just before they story ended, they stopped, and suddenly you are bugging them to finish it, right?

Or have you ever watched a TV series, (I love watching *NCIS, Empire,* and *Power*) and just when it looks like someone is shot, the episode suddenly ends and you spend the next one week waiting in dire anticipation to see the next episode just so you can see what really happened?

That's exactly how your prospects will feel at this point.

This achieves two things:

- They exhibit seriousness if they read the presell article or video to the END where you ask for their details. Unserious people and tire kickers who really do not want what you're selling won't reach the end.And that's a great thing! You want only serious people who want a problem solved or a means to an endachieved.

- They give your their REAL EMAIL ADDRESS and PHONE NUMBER, not some fake one they put in just so they can see what you got got.

And just like they do it in hit TV series, you have to guide them towards that happening. You have to lead them at the end to want that withheld resource.

Now the mistake many people in this industry is they think a lead magnet has to be a free report. WRONG.

Sometimes it is, most times it's not. So what should you give:
It depends on your niche and what you're trying to achieve.

Here's a list of what that last step can be a:

- Survey
- Free email course (Help them solve a problem by teaching them how to do it via email, over 7 days.)
- Free Book (Got a book you have printed? Why not give it away? People who request it will simply pay for shipping, book itself is free)
- Live Demo (Web applications, Software)
- White Paper (This is a printed report written on a core problem facing a business, mostly written and distributed by agencies and service providers to other businesses)
- Free Trial (When you buy software online or sign up for a paid web application, what do they do? They give you a FREE 30-Day trial)
- Free PDF Report

- Free Video (Can be a pre-recorded webinar)

- Case Study (detailing how someone bought and used your product to get a specific result)

- Discount Coupon/Code (*Jumia* and *Konga* don't offer you a report to opt-in, they give you a discount coupon code when you land on their website and haven't yet joined as a registered member to opt-in so you can save money on your first purchase with them!)

- Free Sample (your neighbourhood suya seller, once you stop in from of his table, what do they do? They give you a piece of meat dipped in yaji to taste, and then ask you, *"How much own you wan buy?"*)

  It can also be a free chapter of your product (if it's an e-book) for them to sample.

- Free Version (Mobile app makers almost always have a free version you can play, but then ask you to upgrade to a PRO version for money or to increase your "life" or buy weapons, etc. by paying real cash)

- Directory (A directory is superb, and it can be in PDF version too. For example, if you're an event organizer, you can have a directory that lists all the

top Lagos event venues by location, price, amenities and capacity)

- Process Maps/Infographics (to show how a particular process is accomplished)

- Checklists (that show exactly in short condensed form what each step of a process should entail)

- Free consultation (Used by service companies

So for example:

If you sell match-making advice, you can have a free report titled, *"How To Identify Relationship Time Wasters Within 48 Hours of Meeting Them"*

Here's how your funnel flow (up to this point) could look:

Presell ===> Opt-In ===> Free PDF Report

If you are a legal practitioner working with Entrepreneurs, you can have have a directory listing all the "CAC addresses In the Country By State" so people who want to register their businesses can download it for free.

Here's how your funnel flow could look:

Presell ===> Opt-In ===> Free Directory

If you help couples solve marriage/marital issues, you can have a survey asking people who have trouble in their marriage to answer specific questions in exchange for a 25 minute free consultation.

Here's how your funnel flow could look:

Presell ===> Opt-In ===> Survey (then they access free consultation)

So here's a checklist for creating your lead magnet.

1. Ultra Specific: Your lead magnet must offer and ultra specific solution to an ultra specific market place. For example: *"How To Get Any Woman's Phone Number In 10 Minutes Or Less Guaranteed."*

2. Known Desired Solution: what does your market REALLY want to have now? If you figure it out and offer a lead magnet that promises it, your prospects will gladly give you their contact information for it.

3. One BIG Promise: Everyone wants a "magic solution," so it's always better to make sure your lead magnet delivers just ONE big promise you make to your audience.

4. High Actual Value: Make sure your lead magnet is highly valuable to the reader. It has to deliver on the promise you made. If it doesn't, you will lose their attention after it.

5. Immediate Gratification: Lets your lead magnet deliver the promises immediately your subscribers give their contact details. They want a solution and they want it NOW!!! So avoid staggered email newsletters and multi-day courses as lead magnets.

6. High Perceived Value: Just because it's free, does not mean it should LOOK free. Use graphic images and imagery to establish real monetary value in the mind of your visitor.

7. Shifts The Relationship: The best lead magnets do more than inform, they actually change the mind of your prospect making them highly likely to buy into your offers.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

CHAPTER 7

YOUR SALESLETTER

So what's next?

Here's what:

When your prospects have signed up to your list, the page they should land on should be the page describing the merits of buying your front-end product.

We call a page like this the *salesletter*. This page should thank them for signing up, tell them the lead/prospect magnet they signed up for is on it's way to their email but they should continue reading for a one-time offer you're making them, then the salesletter for the front-end product follows immediately underneath or on a brand new page if you like which you link to from there..

Before you start writing your salesletter however, here's one *very* important thing you have to do:

Assume and talk to them like they are going to buy.

This is very important, because it puts you in a state of expectation, making ideas to flow better. Your mission is to get into the prospects head and speak in a language that motivates them to buy.

Everything you have learnt about your target process in the previous chapters, is what you'll be using to craft your salesletter. Right now, it's time to start writing.

Follow the steps below religiously. DO NOT CHANGE THE SEQUENCE. If you change it, it will perform poorly. Don't forget that. Now let's start.

Step 1: Call out to your audience

Be specific! It's the first sentence in your salesletter that lets your audience identify themselves. You do this because you want them to leave everything else they are doing an pay attention.

"Attention: (insert your audience here)" at the top of a sales letter, but you see it – and even hear it on the radio and TV.

For example:

If you're selling something to young mothers with toddlers, you says, *"Attention if you're A mother with young children aged 5 and below."*

If you're a marriage expert writing to women who want to save their marriage, *"Attention wives whose marriages are in trouble"*

Selling something on hypertension? "*Attention, if you are 50 years old and above."*

Step 2. Grab their attention with your big promise + curiosity headline

I talked about the headline/hook earlier in Chapter Four, but it bears repeating here and very strongly too.

Your headline/hook is the advert for your salesletter. It must grab your readers by the throat, interrupt their current thinking, suck their eyeballs in, force them to want to know more, and tell them specifically what you are going to teach them.

If you were looking for a sex supplement to buy and you came across a website with a headline saying, *"Chinese Goat Farmer Discovers By Accident An Ancient Herb That Helps Men Eliminate Premature Ejaculation In 1-3 Months"*, would you read it? I bet you would?

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

If you are a woman looking to lose weight and a headline says *"Why Fulani Women Never Get Fat - Secret Inside"*.

Or if you were teaching a language course, you could go with, *"If You Can Look At Pictures For 5 Minutes A Day, I Can Teach You A New Language In 30 Days Or Less"*

The best headlines always drive the readers' primary emotions while pushing their curiosity over the edge.

Here are some more examples.

"How Does An 84 Year Old Man With Extreme Arthritis, A Fractured Knee…And…A Torn Rotator Cuff Humiliate Young, Expert Golfers By Hitting Every Tee Shot Out Of Sight Straight Down The Fairway?"

"The Amazing Weight Loss Secret Of A Very Queer Hausa Woman Who Doesn't Want Anybody To Ever See Her Face!"

"How To Make People Stand In Line And Beg You To Take Their Money!"

"The Amazing Face Cream Formula
Used By Nollywood Stars
Who Don't Want Plastic Surgery!"

"How Almost Any Man Can Get Non-Stop
Sex…While…He Is Waiting To Meet His Dream
Lover!"

"American Scientists Discover Simple Secret To
Younger, Healthier, Beautiful Skin! - And Surprise,
Surprise... It's A Bird!"

"How To Fly To Abuja For Free!" Anytime You
Want... Just Do This One Simple Thing...

"Free Report Reveals Little Known Secrets
For Getting Your Boyfriend To Propose!"

"The Amazing 10-Minute Secret Used Religiously
By The Most Overworked People In The World…

To Have Better Sleep, All-Day Energy,
And Supercharged Brainpower!"

"Ikorodu Man Discovers Simple New Way For
Anyone To Buy Land, Anywhere In Lagos
Without Ever Paying Any 'Omonile'!"

Did they catch your attention? You bet!

NOTE: You have to write anywhere between 25 - 50 headlines before you settle on the ones that grabs the most attention. Don't skip doing it.

Step 3: Backup the big promise with a sub-headline

Most times really great headlines sound too good to be true, so you need to explain it otherwise your readers will think it's a lie.

The job of the sub-headline is to support the headline and give it believability.

So if my headline is: *"How To "Force" The Catholic Church" To Gladly Send You =N=100 Million A Year For Doing Nothing",* my sub-headline will be:

"Previously secret documents hidden for 1000 years in Vatican archives reveal a brand new way to get the Catholic Church to send you millions of naira every year guaranteed..."

This got your attention, right? I bet it did, even if you're not a Catholic, but it would even get your attention if you're one.

How about if your headline is *"If You Can Look At Pictures For 5 Minutes A Day, I Can Teach You A New Language In 30 Days Or Less",* now your sub-headline can be:

"New brain research developed by Harvard University professor reveals hidden section of the human brain that can recognize language learning patterns 10 times faster that previously thought possible... The CIA just started using it to train it's staff!"

Of course this isn't a real headline, but you you get the drift.

Step 4: Identify your audience

Here's you're letting them know you know who they are, how they feel and that they are in the right place.

Start with identifying the audience, by addressing them with a salutation.

"Dear... (insert audience here)"

"Dear Friend,"

"Dear Diabetes Solution Seeker,"

"Dear Mom,"

Next you ask at least one to three leading questions. So if my salesletter was about teaching people how to speak in public, I'd say something like:

"Do you always feel nervous, almost praying that the floor should open up and swallow you, anytime you're asked to speak to a group of strangers in a crowded room?"

The idea is to ask questions that you know you are going to get a "yes" answer to.

Step 5: Tell a story about the problem/struggle, or challenge that they, you or someone like them is going through.

People love and connect with meaningful stories. The story you use needs to be engaging and interesting otherwise they will forget in 5 minutes.

Let them know it is NOT their fault that they struggle right now.

Step 6: Provide your solution – and prove it is the best option

What's your solution that is going to solve their problem? You want to describe this in great detail.

Step 7: Show pain - (with empathy & affinity)

Describe what pain you went through personally or other people went through to develop that solution.

When you do this you achieve two purposes

I. You're building up the value of your solution

ii. You're showing them how hard it is for them to go find the solution by themselves when they can simply buy your thing.

Step 8: Explain ease-of-use

Tell them how easy and simple the solution is to use. Give them the step by step they're going to have to take.

If I am selling you a speedboat and you haven't ridden one before, you will have all sorts of thoughts about how hard it is, right?

So I have to explain to you that it's way easier and safer

than paddling an ordinary canoe - that it's bigger, heavier and more balanced than a canoe. Because it's heavier and balanced, the sea waves can't just blow it over into the water. It has a motor engine and all you do is turn the key and use the steering just like you would use any car, etc, etc.

Show them the ease of use. The easier people think a solution is to use, the greater their desire to try it out.

Step 9: Show speed of results

Next thing is speed. They want to know how fast and quickly they can start seeing results.

How fast does your solution work? Tell them right here.

Step 10: Future cast

Here you want to tell them what their life is going to be like once they start to use your solution. You want to tell them how much better things are going to be.

I always start this section with one word, *"Imagine"*.

For example for a financial investment course, I would say: *"Imagine, this is 2015, and against all odds General Muhammadu Buhari has been elected as President of Nigeria.*

Many shouted from the rooftops for him not to be elected, but here we are now. The man has history. He is a former dictator. Suddenly, we're in '1984' all over again.

While people are running around with their heads between their legs shouting, 'Anti Corruption!' and "Sai Buhari!", what they don't know is Buhari is putting together a plan to restrict the currency, force the naira to go against the dollar by force, increase fuel prices, sack workers, because that's all he knows.

But not you, because you have (insert name of course here), you know all this is going to happen. You knew it as sure as the bank of your hand. So you are protected. Your family is protected. You have stocked enough dollars in the small safe dug into the ground under your bed. Oh these Buhari fan boys and girls will learn.

When they start complaining about =N=145 fuel, you will be laughing at them. When NLC goes on strike, you will say, "I told you so!". But it won't affect you at all. Because you're prepared...."

Or this for a dating book:

Imagine, you and your guys walk into a restaurant. They're all saying, 'Wow! Look at that girl sitting in the corner over there. Red dress'. They are staring and giggling like little children who got sweets handed to them by an Uncle.

But not you. You've read, "Straff Code" so you're prepared. You know what to do. So you leave them there watching you in shock as you walk towards her, their mouths hanging open as you whisper something in her ear while pointing back at them. Then she invites you to sit down..."

You basically paint a picture of them using your solution with great results. They can see it in their mind's eye very easily so well that they see themselves using it.

Step 11: Prove that you are the expert (credibility)

Now you have to tell them who you are and why they should believe you. Why you?

Whoever it is, you or if someone else is delivering the message, you have to have a reason to make you (them) more believable.

For example, if you are selling a health supplement, people will believe you more if you are a doctor, or a pharmacist, or you're someone who works with a drug manufacturing firm.

Women will believe a weight loss routine or a skin care cream actually works if a female celebrity is selling it.

If you have a story of success in doing something your audience wants to be success in or you have

become triumphant in something they want to be triumphant in, then you want to showcase that.

Step 12: Detail the benefits in bullet points

Here you want to show them the benefits of your product in bullet points.

Bullets are little one line statements that explains in fascinating detail what benefits a buyer will receive when they buy your product or exactly how your solution's features will do something specific for them.

Sort of like mini-headlines, each one expresses a clear promise to the reader encouraging them to stop scanning and have them running down your page like water on a slide, allowing them go back into the real meat of your content, or go forward with your call to action.

To make your bullets work, you have to *Craft each bullet as if it were to serve as your headline.*

The goal here is to achieve *headlineability* with each bullet so each. Read this newsletter below titled *"Do The Twist"* by Gary Halbert and you'll understand what I mean.

Do The Twist:

http://www.thegaryhalbertletter.com/newsletters/z dld_do_the_twist.htm

He describes how to write bullets in great detail.

No, you won't achieve perfection with each and every bullet you write, but if you stick to this principle *generally,* writing them gets much easier over time.

Step 13: Show proof that it really works

You have to show proof that your solutions works, not just for you, but other people.

The most powerful endorsements/ testimonies come from people who have used your product or service in the past who represent the average user of your product. Naturally, if we see people like us who love a product, then we also feel like the same could happen to us.

However, not all endorsements need to come from users of the product. You can also use an outside 3rd party authority such as statistics from researchers, graphs, polls, quoting an authority person say a Professor, a professional in that field, or a publication. E.g. *"According to the Wall Street Journal," "FBI insiders revealed that..."),* etc.

Step 14: Make your offer in detail

This is where you have to tell them, I have something to sell to you and here's what it is.

It needs to be described in great detail, broken down into points.

If you're selling a business marketing course like "Sell Your Brain Mastery", you tell them,

Here's what you get inside the "Sell Your Brain Mastery" course:

1. *A LIVE in-person 2-Day class with me teaching.*

2. *4 Weeks online classes, where I teach everything you learn in the LIVE 2-day class in great detail. This consists of 18 videos (more in some places) breaking down the process step by step.*

3. *Lifetime membership of "Sell Your Brain University". This includes the monthly "Sell Your Brain" newsletter with tips, tricks and strategies for increasing your income, weekly live SELL YOUR BRAIN-PROFIT HOUR webinars from me.*

4. *One-Year Consulting Mentorship with access to my direct phone line so you can call me up anytime you want. Imagine having a burning question on your mind and you have*

searched Google to no avail. Now you can reach me DIRECTLY, ask and ask an answer fast!

And that's not all! You also get...

5. *One FREE copy of Instant Builder Software license that makes building your websites a breeze*

6. *14-Day free trial coupon of the SendLane autoresponder software which allows you send your messages automatically, hands free and stress free.*

7. *12-Month FREE web hosting*

The above by the way is the offer for our paid version of this book "Sell Your Brain Mastery" course. Check it out here:
www.sellyourbrainsociety.com/mastery

Step 15: Add bonuses to increase the value even more

But Wait! There's More...

You also get the following bonuses if you act today

- *Bonus #1: Quick-Start guide to enable you get up and running and making money in 1-4 weeks tops*

- *Bonus #2: One "I Am A BRAINiac" tea mug. Worth*

=N=2,800

- *Bonus #3: One "Sell Your Brain" T-Shirt. Worth =N=5,000*

Now here's a warning about bonuses.

DO NOT OFFER A BONUS THAT YOUR BUYER ALREADY EXPECTS SHOULD BE IN THE MAIN PRODUCT

For example, if you say something like, *"Buy our brand new Mercedes 2016 4MATIC Benz and as a bonus, we will give you a steering wheel"*, what do you think will happen?

I'll tell you.

Your prospects are going to be thinking: *"What? The car has no steering? What else is missing from the car?"* And this will make them afraid and reluctant to buy. You have created doubt and doubt causes disbelief and hesitation.

But what if you said this: *"Buy our brand new Mercedes 2016 4MATIC Benz and as a bonus, we will give you a Swatch/Fossil watch for free and a CD collection of your favorite music."*

Is that a good bonus? Yes! What do they have to do with the car? Nothing!

The big thing about good bonuses is, people only need to want it. It doesn't even need to be relevant to the main thing, as long as it's something they will want.

Step 16: Reveal your price

This is where you now tell them how much you're selling your solution for. The price should be a whole lot less than the perceived value.

So you say: So of course you already know and everything I am giving you is worth *=N=457,335.20k. But you're never going to pay anything near that price. Not =N=400,000. not =N=300,000, not =N=200,000, not =N=100,000, not even =N=75,000.*

All you are going to pay is a small investment of only =N=49,000.

Step 17: Then you justify the price.

You tell them why the price is what it is, and what a great value it is. So you compare it to what they'd have to do instead if they didn't buy this thing from you.

"If you don't buy this course, then you will have to spend the 13 years I have spent to perfect this system. You will have to face all the trials, the failures, lost money, sleepless nights and

heartbreaks I faced.

That is an experience you will hate, I assure you. It will feel like your soul was ripped out of your body and shattered into pieces. I barely managed to survived it because I was lucky. Will you be a lucky as I was? Maybe you can try and find out for yourself, right?

But why would you go though all that pain to find out, when you can just buy my experience for very cheap. I have made all the mistakes, gone through the failures and discovered what works and doesn't work, so you don't have to.

And listen. Think about it.

What I am asking you for is the same amount of money you will spend going data, shopping, movies, DSTV and other stuff that take away money from your pocket every month, instead of putting it in.

Instead of those, get this and it will change your life. It will give you far more money to spend on these things than you will ever need."

And that's when you...

Step 18: Build up your value

Next, you fragment your offer and then add it all up to increase value. You add all of the above up and build

value into it. You do this by attaching a value to each of the items above in a table and sum it all up saying:

"So let's add this all up just so you can see for yourself what a great deal you're getting...

You'll get the complete 2-Day Live and 5-Week Online "Sell Your Brain Mastery" course, which is just =N=49,000.

We have already agreed it's worth at least 10 times that by itself alone, so that is already a great deal.

But you're also getting:

Lifetime membership of "Sell Your Brain University" + This includes the monthly "Sell Your Brain" newsletter. Worth =N=60,000 a year

One FREE copy of Instant Builder Software license. Worth =N=38,000

14-Day free trial coupon of the SendLane autoresponder software which allows you send your messages automatically, hands free and stress free. Worth =N=4,000

12-Month FREE web hosting. Worth =N=12,000

One Year Consulting/Mentorship. Worth =N=1 Million naira a year

Free lifetime membership of the "Sell Your Brain" secret Facebook group. Worth - Priceless

All of this comes up to a value of =N=1, 115, 800 (one million one hundred and fifteen thousand, eight hundred naira).

Step 19: Inject scarcity and deadlines

When there is a deadline people are FORCED to act FAST. Deadlines and Scarcity are super-powerful in getting people to get off their butts and pay you for what you're offering them.

Why?

Because people procrastinate, they are lazy and will miss deadlines unless you "force" them to act.

When you inject scarcity, you get them to take IMMEDIATE action. Offers that don't have scarcity, don't sell well. This is a fact.

To inject scarcity, you ask people to act before the lapsing of a set time, otherwise, you're...

- Taking away a bonus: *"Buy this withing the next ten days or the bonuses are going to removed. The product will still be available but the bonuses will not longer be there"*

- End registration for a course: "(example given above)"

- Stop selling a product: *"After December 31st, this widget will no longer be on sales ever again, so buy it now."*

- Change the price: *"This is an introductory offer at half-price. It goes to full price on June 12."*

See how that works? Scarcity on it's own however, doesn't produce great results. To product great results, you have to GIVE THEM A REASON TO ACT ON THE SCARCITY. Even more importantly, scarcity needs to be GENUINE or you will destroy people's belief in you.

Just saying *"my seminar is just =N=25,000 for 20 persons only. After I get 20 persons, I will stop taking payments"* won't get them to do much.

It's not believable. Nobody just turns money away; your customers know this, so when you use this gimmick, they will laugh in your face. They will think, *"why are you turning away =N=20,000?"*

So you have to give them a reason why you are doing it. This means you phrase your scarcity like this:

"This workshop is just for 20 persons. Here is why.

I actually host it right here in my office. This is because I hate hotel rooms, and most of them do not have features like internet wi-fi and projectors anyway. So I prefer to have them here.

The problem however is, my office is super small and only contains 20 seats at a time. Anything more than this and it would be too crowded, stuffy and the what will be unbearable. I wouldn't want people coming in and getting discomforted and unhappy. So after the first 20 persons book their seats, I will be forced to stop accepting any more payments..."

Don't just throw deadlines and scarcity stunts at people, tell them why you are doing it.

And when you attach a condition/"punishment" to a scarcity, you'd better invoke it. For example when you say you will only sell 20 seats to an event and you sell 21 seats, you invoke a break in trust between you and your audience that cannot be reestablished. And customers who stop trusting you, will never buy from you again.

Step 20: Give guarantee to remove/reverse all risk

People don't want to take risks when buying things. In fact, they would rather not buy it if they think it's too much risk to take. They don't want to be scammed, and even more importantly, they don't want to feel slighted and embarrassed for making a bad decision.

So you have to offer guarantees? Not because your customers really think they will bring the thing back, it's just that they would like to have the opportunity to do so if they don't like it.

They are more concerned about feeling let down, hating themselves for making a 'mistake' for buying that thing. Nobody including you likes that feeling, so they want to be be able to 'un-hate' themselves by returning and getting their money back if they feel shortchanged because what they bought wasn't what they thought it would be.

A Lifetime Guarantee is better than a 365-Day Guarantee is better than a 90-Day Guarantee is better than a 60-Day Guarantee is better than a 30-Day Guarantee is better than a 7-Day Guarantee.

If you use say a 7-Day Guarantee, you put your buyer under pressure to make hasty decisions without properly checking it out.

They will get it, evaluate it, and decide if they will send it back within 30 minutes of receiving the package. They feel like they have to or they're going to get stuck.

If you give them a year, they go, *"Oh nice package. I'm busy right now, I'll look at it later"* and they may never get to it for a long time. And even if they do, they say, *"Oh*

I can't return it now. That wouldn't be right. I've had it for 2 months," even though it has a year's guarantee.

The longer the guarantee, the safer your prospects will feel.

So your guarantee will say something like:

"Here's My Astonishing 90-Day 'Love It Or It's Free Guarantee

Just enroll/buy _____right now. USE the material/product (it's so easy to use and comes with step-by-step done for you instructions.). See for yourself how much more enjoyable life will be with_____

If you don't think the program/product is worth at least double what you're paying today, or if it doesn't work for you even better than I have described it will, just send an email to our customer support cs@sellyourbrainsociety.com anytime within the next 90-Days and you will get every kobo you paid back, as fast as we can send it to you.

Why am I being so generous?

Because I want this for you... I want you to experience the incredible power/freedom/pleasure that comes from being able to_____). And if I have to put myself out them and bear the risk on your behalf so you can at least just try it out? I will

gladly do just that.

All you have to do is follow the instruction below and choose a payment option to pay"

See how badass that sounded right?

Step 21: Call to action

A call to action is a command. You have to be very specific and tell them exactly what to do. This is not time to screw around. Tell them exactly what to do, and what to do next until they finally send you the money.

Also tell them what will happen when they click, that "buy" button, because you don't want them getting apprehensive.

Use visuals, screenshots, and other tools to guide them to do the next steps until completed.

"Here's How To Get Your Copy/Pack

Now you have all the information. You know this is for you. It's time to make a decision. Are you in or out? This is how to place your order.

Just below you will see two options you can use to buy your copy of the "_____" report, Option One is to "Pay with

your ATM Card" and Option Two is to "Pay to the Bank."

I want you to pay with Option One, and here's why. Because it gives you instant access to the product. You can be reading it in the next 3 minutes from right now if you pay with your ATM card.

Paying with your ATM card is very easy using PayStack.com. They are approved by the CBN (Central Bank) and very safe because they have an agreement with all the banks to prevent fraud. So don't be afraid.

When you choose the "Pay With ATM Card" option, you will be sent to a page that looks like this:

(screenshot of your PayStack Order Form here).

Simply fill in your details as shown above and then click "Submit". And in a few moments you will have access to the product, on your phone, tab or computer anytime you want, anywhere you need.

Click here to "Get It With Your ATM Card" ***right now.***

However...

If you prefer to go to the bank and spend two hours standing in line to pay, be my guest. That's okay too. Click the "Pay to the Bank" option below and you will shown which bank and account details to pay into. Just follow the steps described.

But know this: If you choose this Option Two, you will have to wait for 24 hours to get access to the report. This is because we need to confirm with the bank that you have paid.

Click here to "Get It Using The Bank" ***right now.***

So which option are you choosing. Click on it below and pay right now..."

Step 22: Give warning that if they don't buy, here's what will happen

You have to warn them against what's going to happen, how their life is going to be screwed up, if they don't buy right now.

Paint a dramatic picture of all the bad things that will happen to them if they don't buy.

"Now You Really Have Just Two Different Options...

Leading to two different lives.

Option ONE is to leave this page and not buy and use VegaPOWER. If you choose this route, that means you have already accepted what will happen if you do this.

You will remain less than a real man. Just imagine how

disgraced and embarrassed you going to feel, when another man is fucking your wife or girlfriend and all your neighbours know about it, and are laughing at you behind your back.

Then you will wish you had gotten VegaPOWER today.

You will lose the headship of your home, a slave who has no voice in your own house and your woman and an outsider, her boyfriend, will make rules for you to follow.

If that's okay with you, no problem. Continue doing what you're doing and don't buy VegaPOWER.

However... I am guessing you don't want that, which is why you really consider taking Option TWO.

You want to own your home, to satisfy your woman, to own her mind, body and soul and have her beg you for more, each time you make love, right?

Then you have to choose Option TWO, which is... Say yes right now and ***buy yourself a pack of VegaPOWER today*** *and watch yourself transform into a man.*

OR...

If you don't do this right now, you're not going to come back around to it. We're all too busy in our lives and you will forget.

If you'd do it right now, you know what will happen to you next

Monday morning? You will wake up, go to work, sit in that tiny cubicle office you sit in everyday wishing you could get a gun and shoot yourself in the head for missing this chance.

To close the sale, you need to have your prospect so afraid of the consequences of inaction that he literally begs you to take his money.

Step 23: Close with a reminder – a PS recap of everything …

You want to recap your entire offer right here at the bottom, in the P.S. (post script).

"PS – As my grandmother said, 'The definition of insanity is doing the same thing over and over again when it doesn't work. So if you keep doing what you're doing now, you'll be in the same place next year."

And then it went into a summary of the problem, his solution, the offer, and his guarantee.

"Remember, it's only =N=49,000 for 5 weeks of training. You simply follow our simple step by step system which shows you exactly what how to start selling your knowledge, your ideas, your expertise and your skills online.

We have students who are already pulling in more than =N=1

million naira per month using the proven system. And we will be showing you, exactly what they are selling and how they are selling it.

And guess what? You can't lose, because you're covered with our insane 365-Day guarantee. If you don't like it, you get every kobo back"

Now this chapter is a full education, don't you agree? :-)

Here's are links to some of the best salesletters I have come across:

James Altucher:
http://www.thealtucherreport.com/ultimate-guideto-publishing-your-best-seller-book-2/?_ga=1.155659707.1808510187.1466094252

Marlon Sanders:
http://www.marlonsanders.com/secrets/

Swipred.co: Here you'll find a treasure-throve of some of the best salesletters ever written: http://swiped.co/

And of course there's the one we have written for the

course version of this book which you can read at: http://www.sellyourbrainsociety.com/mastery

CHAPTER 8

YOUR PRODUCT

Now we're at the point where you create your products, a.k.a, what people buy. You need to create and have a suite of products - digital or physical.

A Product Suite

A product suite is the collection of products you are going to sell to your target customers. Typically, you have to start out with one product, your front-end product.

You know what your front end product is? It's the first product you sell to your customers. For my marketing agency, it's basically whatever services we have deemed our clients need. For the Sell Your Brain Society, it's this book in your hands.

Depending on your niche, your front end product can range anywhere from =N=1,000 to as high as =N=1,000,000 or even more.

Now here's where you have to be careful.

Do not create INSPIRATIONAL products.

Many people create inspirational products. That's a wrong route to take. Inspirational products are products that merely make people hopeful, inspired and fired up, but does nothing else beyond that.

Your products should not be inspirational, they should be **ASPIRATIONAL.**

This means that the products you create for people in your world should have them feel themselves moving forward, making progress, experiencing a new level of awareness or comfort or pleasure when using it.

People need to start from a basic product point in your funnel and then move up higher if they choose to based on how convincing your marketing messages have been. In marketing, this is called, ASCENSION.

With each new product they buy, they ascend, moving up your marketing funnel, PAYING HIGHER, while experiencing a newer, better and more convenient level of SERVICE, PROGRESS and ACHIEVEMENT.

Typically, the way it works is as people buy your products and ascend the ladder, your buyers get fewer and fewer as they go up, but your prices are higher and higher.

This means that you have fewer people to serve at the top parts of your marketing funnel but you make more money.

The air travel and hospitality industry understand this concept to a tee..

When you want to book a plane what choices do you have? You can either buy an Economy Class ticket which has far more seats in each aircraft. All you get here is the bare basics - cramped seats and a pack of juice, doughnut and your choice of tea or coffee.

Or you can upgrade to Business Class, which costs about 2-3 times more, and you'll get roomier space for your legs and food.

If you have the cash, which is likely 4-5 times the cost of a business class ticket, you can ignore both and spring a First Class ticket which will get you reclining chairs that allow you lie down and sleep, your choice of food on the menu, champagne, music, the works.

Same with hotels.

You can book a standard room (which is cheapest and smallest), a deluxe room, a double room, a suite or the ultimate - a Presidential suite (which is the most extravagant and most expensive.

This is exactly how your products should be lined up.

And no, **you do not need to have ALL these products lined up before you start.** In fact you shouldn't.

What you should do instead is to have just your front-end product created and selling successfully. As you sell that, you ask your buyers what else they would like to learn to be better and when at least 2-%-50% of them mention the same thing, then you create that product, adding more convenience and perks to the offer and price it 2-3 times higher, and on and on like that.

And guess what? When your buyers tell you what they want and you create it for them, what happens is you have a best seller.

Should you not have inspirational products? You should, but they should only be reserved for your best clients, clients who has gone through all your aspirational products, gotten results and only seek to have their momentum and motivation going.

Here's an example how to line up your product suite.:

The *Sell Your Brain Society* has a front-end product - this book in your hands right now. We give it away for free, buyers simply ask for it and cover the shipping fees. Admittedly, we make a little money off that, but it's nothing anyone can get rich on.

Our next product, then is the *Sell Your Brain Mastery* course. This is where we break down the entire process described inside this book, and explain it visually. It's a 2-Day LIVE class and a 5-Week online course with step-by-step videos.

Next we have the *Sell Your Brain University* which is a monthly paid online membership site.

Finally at the very top, we have the *Sell Your Brain Society Freedom Festival* or *Freedom Fest* like we like to call it. This is our flagship event, where we bring in speakers from all over the country, billionaires, captains of industry, politicians, scientists, who come and challenge our audience to be far bigger than they ever think they would be. We host this in a resort and it happens in a different city around the country each time.

That way we can combine business with a vacation, attending meetings, exploring the island, shooting videos, discuss business and take photo ops, etc.

So to create products for your tribe/audience, you need to have at least three products planned out, but start with one. Hear me? Three (3) products planned out, but you start with one - an entry level product, an intermediate one, and them an advanced level one.

You offer the front-end product FIRST to every person who wants to be educated, taught, mentored by you. And then allow them go up the ranks to learn more.

Product Types And Formats

1. Print Book: This is a classic product. I consider the book to be more like a "business card" and credibility builder rather than an item that earns you a lot of money.

Therefore, I don't recommend releasing an actual, physical book until you have started building your list and have at least a couple other information products under your belt. If you decided to publish a book, you will have to find a reliable printer and those are hard to find. I recommend you go with Kola Oyetagbe of mrl Productions. He printed this book and you'll agree he did a fantastic job. In the alternative, consider going with a print-on-demand publisher. At the moment, the best service for print-on-demand for books is Amazon.com's CreateSpace company, http://www.createspace.com.

2. E-Books: People buy eBooks to find solutions so make sure you give them what they want. On top of it, you can add direct email or chat consultancy sessions for the buyers.

To create attractive images for your eBook and an eye catching book cover, you can either hire a freelancer from Fiverr, oDesk, Freelancer, or Elance, or you can use free tools like Canva (my personal favorite).

Ebooks are sold in pdf format for easy reading by customers.

3. Audio Books: Audio products can be very successful. I personally know many folks who are cleaning out huge sums with audios. Pastor Chris Oyakhilomhe of *Christ Embassy* is one popular example.

You can have a single, hour-long audio product that could fit on a CD, or a package combining several recordings. And it's good to offer the option between the audio CD and the digital download.

To create audios, you will need a program like the free Audacity software and a mic or headset.

4. Video: Video is even more popular than audio, but more time-consuming. It can also be sold for more. An easy way to create video products is to host a live

conference and film the event. Then, sell the recording to people so they can comfortably watch on their TV.

Another way to do it is to record your computer screen with software like Camtasia Studio, as you demonstrate, creating a series of short videos (about 10-20 minutes long) and sell them as a package available in a password protected membership site (with only one payment to access it).

5. Live Seminars/Workshops: Despite the enormous expenditure in terms of time and money — not to speak of energy, live seminars and workshops are always great. This is because the workshop experience draws loyal clients to us on a consistent basis

A client who does a live seminar/workshop with us ends up buying far more product and doing as many as 3 to 4 courses in the future.

This is because they get to know us at a granular level. This increases the trust many times over.

To host a successful live event, you will need to rent a hall or meeting room with accessories - projectors, whiteboard, ink markers, and wi-fi if possible.

6. Webinars: This is a LIVE event but done online. You sell the "seats" for people to attend, have them attend live, and later produce a replay, and then create a product from the recording. The best service for that is www.gotowebinar.com.

7. Monthly Memberships: This is for you if you have the zeal to spend time creating powerful, in-depth content delivered to people who join your membership — and getting paid for the content you produce, over and over again

Content may include a:

- Monthly Newsletter
- Monthly seminars (sometimes with guest speakers).
- Monthly Q&A calls — I discontinued these after a few months as not enough questions were coming in.
- A private Facebook group where you chat with members or a Members-Only forums where you post regularly, providing help and support for your members.
- A contact form that ensures you spot members' messages quickly in your inbox.

8. One-On-One Coaching: This is where you announce 5-10 slots of exclusive 1 hour one-on-one coaching sessions.

You can offer two types of sessions.

– *Ask Whatever You Want:* Allow your subscribers to ask you anything about your business model or a specific thing/strategy they want to learn.

– *Focused On One Topic:* Announce the topic of your consultancy session and keep the session focused on it. And example is Victor Bassey of HPEN's *ACTION PLAN*.

Offer these sessions on Skype and record them using tools like *MP3 Skype Recorder* or *VODBurner*. Then you can offer it to the person who booked the session so they can listen to/watch it over and over.

I don't favour this format though as it's very hard to scale. It involves you having to schedule time to host sessions which is time consuming.

9. Masterminds: This are either one day private or 3x or 4x a year group coaching session is strictly limited to a specific number of people, typically not more than 25.

Masterminds are typically It's very exclusive, very expensive and are only offered to clients and customers who are already doing very well and are successful implementing you. They can afford to pay and are looking for SPECIFIC insights so they can move past a bend or mind state.

10. Courses: One of my favorite type of high-end information product is the online "course" or "training program." To create it, all you need is a theme that promises to solve a problem or teach your clients something they really want to know. For example, some of my online courses include the "Sell Your Brain Mastery" class, "Zero To One Million", and "How to Sell Sand In The Dessert And Ice to An Eskimo". As you can see, you can easily come up with a title just by using the words "How to " followed by your promise.

The structure of this type of online courses can vary, but usually you'll want to have 4 to 8 lessons, one per week. These can be offered live or delivered by email. I don't recommend going for more than 8 lessons. I found the attention span is greatly reduced after 8 weeks of consecutive lessons, and you invite more refunds that way. 4 to 8 lessons is best.

What you do is you charge for the whole package at once, but deliver the lessons overtime. You can also offer payment plans. Lessons can be in audio, video,

or written format, or a combination of both. You should also include some form of support, such as direct email access to you, or a discussion forum, or teleseminars, or a combination of those.

How To Create Your Products

There are five ways you can use to create your products:

1. D. I. Y. ***(Do-It-Yourself):*** This is where you research and gather information to begin writing your short reports. This is really very easy to do. Every single bit of information you need to put your short report together is already available on the internet, and for free too! You just have to know where to look to find them.

2. Interview Experts: Record the interviews (audio or video) and then transcribe them. You can also hire someone to transcribe them cheaply using a service like www.UpWork.com or www.Fiverr.com.

Now take everything and organize it into a useful product! You will want to extensively interview each person to get specific action-steps that will make the core of your product. Be brave in seeking out your experts – you would be amazed at the people that would be grateful to give an interview - doctors, college professors, Ph.Ds, businesspeople, authors

are all flattered when somebody is interested in what they have to say. Especially authors! They need their ideas to spread, so help them!

3. Hire A Ghostwriter: You can hire a ghost writer, or ghostwriting company to create your information product. There are many professional writers which you can find online, but don't choose one based on the lowest price.

You need to hire a professional writer who has experience in creating information products for their clients. This includes the ebook, and if possible the website, sales copy to sell the ebook, squeeze page to capture prospects' emails and a thank you page.

Hiring a ghostwriter to write for you can be costly. However, if you have the money to compensate your inability to write a good report, this is for you. You can go to www.UpWork.com, www.eLance.com or www.Fiverr.com and search for a writer who can help with creating your own information product.

Some companies offer these ghostwriting services as a whole package, but there aren't many of them. An example of one of such is www.businessghost.com.

4. PLR: These are all pre-produced products that somebody else wrote, and which you can buy, learn

from, and then resell. You could buy an e-book, re-design it, and then sell it as your own (with your name and picture on it). You could read an e-Book and create an audio book out of it. You could buy a bunch and then bundle them. What I'm saying is you can do whatever you want to with them. Check out www.master-resale-rights.com and www.plrwholesaler.com for some ideas.

5. Licensing: This mainly has to do with physical products. You can buy a license to resell a popular author's books, audio books and DVDs.

You can also sign up with a company, pay them a license fee and resell their products for a commission. This is popular with multi-level/network marketing companies.

For example, you can join a network marketing company like Forever Living (they're probably the only network marketing company I recommend joining) and resell their supplements, like many of my students do.

How To Name Your Products

Without a name, all your concepts are still just... concepts, and mere ideas. However... the RIGHT name can increase the perceived value of your ideas by 10,000%. So giving your business, your free

giveaways and your products is a great name is THAT IMPORTANT.

Here's an amusing fact:

Ever read Napoleon Hill's mega-bestselling book *"Think And Grow Rich"?* Well, the original title for the book was ***"Use Your Noodle To Win More Boodle"***. Almost painful to read, right?

But, here's why I bring it up:

"Think And Grow Rich" is one of the best-selling books of all time. But, do you think it would have sold as much with that moronic title "Use Your Noodle To Win More Boodle"? Even with the exact same content inside?

Of course not.

Such is the power of titles and names.

Your title is the "headline" for your product, like an advertisement. It's should draw people in and increase their desire to buy and use your product. People should have an immense desire to buy and read your report based on the strength of the title only.

If you use a lame title or (even worse) steal someone else's title because you're too lazy to do your own title (making yourself look like a hack at best, and a fraud at worst), your sales won't be anywhere near where they should and could be.

Here's how to create a killer title that makes people salivate and desire to grab your reports:

a. Unforgettable: You want to make sure your name is unforgettable. How do you do this? The mind remembers names by sound. Names are sounds before they're printed words. Repetitive and rhythmic sounds can't be forgotten. Rhythms make names sticky in the mind.

Coca-Cola is rhythmic.

Sell Your Brain — is rhythmic. It took me a long time to come up with this name :-).

b. Avoid cute and funny names: Spending money is serious business, and people who make purchases don't want to feel like they're being laughed at while spending their money.

Cue and funny names rarely work. And they are not memorable nor strike emotional connections.

c. Benefits, Results and Solutions: The best product names have a benefit built right into them.

For example, *SoKlin* detergent embodies the benefit of clean which is superb.

Success Digest, the newspaper from Success Attitude Development Centre (SADC), is a great one. If you want success, you read it.

Other examples include *Diet Bread, BioLife* — all great names. I like my own company's name — *Profit Marketing Systems Limited.*

d. Specific/Accurate representation

Your report's title should very accurately indicate what the report is about. Instead of saying, '*How To Stop Being Fat',* you say, *'How To Lose Ugly Fat and Become Beautifully Slim In 21 Days Or Less'.*

That's very descriptive, don't you think?

For a social media site where people see your face daily — *Facebook.* For one where you 'snap' your picture and chat on it — *SnapChat.*

For a supermarket where your shop conveniently — *Shoprite.*

For a Nigerian betting company where you can bet with naira — *NairaBet*.

For a TV (also known as Tube) when YOU can broadcast yourself — *YouTube*.

A new product I recently learned about is named Bites. These are bite-sized oatmeal and jam treats from Quaker Oats. A splendid little name it is and Quaker Oats is said to already be selling 5 million Bites a day.

e. Interest

Your title must arouse interest. Anytime people see it, it must make them desire to know the secrets inside. The example *'How To Lose All Your Fat and Become Beautifully Slim In 21 Days Or Less'* is sure going to be very interesting to any fat woman.

f. Communicate benefits

Finally your title must communicate a BIG benefit. Remember, people are actually looking for information that will give them a solution. Your title must contain a benefit/solution that your target market desires.

This system works for both non-fiction products and fiction products alike. I have so many titles now

between amazon, my podcast, my regular site, and other products I have pen names for, I've lost count). It usually takes me about 30-seconds to whip these titles up.

Here are some magic words and phrases you can start your product titles with…

"How to ..."

"The Truth about ..."

"What You Should Know About ..."

"The Art of ..."

"The Secret to ..."

"Insider Secrets To ..."

"What They Don't Want You To Know About..."

"Love"

"Life"

"Magic"

"Double"

Always keep your eyes peeled for good names and jot them down. Make it a game, a hobby, to collect great product names. Your list can goad you to greatness when you need inspiration.

How To Price Your Products

How much should you charge for your products?

Before you decide on a price for your short report, bear in mind that your goal is to sell many reports very quickly, for a fair price. You shouldn't be looking to charge some other monster price, especially if you're new. Your price should be low enough to make it for the customer to buy, yet high enough for you to make a decent profit on it. This seems to be a tall order but here's how to decide how much you should charge for your report(s):

a. Fix a price based on quality of content

One way to decide on how much your report should sell for is to judge the quality. Does it really contain information that is very hard to find? If so, then you're within your rights to charge a high price.

b. Competitors' inadequacies

Are there other people selling similar reports? If so, how much are they selling theirs for? How well and

how wide do they advertise?

You need to get a feel of what your competitors (if you have any) are doing in the marketplace. This will help you decide on the best pricing strategy to use to beat them and corner the customers in the market.

If your competitors are charging a particular price, can you charge slightly lower (if there isn't a way to really differentiate the quality of your report from theirs) to win over customers?

If your product contains far better information and is by far filled with more quantity than that of your competitors, should you charge higher than they do and brag educate the customer why yours is a better choice?

See? You need to have a feel of what your competitors are doing if you have any.

c. Customer expectations

Customer expectations can also determine how much you should charge for your report.

People are happy to spend a =N=30,000 on a product that solves a problem they put a high value on.

However, **I recommend that your front-end product sell for anywhere between =N=5,000 - =N=10,000.** This is because you want as many people as possible to get into your world and experience your awesomeness. Wow them with great quality and they will become loyal buying fans forever. Then you can sell them other products in your suite for higher prices.

Here's something to think about: how much did you pay to have this book sent to you?

CHAPTER 9

YOUR FOLLOW-UP EMAIL SERIES

Follow-Up eMails (also known as autoresponder series) are the hardest-working, unsung heroes of inter net marketing. They're a series of emails you write once and set up to send out at preset intervals, automatically, to anyone who signs up to your list/database after they read your presell.

This is different than a broadcast, which is a one-time message that gets sent to all of your subscribers (or a particular segment of your subscribers that you set) at the same time.

What's nice about setting up an autoresponder series is that you can take people through a sequence of emails (which begin on the first day a new person subscribes) without ever having to do any work, since you've already written the emails beforehand.

They keep working day and night, continuously reaching out to your audience with valuable content and relevant offers.

They work for you whether you're writing, eating, sleeping, or playing video games. They never get tired, and they never give up.

Map Your Sequence

You have to map your autoresponder sequence and determine how long your autoresponder sequence/series should be. If you're writing the sequence yourself, it's easy to make it long. I personally have well over 100 in my sequence.

At the very least, you need to write and queue up no less than 7 emails/sms to go out every 24 hours. Each email has to be content based, but also sell your front end product.

Here's how to do it.

Email 1: Thank you for Opting-In. Here's your report/directory/case study/survey results etc. Then you give them the link where they can go see it.

You then include in the P.S. Of that email, the URL link where you're selling your main front-end product

Email 2: Hope you got the free report/directory/case study/survey results etc I sent you yesterday.

In case you didn't get it, here's the link again. You give them the link again.

Now here are reasons why you'll want {title of your front end product}. Add the reasons in bullet points and finish off again with the link where they can buy your front-end product.

Email 3: Here are some questions that people are ASKING about {title of product here}

These are questions that people are asking before they get your product, so you want to answer them because for one person that actually asks, there's 20 more who feel the same concern but won;t ask and if they don't get answers, they won't buy.

Your FAQs (Frequently Asked Questions) are a veritable marketing tool not for some obscure link at the far right of a web page.

With each answer you give, you sell the product, and of course at the end, you plug in the link to your front-end salesletter.

Email 4: Here are what people are SAYING about {title of product here}

In this email, you want to share with your subscribers some of you most powerful testimonials. They have

to be long, just share quotes from the actual testimonials you have on your front-end's salespage.

The goal is to get your readers excited by showing them the social proof that your product really works.

Email 5: Here are some of the strong BENEFITS to getting {title of product here} (Limited Offer)

You give them maybe 3 or maybe 5 benefits they will get once they buy the product in bullet format.

Email 6: Time is running out on...

Here you indicate that time is running out. Time is running out on a special bonus that you're providing when they buy or time is running out and the prices will increase or time is running out as the availability will soon close.

Email 7: What's keeping you from ordering?

You ask them this in email 7 which goes out on the seventh day and then you knock down any possible objections.

Maybe it's the price, then you offer them a discount if they take action and buy within the next 24 hours. Or maybe you can add an extra bonus too if they order today.

You'll be guessing but it's not a problem.

What I do is for my own products, I have a programmer add a code that automatically also sends an SMS to all my sign-ups immediately each email is sent out t their preset times.

The sms says: *"Hi, Tony Marinho here from www.SheWillSayYes.com. I just sent you an e-mail titled, 'Blah, blah, blah.' Do check it out, Cheers."*

This almost always increases my e-mail open rate. It's not necessary you have it. I am just letting you know that can be done.

Then load up your emails into your autoresponder service (I discuss how to set up one in Chapter 11) and start sending traffic to your presell pages.

Let this run for awhile (weeks for some, months for others – depending on the amount of leads you get), and then begin looking at it closely.

Here's what you should look out for.

1. Low Open Rates – If your average open rate is 25% yet one email has a 10% open rate… test a new subject line.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

2. Low Clickthrough Rates – Same as above. Find an average for all of your emails, then look for emails with CTR's that are lower than average. Then come up with new ways to increase that CTR, such as shortening the email, making the links more noticeable, adding more links or even putting arrows pointing to the links, and test your idea.

3. High Unsubscribe Rates – This depends on your style. Some people like to practice "repulsion marketing" (Kelly Felix, The Rich Jerk guy, for example) and attract ONLY very specific people.

In this case, if you have a purposely offensive email and it gets a lot of unsubscribes, what you're doing is repelling the people who won't buy anyway, and attracting those who will. However if this is something you aren't comfortable doing (it works like gangbusters but it's not for everyone), look for emails with high unsubscribe rates and find out why that is.

At this point, you should see your sales increasing, and your business getting better results.

Here's some more things to pay attention to that will help your series produce even more sales.

#1: Proof And Credibility – People don't want to deal with amateurs. If you want an effective autoresponder follow-up series, you MUST have

proof in nearly every single communication. There are many different ways to show proof, such as using testimonials… stories… media appearances… and dozens more.

#2: Trust – The world is becoming a much less trustworthy place. Stories are a fantastic way to show that you're trustworthy. In my own emails, I show potential clients I'm trustworthy by being non-pushy. For example, I might cite examples of other copywriters who mistreat their clients, or leave my phone number and ask them to call me directly if they have any questions, and many other ways.

#3: Consistency – You'll want to create consistency, because consistency mentally creates trust.

Think about the people you see most often. Do you trust them more or less than those you don't see as much?

However, consistency doesn't mean you have to send an email every single day. It can be once per day… once per week… or once per month. (In virtually every case, the more frequent the better). Just be consistent about it.

#4: Leadership – People are silently begging to be led. Being the leader in your industry creates authority, which makes people trust you. As you can

tell, this is all about trust. An easy way to become a leader in the minds of your prospects is to show examples of proof (see how this all ties together?)… followed by telling them specifically what to do. They'll do it.

#5: Personality – Nobody likes a boring, slow-talking, drag of a person. You develop deeper relationships with people who have personality and charisma. The way to do this in emails is to look closely at your own personality and exaggerate the traits which stand out the most. For example if you have a strange fetish for foot rubs… talk about them! It may sound strange, but it works.

Best Practices for Writing and Sending Autoresponders:

- Give subscribers what you promised. If you say you'll give new subscribers a free report, case study, or video, provide an easy-to-use download link so they can instantly get their free gift.

- Add some personality to your messages. Autoresponders don't need to be boring. Spice them up by using your own voice and personality in your message. Be funny, quirky, and interesting — as long as it fits your brand.

- Help your audience get to know and trust you. With each message, reveal a little glimpse into who you are and what you stand for.

- Become a fantastic teacher. Your emails don't have to be lengthy or fancy, but they do need to be useful to your subscriber. If possible, teach your subscriber something in every autoresponder message you send.

- Open a two-way conversation. Invite your subscribers to respond to your emails or join the discussion on your website. Ongoing discussion can help turn your subscribers into your biggest advocates.

- Share other ways to connect with you. If someone joins your email list, it's likely he or she will want to connect with you on his or her favorite social media platform, too.

- Keep adding to it over time. Your autoresponder series should be a living "document," so review, edit, and add to it over time. Confirm that your messages are still relevant and useful.

- Plan out the entire sequence before you start writing. Write a quick outline of how many messages you want to include and how far apart

those messages will be delivered. Your outline will keep you on track as you write the whole sequence.

Here are the actions you'll want to avoid.

Don't:

- Stop at a welcome message. Many people write a welcome message only and never continue their autoresponder series. You will stand out from your competitors by sending at least three-to-five messages in your email series.

- Send multiple autoresponder messages in one day. You only need one message a day (at the most) to make a big impression, so unless you have a really good reason, don't pummel your subscribers with multiple autoresponder messages in a single day.

- Overshare. Yes, you should add your personality to your messages, but don't use your email series as a therapy session or a chance to unload on your subscribers. Oversharing doesn't build relationships; it just scares people away.

- Clutter your autoresponder messages with other emails from you. Set up your series so people don't get your newsletter or content notifications on the same day as your autoresponder emails.

- Stress about people who unsubscribe. People who opt out of your autoresponder series aren't a good fit for you and your business, so don't worry if people drop off your list.

- Oversell in every email. It's fine to add some relevant offers to your series, but if you turn every note into a big sales pitch, you're not going to earn the trust of your subscribers.

- Try to please everyone. If you try to write an email that fits every member of your list perfectly, you're going to have a hard time. Instead, picture yourself writing to your one perfect client, and go from there.

- Be afraid of the technical part. Autoresponders are relatively easy to set up. If you have trouble, simply get in touch with your email service provider's support centre and ask for assistance.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

STEP 3

PUBLISH

People are in such a hurry to launch their product or business that they seldom look at marketing from a bird's eye view and they don't create a systematic plan.

- Dave Ramsey


SELL YOUR BRAIN
SOCIETY

CHAPTER 10

BUILD YOUR WEBSITE

The idea of selling online is to build a nimble business that's fun, lucrative and simple to run.

A website makes it so easy to do this. Without a website, it's hardwork. Trust me, I know this from experience.

Your website is your virtual office address. Your shop. Your money transfer service. Everyone who wants what you sell comes there, check out what you have on display and makes a decision to buy or not buy.

Your marketing messages are stored there. Your info, your contact details, everything.

Would you rather have people, even thousands of people go to your website and get all the information they need to make a buying decision all at the same time in one place or would you rather give people all of this info, one by one, by mouth?

Without a website, it's tedious, cumbersome and you'll fall out of love with your passion because sooner rather than later, it will seem like a job.

And the great thing is, it is simple to get a website. All you need is a domain name, webhosting and a wordpress theme built for marketing.

1. Domain Name: You need a domain name to sell your expertise from.

The domain name is the address people use to get to your site. For example, Sell Your Brain Society's domain name is www.sellyourbrainsociety.com.

You can register a domain with any number of registrars or providers – basically you pay an annual fee to use that particular web address. If you stop paying, someone else can use the domain instead.

Domain names are really cheap. The cost is =N=3,800 ($10) each.

I buy all my domain names from NameCheap and I strongly advice you do the same. They are superb and have a really great service, and will not confiscate your domain name for the silliest reason like many others.

Check them out and register your domains here:

www.sellyourbrainsociety.com/nc

I recommend that you buy all of your domain names from there.

If you want to register a domain that has .com.ng or .ng as the extension, then you ave to use a Nigerian based domain registrar. A good one I have heard about is, GigaLayer, www.GigaLayer.com.

2. Web Hosting: You also need web hosting space to put the content of your website on which will then be displayed when people type in your domain name online.

Website hosting is the service that actually stores your website's files. If you have a free blog through Blogger or Wordpress.com, then your host is Google or WordPress, respectively.

But for the purposes of this book and training, what you need is a self-hosted hosting, one you can control. Self-hosted websites rent server space from a company that agrees to store your files in exchange for a small fee. This is what you need.

You need at least 4 GB of web hosting space for every domain name you register so that your website can cope with traffic surges and spikes without crashing.

As your traffic and average visitor time increases, your web hosting company will alert you so you can increase your web hosting space accordingly.

I use LiquidWeb, but it's expensive and I use it for other purposes asides just web hosting. I recommend you go with:

1. Site Ground (if you prefer an international service)

Choose their shared hosting hosting plan. This will cost you $3.95 per month. That's =N=2,000 every month or =N24,000 a year.

Click on the link below to view them:

www.sellyourbrainsociety.com/sg

Note: This is just for only one website for one year. If you need to register more sites, you need to re-do it all again and pay another =N=24,000.

A great and cheaper alternative (if you don't mind using a local service) is...

2. Who Go Host:

WhoGoHost is a Nigerian based webhosting company with a great reputation, stellar and financed

by top investors. They host some of the biggest Nigerian websites: IrokoTV.com, iRoking, and Jobberman.com to name a few.

Choose their =N=12,000 per year reseller hosting package (which will allows you host up to 5 websites without any extra charge) and pay with your card.

Click here to check them out
www.sellyourbrainsociety.com/wgh

Points to remember:

*WARNING!: **Do not buy your domain and your web hosting from the same place. Here's why.**

You want to be able to move your files to a new place if anything goes wrong with your hosting company, for example if hackers take over your website and the hosting company also registers your domain, you're cooked.

You will be mad at your web host and decide to move your site, you'll also probably want to transfer your domain if it's registered with the old host.

It will be almost as annoying, time-consuming, confusing and as painful as pulling out bad teeth and will takes days to enable, sometimes weeks.

But if you've registered the domain elsewhere, you don't have to do anything except update your DNS settings to point to the new host and upload your back ups.

*WARNING!: **Some vendors tell you they will give you the domain name free of charge, if you buy hosting from them. DO NOT DO IT.**

This is because when someone or company registers a domain name for you, it doesn't belong to you, IT BELONGS TO THEM. And they can take it back anytime.

If your domain becomes really valuable, they can take it back anytime they like and you lose all the time and hardwork you have invested into building it.

Designing Your Website

The five pages of your website you need to design are:

1. PreSell Page: This house your free content which educated your prospects, establishes you as an authority, clears doubt and instills confidence in them.

When you run adverts, or do public speaking, or talk to people on-on-one about your product/service or get interviewed anywhere, this is where you must

send your prospects to.

2. Opt-In Page: Here's your prospects joining your list/database to hear and learn more abut your product/service.

3. Salesletter Page: This is the page that describes your solution, sells the benefits, makes the offer, names the price(s), and asks them to buy.

4. Order Page: Here, they get to see payment details and ho to pay

5. Thank You Page: Here is where they are automatically redirected to if they pay online or to which you send them manually if they pay to your bank account using internet transfers or direct bank deposits.

There they can access the product it's a digital download or see details of how it will be sent to them if it is a physical product.

6. Bridge Page: There could also be a "Bridge Page" which will be between the Opt-In and Salesletter. This is where you will put the free gift or opt-in bait you promised in the closing of your presell, (if you did promise one). If you didn't, or don't want to put it up, then there's no need for this page.

So here's the sequence:

Adverts ==> PreSell ==> Opt-In ==> *Bridge ==> Salesletter ==> Order ==> Thank You

How do you create these pages? You use:

WordPress + A Marketing Theme

WordPress is the base software that powers your entire website. It comes for free with your hosting. All you need is install it on your domain and you're set togo.

Then you need a marketing theme. The theme is what you then install on your WordPress back-end and then start choosing templates from it and customizing with your own content.

There are three marketing theme options you can choose from and each varies in ease of use. You have a choice of :

1. Optimize Press

2. Insta Builder

They are all "drag and drop". This means that you can move parts of the templates around to build and achieve any look and feel you want on your website.

Of these two the easiest to use is

Insta Builder.

You get a FREE license to install a copy of the latest *InstaBuilder* version on your website when you join, the *"Sell Your Brain Mastery"*class and you will get every update free for life. This will save you =N=38,000 ($97) if you go to buy it yourself.

So InstaBuilder has different templates which you can use to designs any of the pages I outlined above. All you simply need to do is activate it, edit and add your own content that you already created.

Check it out for yourself and watch the videos on the website here:

www.InstaBuilder.com

CHAPTER 11

SET UP YOUR AUTORESPONDER

An autoresponder is the best thing that will ever happen with you if you truly in your deepest of hearts want to successfully 'sell your brain'.

Here's what it is:

It's an incredible tool. I call it, an online smart secretary!

With an autoresponder, you will be able to

- build a list of prospects who want what you're selling.

- stay in touch with and cult-like following and loyalty of rabid readers, adherents and customers.

- It will automate all of your marketing processes, shooting out pre-programmed emails that turn readers into fans and fans into buyers at set exact dates and times the messages have been set to go

out.

- create behavioral-based emails, implement "if-then" rules, split-test follow-up series, and other nifty features.

I can write a lot more what an autoresponder service will do for you but the bottomline is...

It Will Make Your Life Simpler...
And Richer.

The way it works is it lets you create a form that people interested in your product/service can fill in their contact details (name, email address, phone number, physical address or anything else you want).

There are several autoresponder services you can use and the list is longer than an arm:

Sendlane: www.SendLane.com

Active Campaign: www.ActiveCampaign.com

Aweber: www.Aweber.com. ConvertKit: www.ConvertKit.com

GetResponse: www.GetResponse.com

iContact: www.iContact.com

So which do I recommend? I love...

SendLane!

Sendlane is built by marketers for marketers and is so easy to use it's just amazing. Plans start at $9 and up making it really great value.

PROS:

- Free 14-Day starter account (for new subscribers only, and a list under 500 people)
- Great deliverability
- Free pre-designed templates with drag & drop editor
- Social media integration
- Impressive analytics reports
- Integration with third party services
- If-then rule system which allows you to send emails based on users behavior on your website
- Free pre-designed Landing page templates with drag & drop editor

- Tutorial videos that show up right while you work to guide you. (Sweet!)

CONS:

No telephone support

To sign up with SendLane.

#1: Click here: www.sellyourbrainsociety.com/sl.

#2: Click on the **"Get Started Here"** link and sign up.

Once you have signed up, log in and familiarize yourself with how it works.

The Importance Of Frequent Email Communication

I have zero doubts, zero reserves, and zero hesitation that the following statement is absolutely true:

You will make more money if you communicate with your prospects and customers more often.

In all my years of business, working withscores of different businesses in 20+ different industries, I have found this to be true, 100% of the time.

But why is this?

Any type of communication, whether it's through email, phone calls, one-on-one, direct mail or any other media you use, is about building relationships. By establishing frequent contact, you accomplish several crucial factors to growing a business.

- You show your "tribe" that you're the leading expert in your industry
- You establish trust and credibility
- You prove that you're in it for the long run (which establishes more trust)
- You increase the likelihood of being top of mind when they decide to purchase
- You're able to overcome more objections and show them more benefits

Again, all other things being equal, the more you communicate (in this case via email), the more money you make.

But, before I move on, let me clarify something. Communicating frequently doesn't necessarily mean emailing more frequently. In order to communicate effectively with your customers and prospects they

have to be opening our emails, reading them, clicking on links and ultimately converting into sales.

You have to find that fine line where you're communicating frequently but also adding value. If you stop adding value by communicating too much, they become un-engaged.

If your audience is not engaged, you aren't communicating properly and will lose sales.

So the next question becomes…

How Do You Engage? Should You Use Autoresponder Series Or Broadcast Messages?

If you aren't aware, a broadcast email is a one-off email you send to your subscribers. You send it out once, and only current subscribers or a segment of your current subscribers (which you pre-determine) will see it.

Compare this to an autoresponder series which you can create once and is then part of your series of emails that new subscribers get automatically.

So which is right for you?
Unfortunately there is no definitive answer for this. However here are a few guidelines to help you determine which is best for you.

Option #1: Autoresponder Series – Personally, I like to use autoresponder series because they offer an enormous amount of leverage and automation to my business.

Many times I get much too busy working with private clients and will neglect sending out an email for weeks on end. By setting up strategic autoresponders, I can keep in contact for months, even years, without actually being there. You get to do the work once and be done with it.

We have already discussed how to write your autoresponder series in Chapter Ten.

Option #2: Broadcast messages – These are typically better for those who like to tell stories. This way you can relate something that happened to you last night, in an email this morning. They're also good for people who can stay consistent in sending messages. If you have the dedication to send daily/weekly/monthly emails, and can do this for years on end, broadcast messages are probably perfect for you.
This is where most people stop. They recommend picking one or the other, and leave it at that. That's not right. Here's what works for me.

It's called…

Option #3: The Hybrid Email System – Since I like a lot of automation in my business, I have a lot of autoresponders. However I also like to keep in close contact with my list and get feedback if I'm coming out with a new product… launch new product or promote an affiliate product every once in awhile… and tell stories that couldn't quite be told in an autoresponder.

So here's what I do and which you should copy.

Design an autoresponder series that emails them every single day, for a specific amount of time. For simplicity, let's say for the first 7 days. In my business when they hit this point, they automatically get removed from that sequence and get added onto my broadcasting list.

After this first week, you switch to daily broadcasts for another three weeks.

Then reduce the frequency. Let's just say you go to 3x per week, for the next 2 months.
They're now at month #4, and still haven't bought, so you can begin emailing them once per week. Do this for another 1-3 months.

At this point, if they're still interested but the timing simply isn't right, so you can reduce it again to once every two weeks, or even once per month. I would not

go past once per month.

Create a schedule that lays out your email marketing frequency based on the number of days since sign up. Everyone's will be different.

Here's how the "Sell Your Brain Society" goes out and what yours might look like,

Time Since Sign-Up Email Frequency

0 – 7 Days: Daily (Autoresponder series as they are added to the *SYB Master list*)

At the end if they don't open or click any of the 0-7 Days emails, they move to a different list called *"SYB Master 8-30 days list"*.

8 - 30 Days: Daily emails (Broadcasts)

At the end if they don't open or click any of the 8-30 Days emails, they move to a different list called *"SYB 31-90 days list"*.

31 – 90 Days: 3 times per week, *Monday, Wednesday and Friday* (Broadcasts)

At the end if they don't open or click any of the 31-90 Days emails, they move to a different list called *"SYB Master 91-180 list"*.

91– 180 Days: Once per week, Mondays only (Broadcasts)

At the end if they don't open or click any of the 91-180 Days emails, they move to a different list called *"SYB Master 181+ bucket list"*.

181+ Days: 3 times per month. *Blog Posts + Launch promos only.* (Broadcasts)

Launch E-Mails: If there's a product launch in progress, only those in the *"SYB Master 8-30 days list", "SYB Master31-90 days list", "SYB Master 91-180 days list", and "SYB Master 8-30 days list"*, will get the 3-Email promotion as daily broadcasts.

It's a fantastic way to take advantage of the natural buying cycle, because you're "top of mind" most when they're the hottest, and then you continue building the relationship as time goes on, but less frequently.

To achieve the hybrid system of communicating and emailing your subscribers, you need to have an autoresponder that has workflow automation built in, so that all you need to do is create the different lists and set it up to automatically move the subscribers from one list to another automatically.

Sendlane has this feature and is perfect for it.

CHAPTER 12

ADD A PAYMENT GATEWAY

Now, we are where you get the money!

You need to have a way to collect your money when people pay you. That's a no brainer.

There are are two ways you can do this:

1. Direct Bank Deposit: This is when your customers go to the bank to physically pay in money into your bank account using details you have provided them or when they go online and do an internet transfer using the same ban details.

When they do this, you have to confirm with the bank that they have indeed made the payment and then *manually* send them the product they have paid you for. This can take anywhere between 30 minutes to 48 hours.

It always needs to be an option because many people are still afraid of using their ATM cards online for payments.

2. Online Payment Gateway:. A Payment gateway will allow you to charge your customer's credit/debit ATM card with the purchase he/she makes online.

The Payment Gateway authorizes you to take card payments directly using a form they will provide you which you will put on your website. When this is successful, the buyer is automatically redirected to a page on your website, the *"Thank You"* page where they can get instant access to the product they paid for.

Payment gateways and merchant accounts charge various different fees that can include monthly fees, fixed fees per transaction, variable fees based on a percentage of transaction amounts, and extra fees for things like chargebacks, payments from international cards,

This is becoming increasingly popular and more and more people are willing to use them. Typically you want to use a payment gateway that has a good reputation.

Here's some of the ones available for you to use:

1. PayStack: www.paystack.com

2. AmplifyPay: www.amplifypay.com

3. Vogue Pay: www.voguepay.com

4. Simple Pay 4 U: www.simplepay4u.com

5. Cash Envoy: wwwcashenvoy.com

6. Interswitch WebPay

I recommend you use either www.PayStack.com or www.AmplifyPay.com.

Why?

Because they have a far better easier to use and navigate platform than the other platforms.

With PayStack or AmplifyPay, you can very easily create one time payment forms, subscription forms that can bill weekly, monthly, quarterly, yearly or at any predetermined sequence you like.

Most of the others on the list don't offer as many features as PayStack or AmplifyPay and clearly still need a LOT of catching up to do.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

STEP 4

PROMOTE

Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.

- Stuart Henderson Britt

Money coming in says I've made the right marketing decisions.

- Adam Osborne


SELL YOUR BRAIN
SOCIETY

CHAPTER 13

TARGETED TRAFFIC

So you have a salesletter, your website is designed, your pages are up and have your content ready, now it's time to start raking in money, right?

Yup! To make that happen, you need...

Targeted Traffic

You must drive targeted traffic to your presell page so that the marketing and follow up sequence can kickstart. You want to make sure that ONLY people who are interested in your kind of product see it.

To do this successfully, you need to know ...

Where does your fish swim? Where do your horses go to drink water? Where do your customers gather?

Most marketers DO NOT KNOW how to get targeted visitors, and that's because they really do not know on a neural level who their ideal customer is.

Who is your ideal customer? What does he/she look like? How does he/she dress? What are his/her worries? What do they dream about, fantasize about having? Where does he/she live? What websites do they read? Are they married? Single? Have kids? How many kids? Is he/she employed (or have a source of income)? How much do they earn? How old are they?

Remember we already did all of this research and saved it in Chapter Three, right? Now you know exactly where to find them, so you can then market your product to them!

All you simply need to do to find them is look for where people like that gather, online or offline.

Now if you truly want to build a lasting profitable business, a business that provides you with a consistent, predictable income, then you must never rely solely on doing partnerships alone or relying on affiliates alone or hoping on "free traffic" or "SEO".

This is because these methods are not opportunities that you'll get every time. They are not consistent. They cannot be relied on to bring in CONSISTENT income like clockwork. At best, they're only good for one-time sudden bursts of cash.

To make consistent income a guarantee in your business, you MUST be able to..

Find Your Own Prospects, Pay For Them And Convert Them Into Customers!

Why paid?

Because when you pay for prospects, you are guaranteed to get them. And when you put those prospects in front of a marketing funnel THAT CONVERTS, you make money, *every single time you do that.*

Here's an example to buttress my point. I'll use MTN as a case study.

When the mobile phone companies started operations in Nigeria, MTN's first action was to call for distributors around the country. Each was handed conditions to work with MTN with registration fees and a service area and they gave them products at a hefty discount. In our industry, we call these people *affiliates.*

But they didn't stop there.

MTN went ahead to embark on some of the most brilliant adverts we and our countrymen has ever seen on TV - from the *"Oh Jerry!"* to the *"Mama na boy!"* ads. From billboards to sponsoring sports and radioprograms, entertainment shows and awards.

MTN made sure that everywhere you looked in Nigeria, you'd see them. Today they have over 60 million connected lines, nearly twice more than any other telecommunication company competing with them.

Could they have gotten to that number relying on just the efforts of their affiliates. It never would have happened. They got big because they went out and bought their own customers.

That is what serious businesses do. They ADVERTISE. And this is what you too should be doing.

You Should Be BUYING Your Own Prospects And Turning Them Into Customers

The reason most people don't do this or afraid of doing this is because their process for selling their brain/expertise is faulty. It doesn't give them the results they hoped for starting out and frankly for most, they are running at a loss or at best, merely breaking even.

And you can only have hope that "things will improve" for so long. This is business, real life, where effort + strategy applied = results. In business, you will be trampled on by competitors and killed by the things you don't know.

If however you follow everything you've learnt so far in this book, you will be miles ahead of everyone else.

Now, let me ask you again: If you were sure that if you spend =N=20,000 on advertising and you'd make =N=80,000 back, will you hesitate to spend it?

Or if you spend =N=100,000, even =N=200,000 on advertising and you'd make =N=1.2 million back, will you hesitate to spend it?

Of course not! You would be spending that money faster than you can say the word, "traffic".

So where are the places you can get traffic from. That's what we will discover in the next few chapters.

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

CHAPTER 14

FACEBOOK

The first place to go for traffic is Facebook. Facebook is one of the most profitable places online to advertise today. It contains an array of targeting options that allows you to effectively reach your ideal prospect with accurate precision.

You can target prospects by age, country, location (within the country), language, interests, education, work, position at work, sex, marital status, mobile device used, pages liked, religion, race, activity (Facebook can detect when people travel outside their current base), etc. The list is almost endless.

You can add and remove as many of these parameters as you like, anytime you want. You can also start with as low as $5 per day and Facebook will tell you how much audience based on your selected parameters will be able to see your advert for that amount and show you a detailed reporting statistics that show you how well or badly your ads are doing.

How To Set Up Ads In Facebook

There are basically 6 types of ads you can set up on Facebook:

1. Send people to your website (Website clicks)

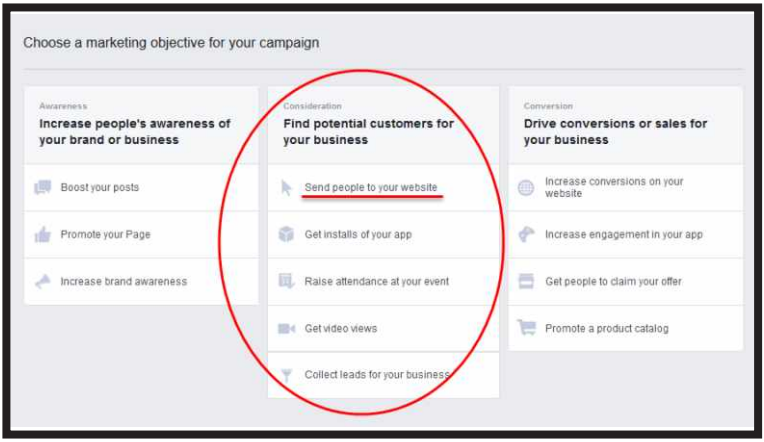
2. Collect leads for your business (Lead collection)

3. Get video views (Video watching)

4. Raise attendance of your event (Event Attendance)

5. Get installs of your app (App Installs)

We are concerned right now about "Sending people to your website".



Rules To Follow When Setting Up Ads In Facebook

Over the last 7 years advertising on Facebook, there are several things I have learnt about them.

1. Facebook does NOT like claims in your ads or landing pages. Any claims. It doesn't matter if it's a claim about hair growth, a greener lawn, or whiter teeth. Doesn't matter.

You cannot make explicit promises in your adverts. For example, you cannot say, *"How To Cure Cancer" or "How To Make =N=320,124 In 3 Days"*. This will get your ads disapproved and your account banned.

In their thinking, there's no want you can make an absolute promise or guarantee that something will work exactly 100% for another person as well as it worked for a previous one. To them, results are not typical.

They say in their terms of service they don't want "unsubstantiated claims". But, our reps were adamant that the safest bet is to steer clear of making claims in your ads and landing pages. Stinks for us direct response marketers, but I agree with them. There are too many people throwing out unsubstantiated promises on the internet, it's scary and they need to be stopped.

2. Facebook also on explicitly frowns on some topics like - dating, weight loss, cures, male also on explicitly frowns on some topics like - dating, cures, male sexual enhancement, espionage, etc, so they will routinely disapprove ads that try to sell these.

There is a workaround to this, which is:

First, don't use a domain name that betrays what it is you're exactly selling. Use a general name for your domain.

Second, write a presell article, content that merely provides information abut that thing, and at the end give them a link to opt-in to your list to continue if they want to learn further or know more about a solution, just like I have already taught you how to do in Chapter Four. You may need to go back and re-read that chapter.

3. The body of your ads must not contain words Facebook doesn't like. Words like - sex, bet, porn, sugar mummy, vagina, spy, etc. Your domain name must not contain these words too. Facebook doesn't like them, period.

4. You need to keep your ratio of approved ads to unapproved ads high. More unapproved ads puts your account on their radar for review and monitoring. You don't want this. Trust me.

5. Your targeting needs to produce and maintain a good relevancy score. Low relevance scores lead to a greater volume of complaints which is no good.

6. You also cannot advertise prohibited stuff like - gambling, illegal drugs, weapons, ponzi schemes, prescriptions, pornography, anti-privacy devices, prostitution, escort services, etc without permission.

This will get your ads disapproved and your account banned .

7. Your landing pages, (all your pages as a matter of fact), need to have link to a 'Terms of Service', 'Privacy Policy' and 'About Us' pages.

WARNING!: Your Facebook ad campaigns need to give the type and style of content Facebook wants for their users. Meaning: You have to play nice with Facebook.

You can't try to sneak under the radar with "non-compliant" content. It's not a matter of if, but when, you get banned. This is a BIGGIE.

To read Facebook's advertising rules, go here: https://www.facebook.com/policies/ads

What happens if you get banned?

Sometimes people will get banned for doing nothing serious. Yes, it is annoying, but there's nothing you can do.

If a ban happens, you can lodge a protest and try to get your advertising account unbanned by email support but this is a very lengthy process that will takes weeks and most timesend up unsuccessful.

The fastest thing to do is to open a new Facebook account, but you have to wait until it is 3 months old to be able to run adverts with it, plus then you have to add new cards and payment options to it as all the old ones on the previous accounts won't work any more on Facebook.

What I advise you do is to create one or more Facebook accounts, right now, just in case you need them, so if you ever get banned, you'll already have accounts ready to go. **DO IT NOW.**

Facebook evolves their platform a whole lot and too frequently, so to keep up with the changes, you need to watch them, and see what they change. This will mean following tested and trusted Facebook advertising experts who spend the time to keep up with Facebook and it's antics. The one guy I recommend you follow is Jon Loomer.

Jon is the best Facebook marketing guru online, bar none. His website is at

www.JonLoomer.com

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

CHAPTER 15

GOOGLE

I started advertising on Google in 2004, and it is an incredible source of traffic and one of the most profitable places online to advertise if you figure it out.

It contains an array of targeting options that allows you to effectively reach your ideal prospect with accurate precision.

You can target prospects by age, country, location (within the country), language, interests, education, work, position at work, sex, marital status, mobile device used, pages liked, religion, race, activity (Google can detect when people travel outside their current base), etc. The list is almost endless.

You can add and remove as many of these parameters as you like, anytime you want. You can also start with as low as $5 per day and Google will tell you how much audience based on your selected keywords/parameters will be able to see your advert for that amount and show you a detailed reporting

statistics that show you how well or badly your ads are doing.

There are three ways to advertise on Google:

1. Search advertising

With search advertising you run text-based ads and target specific keywords that people search for.

Remember that in Chapter 2, I showed you how to search for keywords using the Google Planner tool, right? Those are the same keywords that you will be targeting when you run Google Search adverts.

So the way it works is, you...

==> Set Up An Ad (e.g. For a Dating eBook)

==> Target keywords relating to, 'dating', 'girlfriend', "lover"

==> Someone on Google and does a search corresponding to any of the above keywords

==> Your adverts at the top of the search results saying, "*How To Get Any Ladie's Phone Number You Want, Even If You Just Met Her. Click here*"

==> They click on it, and it takes them to your presell page.

Read this article in the link just below. It will help you set up your Google Ad account and run your first search advert.

http://roarlocal.com/how-to-set-up-the-perfect-google-adwords-account-in-3-hours/

2. Display advertising

With Display advertising, you will rely on elements such as images, audio and video to communicate an advertising message. And instead of keywords, you're input different websites that get traffic from Google and who have given Google permission to display adverts on their websites.

These ads also appear on a collection of websites – including specific Google websites such as Google Finance, Gmail, Blogger and YouTube and also including mobile websites and apps, with the adverts displayed in multiple formats to a wide range of audiences across the globe based on the context of the website, the audience they'd like to target,or a combination of the two.

To learn more about Google Display Advertising, go to the link below:

https://www.hallaminternet.com/beginners-guide-adwords-display-advertising/

3. YouTube:

YouTube's growing prominence in popular culture has shown that it can serve as much more than just a way to share adorable kitten videos – it has become a highly effective venue for accessing massive audiences through online advertising.

It's the 4th most visited site in Nigeria today, gets over 1 billion views per day, which means that if YouTube was a search engine, it would be the #2 largest, nearly 2X bigger than Bing and Yahoo search combined, and roughly a third the size of Google.com!

YouTube is massive!

Read this article below to learn more about YouTube Advertising:

https://www.entrepreneur.com/article/237210

and

http://www.wordstream.com/blog/ws/2012/11/27/youtube-advertising

Rules To Follow When Setting Up Ads In Google

1. Your ads must not contain words Google doesn't like. Words like - sex, bet, porn, sugar mummy, vagina, etc.

2. Your domain name must not contain these words too, period.

3. You cannot make explicit promises in your adverts. For example, you cannot say, "*How To Lose 10 Kg In 10 Days*", or "*How To Cure Cancer*" or "*Secret Trick To Make =N=320,124 In 3 Days Online*". This will get your ads disapproved and your account banned if you keep doing it.

In their thinking, there's no way you can make an absolute promise or guarantee that something will work exactly 100% for another person as well as it worked for a previous one. To them, results are not typical. And like in Facebook's case, I also agree with them.

4. Google also on explicitly frowns on some topics like - dating, weight loss, cures, male sexual enhancement, spy, etc.

There is a workaround to this:

First, don't use a domain name that betrays what it is you're exactly selling. Use a general name for your domain.

Second, write a presell article, content that merely provides information abut that thing, and at the end give them a link to opt-in to your list to continue if they want to learn further or know more about a solution, just like I have already taught you how to do in Chapter Four. You may need to go back and re-read that chapter.

5. You also cannot advertise prohibited stuff like - gambling, illegal drugs, weapons, ponzi schemes, prescriptions, pornography, anti-privacy devices, prostitution, escort services, etc.

This will get your account immediately banned. For a list of banned items you cannot advertise on Google, see this link:

https://support.google.com/adwordspolicy/answer/6008942?hl=en

6. Your targeting needs to produce and maintain a good relevancy score. Low relevance scores lead to a greater volume of complaints which is no good.

7. Your landing pages, (all your pages as a matter of fact), need to have link to a 'Terms of Service',

'Privacy Policy' and 'About Us' pages.

What happens if you get banned?

Google will NEVER un-ban you. Once you're banned, you're banned forever. You also cannot go open another account. They somehow will find out and then ban you all over again. Do you best to never run foul of Google and their rules. They are that important.

Google evolves their platform a whole lot too. To keep up with the changes, you need to following a tested and trusted Google advertising expert who spends the time to keep up with Google. The one guy I recommend you follow is Perry Marshall.

Perry is the best Google marketing guru online, bar none. He has several courses on the topic and his website is on:

www.PerryMarshall.com

NOTE: Now one twist with Google, especially if you are using display advertising is to watch your dashboard and identify the websites where your banner ads appear and from which you get a lot of traffic, then approach them directly and ask to run your ads with them.

Most times, they will be a lot cheaper than Google and you can say anything you want in the advert.

CHAPTER 16

BLOGS AND CONTENT SITES

Content sites and blogs here in Nigeria have really taken off by storm in the last few years. From foreign media companies like Ringier to the small guy in a studio apartment in Ketu, blogs and content focused websites are springing up and drawing huge readership.

It's this readership we are interested in, and of course we want to focus on only the blogs that get the most traffic. And these happen to be:

1. Nairaland (www.nairaland.com)

2. Linda Ikeji Blog (www.lindaikejisblog.com)

3. Sahara Reporters (www.saharareporters.com)

4. Naij (www.naij.com)

5. Pulse (www.pulse.ng)

6. Vanguard (www.vanguardngr.com)

7. Punch (www.punchng.com)

8. Sun News (www.sunnewsonline.com)

9. Leadership (www.leadership.ng)

10. The Nation (www.thenationonlineng.net)

11. Tribune (www.tribuneonlineng.com)

12. Bella Naija (www.bellanaija.com)

13. Goal (www.goal.com)

14. Daily Post (www.dailypost.ng)

15. Guardian (www.guardian.ng)

16. Information Nigeria (www.informationng.com)

17. Premium Times (www.premiumtimesng.com)

And much more.

Each of these websites have a tailored audience and demographic they attract and you have to know exactly what they are so you don't place the wrong ads in the wrong place.
A tool to use for this is Alexa (www.alexa.com). Alexa

will tell you who visits these websites, their age range, the audience's location, where they come from to there and where they go after they leave.

You will also see how long they spend on each site on average and how many pages they read when they're there.

It's a paid service, but you can use it for the first 7 days FREE and then cancel. Make sure you do all of your research withing these 7 days, and note the data, otherwise, you should really subscribe. Go here: https://www.alexa.com/secure/plans/login?tsver=0&puid=300

The Three Types of Ads To Run On Blogs/Content Sites

I recommend only two kinds of adverts for these sites:

1. Link Text adverts:

Link text adverts are the adverts that appear at the end of all the articles on the site.

The idea is that when a reader finds an article interesting, they will click on it to read it, then by the time they reach the bottom, they will see the adverts displayed there and if it grabs their attention, they

click on it.

They usually run for either one week or one month, depending on the site and are usually limited to 25 words or even less. Not all of the sites, offer it, but they cost lesser and work really well.

The only snag is on a given content website, there are at least 5- 10 link text ads competing for attention. Some advertisers even pay more than the going rate to keep their ads in the top positions but you can beat them, even if your ads appears last.

Here's how:

It's in the disadvantage they have. Most advertisers are not creative. They basically do a lot of copycatting and basically rip each other off, making their ads look similar. There is no real difference.

If you want to beat them, you MUST make your ad look DIFFERENT, you must use a hook to grab their attention and make them click on your own advert FIRST!

I already taught you about hooks in Chapter Four (Pre-Sell) and Chapter Seven (Salesletter), but here are are some examples:

Instead of saying... *"How To Lose 20 Kg Weight In 2 Weeks"*

Say: ***"Want To Lose Weight Fast? The Secret Reason Why Fulani Women Never Get Fat. Click Here To See It In Action."***

Instead of saying... *"How To Read 2 Times Faster Than You Currently Do"*

Say: ***"Want To Learn How To Read Faster? Guinesss Book Of Records Reading Champion Will Show You How To Double Your Reading Speed. Click Here"***

Instead of saying... *"How To Start Your Own Business From Home, Part Time"*

Say: ***"How To Make Maximum Money In Minimum Time: 213 Businesses You Can Start From Scratch, At Home, Part Time, Even If You're Still Wearing Your Underwear, For Less Than =N=10,000"***

NOTE: To work, your link text ads MUST link back to your presell page AND the content in your presell MUST match the hook/headline and deliver an anticipated solution.

2. Blog Post Ads:

This is where instead using a link at the end of a content site/blog's article and hoping they will click on your link when readers get to the end, you write the article yourself and the site post it for their viewers to read it.

Almost all of the above websites offer blog post ads. It is infinitely better, and of course it costs more, sometimes, double or triple the amount of a text link ad; and it's duration is for usually just for 24 hours.

The great thing however is, it's never removed form the website. It remains there and benefits from search engine optimization (SEO) meaning that when people search for something related, the article can come up bringing you totally free traffic.

So what should be the blog post? It's your presell content of course! You simply take the headline and content on your presell page and send it to them to use as a blog/content post and at the end, you add a link to your Opt-In page.

Note I said, the Opt-In Page.

WARNING: Avoid running banner ads on blogs and content websites UNLESS you have done so in Google Adwords first and you're getting a lot of

traffic from that website.

3. Banner Ads:

If you've spent any time surfing the Internet, you've must have seen more than your fair share of banner ads. They are those small rectangular advertisements that appear on all sorts of Web pages and vary considerably in appearance and subject matter, somewhat similar to a traditional ad you would see in a printed publication such as a newspaper or magazine. It has the added ability to bring a potential customer directly to the advertiser's Web site.

If you click on them, you will get taken to the advertiser's Web site.

Like print ads, banner ads come in a variety of shapes and sizes. The standard banner sizes are:

- 486 x 60 Pixels (Full Banner)
- 392 x 72 Pixels (Full Banner with Vertical Navigation Bar)
- 234 x 60 Pixels (Half Banner)
- 120 x 240 Pixels (Vertical Banner)1
- 25 x 125 Pixels (Square Button)
- 120 x 90 Pixels (Button 1)
- 120 x 60 Pixels (Button 2)
- 88 x 31 Pixels (Micro Button)

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The full banner (468 x 60) is by far the most popular, but you will see all these variations all over the Web. Ideally, a visitor to the web site that posts the banner ad, will click on the banner ad and go to the advertiser's website.

Amateur looking banner ads often work fine, and sometimes they work exceedingly well, but with so many ads competing for viewer attention, many Web sites need the help of professional ad designers. Your banner ad must match with the advertised product or service. There are many free-lance banner ad designers serving Web sites today, and they have a wide range of experience, ability and success. They also have a wide range of fees: You can get a professional banner ad for $50 or you can spend upwards of $1,000.

There are also websites that offer free banner ad creation. They either provide you with all the components you need to create your own banner ad, such as backgrounds and fonts, or they create a banner ad for you. These designers and companies do this for a number of reasons. Some simply make money from advertising on their sites, some offer free banner creation in exchange for their customers posting client banner ads on the customer's site and a few designers simply create banners as a hobby.

Some popular free banner design sites are:

- Make Your Banner.com
- ABC Banners
- Atomic Arts

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CHAPTER 17

TRAFFIC EXCHANGE PLATFORMS

There are so many other places you can get traffic from om the internet. I call these traffic exchanges.

Exchanges are advert networks that brings you traffic from a variety of sources on the internet and they are divided into sub groups as follows:

1. Native Content Distribution

Native Content distribution platforms shows a combination of image + text ads as a recommendation on their publisher websites. It usually show ads at the end of a blog post (or a web page) as "Sponsored" or "Related" content.

Such platforms uses behavioral targeting to increase the quality of the traffic and most of them follows a cost per click pricing model. It's extremely popular among viral blogs as they use it to generate more pageviews or to make money by sending traffic to one of their sponsors.

- Outbrain (www.outbrain.com)
- Taboola (www.taboola.com)
- Revcontent (www.revcontent.com)
- Content.ad (www.Content.ad)A
- Adblade (www.adblade.com)
- Nativo (www.nativo.net)
- LockerDome (www.lockerdome.com)

2. Cost Per View (CPV)

Cost Per View (also known as Pay Per View - PPV) is an advertising model in which you pay for "page views" and not for ad views, clicks, events, or conversions.

The traffic sources and the costs depends upon the marketplace from where you have purchased the traffic. And the traffic can come from expired domains, parked domains, redirect traffic, referral traffic, etc.

I would say it's only good for increasing the page views of your website and never to get quality leads or sales as the quality of such traffic is extremely low (unless you are lucky).

Also, it appears like such traffic can artificially increase the traffic rank of your website as otherwise I don't understand why some of the big e-retailers are

buying it. Or, maybe it's just that they have allocated an advertising budget for such campaigns.

Now the good thing is that the cost per view can be as low as $0.001 (we can't expect quality traffic for just $0.001, right?). And it can be displayed as a pop-up, pop-under, or in a new browser window/tab, or something like that and it depends upon the traffic marketplace.

- ZeroPark (www.zeropark.com)
Self-Serve: Yes
Minimum Spend: $50
Minimum CPV: Unknown
Traffic Sources: Domain Redirect

- DNTX (www.dntx.com)
Self-Serve: Yes
Minimum Spend: $50
Minimum CPV: $0.002
Traffic Sources: Parked Domains

- MediaTraffic (www.mediatraffic.com)
Self-Serve: Yes
Minimum Spend: $200
Minimum CPV: $ 0.015
Traffic Sources: Adware

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3. Display Advertising

It's true that Google, Facebook, Yahoo, Microsoft, and AOL reaches over 90% of the Internet users worldwide. However, I have cherry-picked few more ad networks from where you can buy display ads.

Most of them support multiple pricing models (CPC, CPM, CPV, CPA, etc.) and advertising options (Display Ads, Contextual Ads, Interstitial Ads, Pop-Under Ads, etc.). The traffic quality of these ad networks is low but they are cheap when compared to Google Display Network, BuySellAds, Facebook Ads, etc.

- Adcash (www.adcash.com)
Self-Serve: Yes
Ad Formats: Display Ads, Interstitial Ads, Pop-Under Ads, Slide-In Ads, Footer Ads, Background Ads, Video Ads, In-App Ads
Pricing Models: CPM, CPV
Minimum Spend: Unknown

- Propeller Ads (www.propellerads.com)
Self-Serve: Yes
Ad Formats: Display Ads, Interstitial Ads, Pop-Under Ads, Slide-In Ads, Video Ads
Pricing Models: CPM
Minimum Spend: $100

- Infolinks (www.infolinks.com)
Self-Serve: Yes
Ad Formats: Contextual Ads, Interstitial Ads, Inline Text Links, Footer Ads, Background Ads
Pricing Models: CPM
Minimum Spend: Unknown

- Clicksor (www.clicksor.com)
Self-Serve: Yes
Ad Formats: Contextual Ads, Display Ads, Interstitial Ads, Pop-Under Ads, Inline Text Links Pricing Models: CPC, CPM, CPV, and CPI
Minimum Spend: $50

- AdMedia (www.admedia.com)
Self-Serve: Yes
Ad Formats: Contextual Ads, Display Ads, Overlay Ads, Interstitial Ads, Slide-In Ads, Video Ads, etc.
Pricing Models: CPM, CPV, CPC, CPA
Minimum Spend: Unknown

- Propel Media (www.propelmedia.com)
Self-Serve: Yes
Ad Formats: Contextual Ads, Display Ads, Interstitial Ads
Pricing Models: CPC, CPV
Minimum Spend: $1,000

- Yes Advertising (www.yesadvertising.com)
Self-Serve: Yes

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Ad Formats: Contextual Ads, Display Ads, Pop-Under Ads, Inline Text Links
Pricing Models: CPM
Minimum Spend: Unknown

4. Media Buying

Programmatic media buying is all about buying advertisements on publisher websites, at scale, using automated ways. It involves identifying new websites, real-time bidding, and automated placements of ads.

Programmatic media buying usually follows a CPM pricing model and it can also be at a fixed fee per month. Media buying doesn't include advertising on Google.com, Bing.com, Facebook.com, etc. as they are just classified as search ads or social media ads.

Here is a list of advertising networks from where you can buy traffic at scale.

- SiteScout (www.sitescout.com)
- Conversant - formerly ValueClick (www.conversantmedia.com)
- Exponential - formerly Tribal Fusion (www.exponential.com)
- Advertising.com by AOL (www.advertising.com)
- Vibrant Media (www.vibrantmedia.com)
- Rocket Fuel (www.rocketfuel.com)

*Video
- BrightRoll by Yahoo (www.brightroll.com)
- Giant Media by Adknowledge
(www.giantmedia.com)

You don't really have to buy ads on all the above search and ad networks. Instead, focus on quality and relevancy and be where your potential customers are there. In case, you don't have a clue about it then it's worth to try all of them (provided you have enough budget for online ad spending) and then individually track the ROI.

5. Retargeting

Retargeting (also known as Remarketing) is a form of online advertising in which you're targeting users who previously visited your website (but is visiting other websites), and left without taking an action.

Now why should you retarget users? The reason is… less than 5% of the first time visitors convert to customers. If you have an e-commerce website and you used a pay-per-click campaign to attract targeted users, then it's more likely that they will leave your website without buying or signing up.

The bounced visitors may come back to your website once again or maybe they won't. So you can target those users once again by showing retargeted ads and

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that makes it easier for them to find you.

All the popular advertising platforms like Google AdWords, Bing Ads, Facebook Ads, Twitter Ads, etc. lets you create retargeting campaigns. However, if you are looking for an independent retargeting solution then you can try any of these platforms:

- Perfect Audience (www.perfectaudience.com)
- AdRoll (www.adroll.com)
- ReTargeter (www.retargeter.com)
- Google Retargeting

6. Mobile

Today, we live in a mobile era — thanks to better connectivity, and the penetration of smartphones and tablets.

In fact, people are spending a lot of time on their mobile device that the number of Google searches on a mobile devices is more than that of computers in over ten countries. It also means that mobile as a platform is important for advertisers as well.

If you are an advertiser on Google AdWords, or Bing Ads, or Facebook Ads then you can easily target a majority of the mobile users. Anyway, I'm listing some of the mobile ad networks that are good to buy traffic from mobile apps and websites.

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- BuzzCity (www.buzzcity.com)
- InMobi (www.inmobi.com)
- Leadbolt (www.leadbolt.com)
- Go2mobi (www.go2mobi.com)
- Tapjoy (home.tapjoy.com)

7. Pop-Unders

Pop-Under ads is a form of advertising that's closely related to Pop-Up ads and it follows a pay-per-view advertising model. It's less annoying (but still annoying) than a pop-up ad as it shows the ad (which can be a banner ad or even a full web page) under the current browser window.

Once again, it's only good for increasing the traffic to your website and never to attract sales or leads. In fact, Facebook is also buying a lot of pop-under ads on different high-traffic image sharing and file sharing websites.

- PopAds (www.popads.net) Minimum Spend: $10
Minimum CPV: $0.001

- PopCash (www.popcash.net) Minimum Spend: $5
Minimum CPV: $0.001

- PopUnderTOTAL (www.popundertotal.com)
Minimum Spend: $10
Minimum CPV: $0.0001

NOTE: Don't forget to target Nigeria when advertising on these platforms.

CHAPTER 18

PRINT ADVERTISING

Print advertising may seem out of place, especially with the explosion of online advertising media but it still works, if you know how to work it.

You see newspaper adverts are everywhere! You see them when you read your favorite sports or general interest newspaper. And as much as it seems as internet advertising is taking over, you can still get a LOT of traffic and buyers from newspaper ads.

Plus... **they work**! And they're cheap too!).

The first time I ran an advert in a newspaper, I did what is known as a *classified advert*. A classified advert is one of those little tiny boxed adverts you see many use for "Change of Name" announcements and the like.

My first ad cost me =N=3,500 and appeared in Success Digest newspaper. The year was 2008. The ad made me a grand total of =N=2,500. I lost

=N=1,000 on it.

It worried me to no end. I didn't have a lot to start with, now I was losing what I had. I knew I had to find a solution to this very fast! And I did.

After my first experience losing money on my first ever newspaper ad, I made =N=56,000 with my next one. And then my first million naira pay day, selling a collection of PLR e-books I had bought off the internet.

Clearly, I have learnt a thing or two about them.

Before you ever spend money on newspaper print adverts, you must make sure you avoid doing the kind of adverts that ad agencies do for their big corporate clients. You know those kind of ads, right?

Yes, those ones where they put up one big logo or picture, with one line about the company? Big companies have an almost bottomless pit of money to burn doing silly adverts like that, you don't. Don't do it or you will look stupid while at the same time lose all any money you spend on the ad.

Your goal with every advert you do is to make a profit on each one. always.

Now, there are only three kinds of newspaper advertising you should do:

- full page
- half page and
- classified box ads.

Let me explain them:

- Full Page:

This one is where your advertisement takes up one entire page of a newspaper or magazine. It's pretty straight forward really to place a full page advert. All you simply need to do is take your full salesletter that you have already written for the web, add instructions on how to pay and run it.

Simple.

- Half Page:

Same as above. The only difference is you have to make the advert fit into only half a page.

IMPORTANT: The half page ad should be designed to be vertical, instead of horizontal. Vertical ads are read 5 times more than horizontal ones.

- Classified box ads

These are the small box 1" x 1" or 2" x 2 " ads. With this kind of ad you don;t have a lot of space, so it is important to understand and focus on there three parts that make these tiny little ads work.

Each part works in harmony with the others to create an overall effect that causes the reader to do what you want them to do… click on your ad and visit the site you are promoting!

The three parts of a great classified ad are:

I. The Headline
ii. The Body
iii. The Call to Action

Each of these parts has one purpose and one purpose only.

- The purpose of the headline is to sell the ad.
- The purpose of the body copy is to set up the call to action.
- The purpose of the call to action is to sell the visit to your presell page ONLINE.

The Headline

The headline's job is to sell the ad. When I say "sell the

ad" what I mean is that the headline convinces the reader that you have something to say – that they should continue reading the rest of the ad.

Because of this there is one cardinal rule when writing any ad copy.

Your headline must grab attention! Period. End of story.

Some people use sensational headlines with no relationship to their offer to grab attention. That approach may work in the short term, but damages your integrity in the long run. Honesty is always the best policy.

The last thing you want is disappointment when someone arrives at your website. So my advice is to avoid the temptation to hype up the headline thinking that will help. It will often hurt, not help.

And always remember that people care about exactly one thing; what's in it for me?

Here are a few tips for writing headlines, You can…

- Begin with an action word
- Create curiosity
- Ask a question
- Make a startling statement

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- Ask for the reader's opinion

The Body Copy

The purpose of the body copy is to set up the call to action. What I mean is this – the only reason your classified advert exists is to get the visit to the website you are promoting.

But before asking for the visit, it is very important to give the reader the reason why they should do so.

This "reason why" usually comes in the form of benefits. This is the "what's in it for me" I mentioned earlier. The body of the ad must tell your reader what's in it for them. What benefit will they get by making that click?

People don't want to 'learn more' out of idle curiosity. They want to learn more in order to get to the benefits you promised them, so don't be shy about what your offer will do for them.

The first step to writing the body is to list all the features of your product or service then, next to them, list the benefits of those features. You must write at least one benefit for each feature, or don't use that feature.

People buy what your product or service will do for them, not only what it will do.

The Call to Action

When you place a classified advert in a print publication, what you want in most cases, is you want the reader to visit the link in your ad. That's simple enough. But how you ask them to do that can literally mean the difference between the success and failure of your advert!

What I like to do is...

Give Them A Reason!

I love using deadlines and/or scarcity to do this. So I always say something like:

"Visit [[ADD YOUR PRESELL PAGE LINK HERE]] now. Available for the next 24 Hours Only!"

or

"Visit [[ADD YOUR PRESELL PAGE LINK HERE]] now. Only the first 50 People Will Get Access!"

See how that works? If you don't give then a compelling reason, they will want to do it later and they will forget.

One reason this is important is that your ad will be interrupting their current process. No problem there. In fact, most great ads are based on interruption of an existing pattern. Some people like to call this "pattern interruption". No matter what you call it, the thing to remember is this … You must lure them away from what they are doing now in order to visit your site.

Make your call to action simple to understand and not at all tricky or something that has to be interpreted.

Newspaper Advertising Rules To Live By

To make newspaper/magazine adverts get maximum exposure and become profitable,

1. Request that it be placed on a right hand page of the newspaper. These are usually the odd number pages of the newspaper - pages 3, 5, 7, 9 and so on.

2. Even better request that the advert be placed in a particular section (known as a 'special position') of the newspaper. For example, let's say your advert is selling a sexual health product and you're targeting men between the ages of 35 and above, then ask that the advert be placed in the first page of the sexual

health page section of the newspaper.

For example, if you have a sexual health product, and you want the advert placed in The Punch newspaper, you will have the advert placed in either the Saturday or Sunday edition of the newspaper.

You will need to check each newspaper, and find out when they print sections dedicated to the topic that matches your product and it's target market. Call each newspaper you want to use (their contact phone numbers are on their website), and find out.

3. If running a half page ad, make sure it's designed to be vertical, not horizontal. And have it printed to the right hand side of the page

4. Don't forget to read your ad! Adverts are not supposed to read like a novel.

5. Check your spelling too!

Once you have your profit pulling adverts written, don't forget the #1 rule in advertising.

The #1 Rule of Advertising — TEST YOUR AD!

Test, test and test again to know what works. How do you test? Each time you run the advert, you use a

different headline, sometimes a different call to action, etc, and track your results.

Testing allows you to spend small money now to make big money later.

By following these steps you will begin to create classifieds that work. Once you have an ad that works, use it everywhere you can afford to and you will rake in the profits!

And that is a beautiful thing indeed!

CHAPTER 19

GO BIG OR GO HOME

So sometime in 2014, my friend and partner in many ventures, Toyin Omotoso told me about a guy named, Don Wilson. The guy was selling a course called, *Facebook Ads Cracked*.

Basically, it taught you how to grow and build a Facebook page and then sell products to the page's fans. The course mostly taught how to sell clothing - t-shirts, hoodies, etc. They simply designed the shirt or hoodie, and list it on a site called, *TeeSpring,* then direct people to go there and buy it.

When people chose their size, and paid for it, *TeeSpring* would then print the shirt by themselves, and ship it to the customers, then take a part of the sales price and send the rest to the shirt "designer" or seller.

If you wanted to make more money, you simply, designed more shirts and got more people to buy them from *TeeSpring*. You didn't even have to be a graphic designer to do this. You could pay people to

design for you!

I thought it was a pretty neat business model, but wasn't really interested. I was more interested in learning how to sell on Facebook, not selling T-Shirts.

Facebook Ads Cracked was such a popular course and Don Wilson made by his own admission over $1,000,000 selling the course. Not shabby for a product that he would never ship, and which people from all around the world could buy (Toyin did).

One of the perks of buying the course, was admittance into an ultra-private Facebook group with the same name where Don would share his own advert campaigns, what he was selling, how he sold it, etc.

The group was awesome. I learnt tons about selling on Facebook, and then one day out of the blue, Don announced he was working on something new and would now longer be participating fully in the group.

I didn't hear anything from him anymore for months. Life went by. One day, early in 2016, Toyin again mentioned Don Wilson.

"Yeah! What about that guy? He kind of disappeared," I said.

"Well, I don't know about disappearing," Toyin replied. *"He just launched his new e-commerce site.*

"E-Commerce site? What's the website?" I asked. *"It's called, Gear Bubble. www.gearbubble.com."*

So off to *Gear Bubble* I went. And I was blown away!

Don Wilson had not only basically copied *TeeSpring's* business model, he had added the ability to not just print shirts, with *Gear Bubble*, you could also sell your designs on phone covers, necklaces, and ceramic mugs.

And that wasn't all. Don even created a built-in affiliate program for the site, allowing other people to sell your designs for you, and the site, the seller and you splitting the money.

Oh wow!

I instantly fell in love.

Then It Hit Me!

This was why the guy *"disappeared"* for almost two years. He was building something far bigger than information products. He was building a platform to empower others.

And this brings me to a question, you should answer.

What's the goal of business? To just do as little as you can to get by? Or to build a business that notj just satisfies you but also empowers others?

Here's the answer:

It's Up To You!

You ultimately decide what size of business you want to build, big or small. For many people, all the want is a business that will afford them the nice things in life they want, pay their bills, and have some to put away for retirement. For others, me inclusive, we want to build epic businesses, one that employs hundreds if not thousands of people.

But it's not in my place to tell you which of these options to choose, but I hope you go with the second.

I like to say that our country needs people who can build the future and building the future means building mega businesses, so why not do more? With more, you can make more money, empower more people, create more jobs, and enrich more lives.

Does this mean you cannot build a massive business based on selling information, advice or physical products alone? Don't get me wrong, you can.

Tony Robbins has built a massive business employing hundreds of people on just selling information and consulting, but for most people, it may not be possible, so we need to slightly readjust our thinking like Don Wilson above did.

Do you sell information selling and teaching how to sew? Why not start a fashion line? That's the bugger picture?

Do you sell sexual performance enhancement supplements? Why not manufacture them here? Start a bio/pharmaceutical company here manufacturing the same thing you import using the myriad of herbs and plants here.

Do you do marriage counseling? Great! Start a relationship counseling company, train practitioners and license them to practice in whatever state they live in.

Do you offer graphic design services? Cool! Start up a company that does the same thing Don Wilson does but for carrier bags call cards, wedding invitations, mugs, t-shirts, watches, and any brandable items.

Are you a printer? Why not start a ;publishing house, helping people to not just pint their books, but to also market them online around the world?

Do you do consulting for businesses? Then make it bigger, get more clients, employ more people!

I won't kid you. It will take a whole lot more energy, a lot more resources, a lot more focus and a lot more patience and *sticktoittiveness* for you to do this than you may have ever had to muster all your life to get to this stage.

But it's an option, a worthy option. It is doable and you should consider it.

CONCLUSION

So finally we reach the end. It's been an epic ride these last 158 pages, but before I leave I want to do a recap by leaving you with a summary of the most important rules or lessons if you will, covered in this book. I call them the rules of business success.

Rule #1: Only Sell What The Market Wants To Buy

Talk to the people in the market. Survey them. Join groups and forums here they hand out. Look at questions they are asking. See what complaints they are making. Don't fuck this up or you will regret it.

Rule #2: Always Be Building Your List and Your Relationship With Your List

Always spend money on advertising to introduce new people to you and have them experience your awesomeness. And build a strong relationship with them by genuinely caring about them and their success, and not spamming them to death with offers to buy something.

Rule #3: The Worst Thing To Depend On In Business Is The Number One

One source of traffic. One client. One method of communication. One anything. Have options. Use several.

Rule #4: Always Build For The Long Term

Put out great epic content always. Learn harder, and deeper than your competitors. And share what you learn with your tribe/community. However always lead with authority. Do not let people in your community downgrade your worth. Your time is your most precious asset. Safeguard it, make it priceless and make it scarce.

Do you want to be relevant for just a few weeks or be relevant for the next 50 - 200 years?

Rule #5: Find The Heavy Hitters in Your Market and Love Them Up

Build relationships with them. Form a mastermind, even if informal. Attend events put on by sages. There you'll meet people just like you, and you'll build strategic relationships and do deals for business and personal growth.

Rule #6: Court The Sages.

A sage is a guru's guru. They're the guys who are currently bigger than you are. Determine who they are and attend their events. Buy access to them by paying for their courses, coaching and masterminds, no matter how ridiculous you think the prices are. This is will off ten times over.

Rule #7: Selling Doesn't End With Your Customer Buying

Now you have to deliver a phenomenal experience and a great product which will turn them into raving fans. Raving fans return to buy again and again.

Rule #8: Build Your Own Assets

Create your own products. You control it and every kobo you sell it for.

Should you not sell products other people create? Sure you can. But only after you have created your own products and built your following first.

Rule #9: Focus On Getting Your First Customer

The most important metric in business is getting people to buy what you're selling. Not logos. Not

business cards. Not fancy offices. Not a smack room. Enough said.

Rule #10: You Cannot Do Everything

You are not super human, even if you think you are. Outsource the things you're not good at. Thank God it's cheap to do on Fiverr. And focus on one thing at a time - one idea, one project, one product, one strategy.

As much as possible, be sure it's the right ones you're working on. Life is too short to waste time making mistakes. Don't scatter your attention and your resources. Choose which poison you're comfortable drinking and drink just that.

Rule #11: Always Be Approachable

Let people be able to email you. Let them be able to call you, or at least, your assistant. Sure only give direct access to high level clients but be a human being people can connect to and have a feeling they can reach if they want to.

Rule #12: You Don't Have Competitors. You Have Partners

One big lesson you must learn in business is that other people also selling to the people in your market

are not competitors, they are partners. You're not in a race to beat them. You are only in a race to beat yourself and what you achieved yesterday

See your competitors as partners. Share knowledge with them. Give them advice. Of course, do not share your business secrets. If they treat you like they're fighting a war with you, don't return the aggression. Ignore them. You only have one competitor. Yourself.

Rule # 13: Live Below Your Means

Don't quit your job yet, until your business is making at least two times what you make at your job. Don't buy a Hummer Jeep or Range Rover just because there's just about enough money to do so. Fight the urge to start living it up. The valley of business failure is littered with the carcasses of entrepreneurs who frivolously spent the money their business earned.

Rule #14: Invest In Yourself Non-Stop

I tell people, you can take away everything I have today, and I would be right back where I am today in 12 months time.

Why? Because all I need is inside my BRAIN! What you put inside yourself, no one will ever be able to take away from you.

You must be willing to spend money upgrading your knowledge, buying advice from those who know better than you do.

Rule #15: Be Willing To Take The Baby Steps

Your first product may not make the money you think it will. That's okay.

Your first website may look crappy. That's okay.

Your first emails won't be really cool. That's okay.

Your first salesletter will read like an amateur write it. That's okay too.

The important thing is you have a rock-solid plan and you're moving towards your goal.

Be gentle with yourself, forgive yourself for mistakes you make, don't expect to be perfect. Just keep it moving, and learn to get better along the way. Remember - one step at a time. Rome wasn't built in a day. No business will too.

The above are the most enduring lessons you'll have learnt reading this book. There are many more lessons to learn in business of course. This is a starting point.

I have enjoyed writing this book, I hope you enjoyed reading it. Bow go and IMPLEMENT.

God be with you.

Ronald Ikenna Nzimora
Lekki, Lagos, Nigeria

Continue your education. Join the Sell Your Brain "LIVE DEMONSTRATION" Mastery class at: **www.sellyourbrainsociety.com/mastery**

JOIN THE COURSE
(CONTINUING YOUR EDUCATION)

If you are excited, and ideas are raging through your head right now, that my friend is a great thing!

You want to rush off and start implementing and that's good, but wait a little bit.

While this book has given all of the info you need to get started, you still need to see it in action LIVE in order for you to have mastery.

I invite you to join the...

Sell Your Brain Mastery "LIVE EXPERIENCE" Class

The "Sell Your Brain" Mastery class is a 4-week offline/online LIVE course which puts you through the paces of everything you have learned so far in this book.

Here are the 7 things you get to discover inside the "Sell Your Brain" Mastery" class:

1. A LIVE in-person 2-Day class with me teaching.

2. 4 Weeks online classes, where I teach everything you learn in the LIVE 2-day class in great detail. This consists of 18 videos (more in some places) breaking down the process step by step.

3. Lifetime membership of "Sell Your Brain University". This includes the monthly "Sell Your Brain" newsletter with tips, tricks and strategies for increasing your income, weekly live SELL YOUR BRAIN - PROFIT HOUR webinars from me.

4. One Year Consulting Mentorship with access to my direct phone line so you can call me up anytime you want. Imagine having a burning question on your mind and you have searched Google to no avail. Now you can reach me DIRECTLY, ask and ask an answer fast!

And that's not all! You also get...

5. One FREE copy of Instant Builder Software license that makes building your websites a breeze

6. 14-Day free trial coupon of the SendLane autoresponder software which allows you send your messages automatically, hands free and stress free.

7. 12-Month FREE web hosting

The above by the way is the offer for our paid course version of this book which we call, the "Sell Your Brain Mastery" course.

But Wait! There's More...

You also get the following bonuses if you act today

- Bonus #1: Quick-Start guide to enable you get up and running and making money in 1- 4 weeks tops
- Bonus #2: One "I Am A BRAINiac" tea mug. Worth =N=3,000
- Bonus #3: One "Sell Your Brain" T-Shirt. Worth =N=5,000

Invite you to join this course if you truly want to have an advantage at "selling your brain", getting it right the first time, and doing it fast, check out the course and sign up. Read more details about it here:

www.SellYourBrainSociety.com/mastery

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1. **Want to see everything you just read in this book DEMONSTRATED for you LIVE? Then go to**

   www.SellYourBrainSociety.com/liveclass.

As a compliment to this book, I am doing a LIVE class to show you exactly how to quickly implement what you have just finished reading. If ideas are burning in your head right now and you're roaring to get started, then fill in the form you find there at

www.SellYourBrainSociety.com/liveclass

and this will register you for our online webinar/live class which shows you everything in this book.

You'll watch it implemented LIVE and for free too!

Go now to:

www.SellYourBrainSociety.com/liveclass.

2. Join the Sell Your Brain Society Facebook Group

I urge you to join our Sell Your Brain Society Facebook Group. It's the online hub where you'll meet fellow BRAINiacs (people who are actively selling their knowledge, ideas, and expertise online). As at the time of going to press, we have almost 3,000 carefully selected and approved members and growing!

It's a happy place to be in as you will see when you join and you will learn tons! Simply go here to join.

www.SellYourBrainSociety.com/SYBSGroup

You'll be approved in a couple of hours and you can start gobbling up the goodi04es in there.

3. **VERY IMPORTANT!** Sign up for our Sell Your Brain Daily newsletter which goes out everyday.

Here's the content schedule:

i. Every Monday, Wednesday and Saturday: We'll post on the Sell Your Brain Blog, an insightful article covering any of motivation, marketing, etc. Our articles get read in the thousands and because it's so choked full of value people copy and print them off to read again offline.

ii. Sell Your Brain Tuesday Livestream! Every Tuesday, I will be LIVE on YouTube discussing and teaching a topic of interest to our members to help them create better, sell better and profit higher.

iii. The Ronald Nzimora Show: Only email subscribers will get notifications. Each week, I interview a guest. The shows shows every Friday.

To receive notification about each day's newsletter content, notifications for the webinars, important blog post updates go to and signup:

www.SellYourBrainSociety.com/join

4. Follow me on all of my social media accounts to keep in touch, receive updates and get notifications for my new videos, articles, and anything else I have coming up.

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