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How to handle your home business and children at the same time?

Working from home is a dream come true for most parents. The idea of being able to stay at home and watch over your children when they are growing up is certainly something that is very attractive indeed. But all of this does not mean that everything would go as smooth as you think it would. Because when you work at home hoping to spend more time with your children so that you can watch them grow would mean that you now have two responsibilities at the same time.

Quite frankly, these two tasks can be overwhelming. Imagine having to get the job done. Plus at the same time you have to make sure that you have ample attention to your kids. Many times you will find that you will lose focus when working in such an environment especially if multitasking isn't part of your strength. Besides that... things can get rather stressful at times especially when your kids are acting out of behavior and there will be times when you will have to entertain them or even get angry at them to keep them at bay.

The main problem would be how can you get the best of both worlds and at the same time get everything done smoothly? Here are some pointers that could prove to be very useful to those who are working from home and taking care of their kids at the same time.

Be very organized.

The first thing that will help you greatly is to learn to be very organized with your work environment and working method. Keep everything is in a neat order so that you will not have a problem locating the things that you need be it a real world item like your paper works or digital data that exists on your personal computer.

Being organized will also mean that you know exactly what you are about to do and how you plan to do it so you will also have a good to-do list that will guide you throughout the day. Without a to-do list you will feel almost lost and you might even miss out on some of the important tasks by mistake.

Using a to-do list to help you keep track of your task that needs to be done will show you just how wonderful it is to use a to-do list. The more you use it, the more you will find that the to-do list is very useful. Make sure that you list out your task properly and then try to determine the order and priority in which task needs your attention the most. When you get this right you will find that your life will be so much improved and that you will be able to get most of the task done. Furthermore you will find that you will be in control most of the time and you know exactly how to achieve your goals.

Plan ahead and schedule.

Obviously, planning and scheduling your day every single day can be the most important thing that you do to keep you on track. You will want to plan out your day accordingly and make sure that you split your time properly for both your family and your work. The good thing about working from home is that you can freely shuffle and arrange your time in any manner that you would like. However, you need to make sure that you have allowed enough time to complete your work. And the rest of the time can be used to for your family.

The good news is when you are working from home; you save quite a lot of traveling time. If you decide to cook at home you should make sure that you shop for all the groceries on the weekend so that you don't have to waste time during the weekdays just to go shopping. For this to work, you must absolutely keep a calendar and a timetable around you so that you know exactly how much time you have for your work and your children each day. Try to finish your work faster by focusing and of course make sure that your work is of quality by doing a double check every time you complete a task. This should free you a lot more time and still get your job done without much error.

Make sure you have activities for your children that do not require your attention.

Your child could potentially be very demanding on your attention an time. But you should easily take care of this if you can think of activities or tasks that your kids can enjoy and at the same time do not require a lot of your own involvement and time. To find these tasks, you can first look at the general interests that your kids have and then think of ways to get them started with their hobbies to spend their time. Of course you will always be there to guide them.

Depending on their age, you could even ask them to help you out in some of your time consuming tasks such as some simple paperwork. Kids just love to help out their parents and feel important. Another great way to get them to help you out is to get them to help out with house chores. Train them to do the chores every day and if you want you could reward them when they do extra chores for you. The rewards can be any incentives ranging from the good

old praise or a monetary reward. When you get this right, you should be able to get more time and focus on getting your job done fast. Remind your kids, the faster you get off work, the more time you will have to spend with them. Happy parenting while at work!

How to write a killer sales letter headline?

‘The headline is the most important part of your sales letter’... that’s what they all say. And they are right with this one. The reason why it is so important is because it is the first thing you will ever see on any sales letter. Imagine a sales letter that does not have a headline. It would be an absolute disaster. People would start wondering what is the entire letter about... in fact most would just leave because all they see are a whole lot of text and they do not know what to expect from it. A lot of these confused prospects will choose to leave. And that is really bad for business.

The role of a headline is to attract the attention of the readers and tell them that they are missing out if they do not read the rest of the story. The headline is very important in the sense of getting people interested. In the past, good headlines have proven to improve conversion rates of a sales letter. This is why expert copywriters will usually tweak the headline 90% of the time if they wish to improve the conversion rate of a sales letter. And mind you, a good headline can improve the conversion rate with a huge leap. So how then can you write a good sales letter? We look into the some of the best headlines ever written in search for answers.

Headline 1: ‘How to win friends and influence People’...

Amongst the many headlines that were written in the past this one in particular ‘How to win friends and influence people’ has proven to work time and time again. Perhaps this is due to the simplicity and the straight forwardness of the headline.

The headline starts with the old ‘How to’ opening. This opening indicates that the reader will definitely learn something if they were to invest some time to take a look at the entire body copy. Next in the headline would be a very straight forward problem that the target market would have. In this headline, the problem would be ‘getting more friends and being influential’. If your target market is hungry to find the answer to this problem than this headline will become a big hit.

Mind you this headline is not written for the general public. It is written with a specific target market in mind. So for it to work, you will have to put this headline in front of the eyes of those people who are looking for the solution to the problem. This then shows just how important it is for a copywriter to understand the demographics of the people they are writing to.

Headline 2: "Do You Make These Mistakes In English?"

When you take a look at the headline above, again you will realize that this headline is written specifically to a certain kind of people. It is not written for the general public. Hence the power of the headline will be nullified when it is read by someone who does not care about their English prowess. However, if you put this headline in front of someone who needs to be good with their English language or they might lose their job then this headline will matter. So you can actually count on it to make the people they are targeting for to read the entire sales letter due to the nature of the headline.

This is a typical 'question headline' to invoke curiosity on the person who reads it. What mistakes are the author talking about? Is it a huge mistake or is it a minor mistake? Am I making this mistake unconsciously as well? These are all the questions that might pop up in the mind of the reader and the power of curiosity will be at play here. This curiosity is the hook and bait that the author uses to get the reader to read on to find out more. When used properly, this kind of headline will work wonders. Sure it looks kind of short and simple but it gets the job done.

Headline 3: Advice to wives whose husbands don't save money – by a Wife!

This headline is great because it calls out indirectly to people who need the answer to a problem and it has a very simple way to establish authority. Most people are skeptical and they will ask the question to why they should listen to you and they will ask who you are in the first place to give them advice. The question of authority here is addressed when the author mentioned this little phrase 'by a WIFE!'

What this indicates is that it shows the reader that they are in good hands. The person giving the advice is someone who has been there and done it. Who else is more qualified to teach you how to solve a problem than someone who has experienced the problem first hand and solved it? That's right, one of the best people who you would listen to are those who knows the problem first hand and had taken the trial and error route to solve it effectively.

When you follow some of the rules of writing a headline shown above, you will see a huge improvement to your existing headlines especially if your existing headlines are not doing too well at the moment. Remember, a good headline could make or break your conversion rate. Keep testing for a better result and track your way to success. Gradually improvement will surely mean that success is getting closer and closer.

Is your business working for you or are you working for your business?

The world of business is intriguing. People like to think that when they are working on their business and their problem is solved. This is true for the people who engage in online businesses as well. The thing about starting your own business, you need to realize that your entire problem is only solved when you achieved a certain amount of success. What this ultimately means is that when you first started a business, you are actually going into a situation where you are taking up more challenges, problems, and obstacles in your life.

To many success gurus would say that this is not necessarily a bad thing. Many success gurus would teach and recommend their students to challenge themselves. They believe if one is comfortable with their life... they stay stagnant and this actually can hinder your growth in the aspects of success in life. The more you think about it, the more this makes sense. Of course this also comes to the matter of character. If you are someone who hungers for success and more in life, starting a business may fulfill this inner need. However, if you are someone who just wants a normal life that is of no worries, starting a business might not be suitable for you.

Of course staying in a 9-5 job does not mean you will get what you want as well. All in all, what matters here is that one needs to know that having a business that you can call your own can be a daunting task at times which brings us to the topic of our discussion today. Is your business working for you or are you working for your business? Well, this is a good question most internet marketers need to ask themselves today. Let's dig deeper.

Are you working extra hours from home?

When you are working from home, working on your business, do you find yourself working extra hours or after hours? Are you still awake late at night trying to get things done and trying to get your businesses moving in the right direction? Have you compared your current working hours with those who work in a 9-5 desk job? If you are working more than you should, then you could have fallen into a different rat race than that exists in the business world.

A good business entrepreneur not only understands the equation of time, but they also understand that they can't do everything themselves. Which is why, you will see that the most successful people amongst our internet marketing community only for a few hours a day. Take for example, the ultra-successful author of The 4 hour work week, Tim Ferris, he will tell you that if you work more than 5 hours a day, then you are doing it wrong. A good and successful business person will have their business working for them and they will be free to do anything they want most of the time. That is the ultimate freedom that we are looking for.

Robert Kiyosaki, the author of the famous Rich Dad Poor Dad book, says that in the business quadrant, you should be able to find financial freedom. So where is your freedom if you are working more than those on a 9-5 desk job when you are supposed to be living the life of your

dreams? That's right; you will need to evaluate what you are doing with your business right now.

What should be the ideal condition?

The ideal condition as a business person would be you delegating most of your work to those who you have carefully selected to be part of your team. All you will be doing is managing everything from the top. Much like a puppet master, you pull the strings in your business, and everything will come into place. You are not supposed to be on your desk trying to do everything because you would then be doing the job that is supposed to be meant for a team of 5 people or more.

You need to learn how to let go and trust others to do a good job for you. Learn to let go and you will find more time for yourself. Essentially, if you are smart and make the right moves, you will find yourself making the most money and having more time to spend them.

Outsource or get an assistance or partner.

The first thing you will need to do is to start hiring people that you can trust to work within your business. That is an absolute way for your business to grow. Get a partner that can help you improve your business and learn to outsource everything else to speed up your businesses and project execution.

For example, in the internet marketing business, it would take you at least half a year to launch a product of your own. You will take a few months just to create your main products and the products within your funnel. Next you will have to create your sales letter and sales message. Later on you will find yourself in need of graphics and creating the delivery page for your product. After all of that is said and then, you will need to start planning out your launch and gathering JVs. Hence you can see that even with 6 months there is no guarantee that your product will be successful because you might not have the connection and networking that is strong enough to make it happen alone.

So how then are those mega gurus launching products after product and raking up their success portfolio consistently? The answer is outsourcing. Even before their first project is completed, they have already started with the 2nd and 3rd launch. They will even have their plans for their 4th and 5th product launch ideas and plans listed out. Do they do all the work? No. All they are doing is planning and networking with the right people to make things happen. Sure they could be earning a lot less from the cost of each project, but to be able to launch one or two products each month will mean a lot of money on the table and not to mention all the email buyers list that they will be building.

Learn to maintain a growing list

'Build your list!', 'Build your list!' and more build your list chants... That's what you see and hear every day from internet marketers everywhere. It's true however that building your own list is very important. With a sizable list of your own, you can have money on demand. This is where things get rather interesting because with a list you can attract big JVs to scale your online marketing campaigns, you can create or promote affiliate products and earn a fortune each time you hit the send button. You could even get your subscribers to help you increase your exposure!

It is no wonder then why most people are raving about building a list of your own if you wish to succeed online. While building a list is very important one need to remember there are other factors at play here in order for your list to be responsive. You must know that your relationship with your list needs to be cultured as well. Also when your list gets bigger you will also need to understand how you should manage your growing list and how to make it much more effective and efficient. We will address these issues today.

Section your list to be much more targeted.

When your list is growing, your autoresponder will be full of lists of different sizes especially if you have multiple list building campaigns going on at the same time. Or if you only have one list campaign building all this time, you will need to start being more organized. To be more organized you can use your autoresponder to section your list. Most autoresponders will come with a feature to do this easily.

The good way to section your list is to split them into a freebie section and a buyer section. This way you can treat your buyer section a lot different from those who only opted into your list for a freebie. For the freebie list you can keep trying to promote low end offers to them in hopes to convert them into buyers. When they do, you will have to set your autoresponders to move them into your buyers list.

And the way you treat your buyers list is that you will handle them with care. You do not want anyone on your list to leave your list if possible so you will try to please them most of the time. Another good tip is to gradually increase the price of the product that you sell to your buyers list. This way you can maximize your profits and you can also train your buyer list to purchase higher priced products. Of course there are many other ways to section your list.

You can section your list to have a 'test' list so that you can test out some of your email swipes first before sending it out to the entire list. You can see the response of the people from this test list and if the response is not good on the offer, you can change it and resend it to another test list. This way you can be sure that when you do send out to your entire list, you will get the maximum return every time and you can also keep your unsubscribes low.

Reduce bounce rate by deleting worthless email contacts.

Another great trick you should implement to your list when it is growing bigger is to actually

reduce your bounce rate and increase your email open rate by deleting worthless or unresponsive email contacts from your list. Many people would think that doing this will waste your effort and money that you have invested initially when you build the list but think of it this way, if the email contact is useless or unresponsive there is no point to keep them inside your list anyway.

Besides that if your bounce rate is too high you run the risk of getting your emails flagged by some ISPs (internet service providers) or email service providers. And when that happens you might get banned from some of the services and this could be bad for your business. Same thing goes for a small email open rate. Things could go out of hands and turn sour if your list gets too unresponsive and that the ISPs think that your emails are spam because of your low email open rate.

Create Remarketing campaigns.

Creating Remarketing campaigns are a very smart and easy way to engage people who do not open your emails. A Remarketing campaign is where you send out an email and then track it. You will then go back and check for people who never opened your emails and create a new section out of these people. You will then resend the same email to the same people with a different subject headline this time. Keep doing this and you will improve your email open rate.

Another benefit of doing this is that you are not sending the same email to those who has already opened and taken a look at your offers. This will help you reduce your unsubscribe rate. Also by doing this you can maximize your email open rate without having to write a new email copy every single time. All you have to do is tweak or change the subject line and you are good to go.

Give inactive subscriber a second chance by giving them an incentive.

Lastly you can even try to engage unresponsive subscribers with an incentive or offer. You can send them an email hoping to get back their trust and loyalty. Send out an email and tell them that you are cleaning up your email list. Tell them that they have been found by the system to be inactive and that if they want to remain on your list, they should reply or respond by clicking on the link which will take them to a special offer that is found nowhere else, or a free gift as a thank you for staying with your list. Those who do not wish to remain on your list can either do nothing or opt-out from your list right then right there.

This gives your subscribers a choice to stay or leave. This little bit of respect gives them a different view of you and you will surprised to see just how many people can be re-activated with this technique. There are of course many variations on how you can do this and it is up to you to test them and find a variation that works best for you and your business.

Low Cost Tactics To Promote Your Online Business

For any small online business owners, we are constantly troubled by the question how we can promote our businesses and get more exposure to our businesses without having to spend too much money and budget online? This is not an easy task for most because most of the time, to promote your website for free would often mean that it takes time, and to speed things up one will usually have to spend money to get more traffic to a website fast.

Nevertheless, there are many ways to promote your website online at a low cost. Some of them are paid methods while others are free. Mind you that the paid methods mentioned below will be at the lower cost as well. This is because we know that it is essential for small businesses to be wary of their budgets and spending. One of the keys to success for a small business is to keep the cost low while maximizing the returns. If the returns are low you could potentially be in the negative profit zone if you are not careful with your business budget. Here are some of the places that you can go to promote your business.

Facebook.

Facebook seems to be the center of attention these days. Most of the people online are on Facebook and they seem to be spending a lot of time every day hanging out and socializing in this virtual world. This huge amount of traffic and crowd on Facebook makes it a great place to spread the words about your online business. You will have to be extra careful here though because many other marketers have recognized this rise on Facebook and have tried to exploit Facebook for traffic. Because of this Facebook is now coming out with very strict rules to protect themselves and it's users from spam and other unethical promotional methods.

The good news is, with these strict rules, you get less spam on the platform. What this means is that you will be able to promote your offers legally and still get the attention that you deserve on Facebook. There are two main ways to promote your product or offer on Facebook and it is the free method or the paid method. With the free method, you can build a fan page or a Facebook group to gather traffic. You will have to rely on viral traffic to increase your exposure to your website. With the paid method, you will utilize the Facebook Ads system where you pay for every click that or impression that you get.

If you know how to use the Facebook Ads properly, you can get the cheapest paid traffic in the industry. However, do your research first before plunging head first into this because if you do it wrong, it can cost you a lot of money advertising on Facebook ads.

LinkedIn.

LinkedIn is another great place for businesses to network and connect with other business owners or workers. This is because LinkedIn is one of the top networking websites for B2B (business to business) types of relationship. Hence, if you are selling a B2B product instead of a B2C (business to consumer) product, then LinkedIn will be one of the best places for you to meet business owners worldwide. All you need to do is create an account and set up your profile. The next thing you can do is keep adding new people to your list of friends like how

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you would do on Facebook or any other social media sites.

Twitter

Tweet your way towards your fame. Start following and get followed by others today. As your following grows your traffic and exposure for your website will also grow. Twitter can be a very important tool to get your business name out there gets it recognized. With every tweet you will get a lot of viral traffic to your site and links. With every re-tweets that you get from your own tweets you will get even more traffic and the numbers will just grow exponentially. However it is not as easy as it sounds because there are a lot of works to be done.

As long as you are willing to go through the learning curve and start raking up the numbers of your twitter followers, slowly but surely you will move closer to your traffic goals. Promoting on twitter is very cheap and all it takes is your time and creativity to get people interested to read more about you. With Twitter, it is also possible for you to carefully target your traffic as well but you will need to understand the demographics of your target market and aim first before you shoot.

Forums.

Using forums can also be a great source of traffic to your site. A good and popular forum should provide you with many ways to promote your business for a small fee. Hence, check out the forums within your niche and then try your best to get in contacts with your forum owners. Negotiate for a good price to advertise on their forums if they do not have a fixed price for advertisements.

Do a quick search online to see what forums are available within your niche. Try to focus on active forums and try to focus on the forums that are ranked high on the search engine. This way you can potentially get traffic coming from search engines as well. Of course you can try promoting your website for free in the forums as long as you follow their rules. You can use your signatures as a link back to your site and all you would be doing is helping people out on the forum. As your reputation grows, so will the traffic that clicks on your signature to go back to your website.

All in all, there are many ways to promote your business with a shoestring budget. This is because there are a lot of companies out there who realizes this demand and try their best to provide the means to help people just like you to promote on a low budget.

Methods to improve your networking efforts

Many people take online marketing as a refuge from the real world where you can hide behind a computer and hope to make an income without having to deal with people. However, this is far from the truth. Although you can hide behind your personal computer and make some money online without the help of others, it is going to be a very hard and daunting task

to grow your business fast and in a larger scale if you do not work with others and build your network accordingly.

One of the saying out there goes like this, 'It's not what you know that matters, it's who you know that will get you the success that you've always wanted'. And this statement rings a bell in the internet marketing world. This is not just any statement that is made up by just anyone, in fact this statement holds a lot of truth and it comes from real people who have been there and done it. One of the best ways to grow your business is to actually try your best to build a network online so if you socializing and building your network is not your strong point, then pay attention, because you will learn a thing or two about how you can improve on your networking skills online.

Smile more.

First of all, before you start any networking, always remember that the basic to good connection and relationship is to smile more. This can be done digitally as well. What this means is that you should always use a smiley in your chat or messages or even in your emails. This helps to improve the impression on you that you are actually a very outgoing and friendly person. This is the basics of the most basics so you have to make sure that you get it right.

Whenever you place a smiley which is very easy to do, people will notice the emotion when you speak to them. And with a smile people know that you are in a good mood and being friendly. Joke around with when you are networking and bring a sense of humor to your communications. You will find that by doing this, you go a long way to connect with others. Because on the internet, you are rarely communicating face to face with the person that you are trying to reach out, and most of the time you are a complete stranger to them, the smiley can help break the ice and help them ease up when responding to your messages.

Make time to contact your partners.

Networking takes time. And if you really are sincere to become a friend of your partners or the people who you are trying to connect with, you absolutely need to make time to contact them. Try to engage them on their social network accounts such as on Facebook or you can just contact them via chat softwares like Skype.

It is very important to understand that you need to elevate your communication from email messages and slowly move on to communicate using chat messages or Facebook messages. From there, try your best to actually become their friend and as time goes by you will have to move on and take things a step further. The way you can do this is to actually get them on the phone and talk to them. If you are actually living somewhere near each other you can actually ask them out for a drink and buy them a cup of coffee. This kind of real life interaction can actually secure your success in the future.

The more people you connect with the better your chances to huge success is. And the best way to do this is to actually aim for people who are 'strong' enough to help leverage your business to a whole new level. One of the best networks in the internet marketing game today

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was asked a question about how he was able to befriend so many big time marketers and get them to help him out and promote his business. His answer was that everything was part of the plan. Yes, even if you have motive to become a friend of another marketer, the important thing is that you need to be sincere in helping each other out. That's what friends are for!

Help them out without being asked.

When you are in the process of befriending fellow marketers and trying to connect with them, it is always a good idea is you can help them out in their business without ever being asked to do so. You have to take the first step and ask them how you can help them out. Ask them about their current project and see if you can lend them a helping hand. The more you help them out, the more you will leave an impression in their mind and the more they will be inclined to know more about you. Needless to say they will want to help you out as well when you need it the most.

Do extra for your partners every single time.

Every single time you decide to help out your JV partners, you should try your best to go way beyond their expectations. Give them extra help and opinions. That's how they will realize that you are someone who has a big heart and it is worth being your friend. Make sure that you do extra and show them your sincerity and wow them every time you do something for them. In fact, this is also the time for you to show them your talents and capabilities so that they will be attracted to work with you the next time you decide to find a new partner for a new online business venture.

One at a time.

Try to focus on building relationship with one marketer at a time. Of course this will take up a lot time before you can get a sizable amount of network. But focus is the key. When you devote most of your time and attention that you can spare on one single person, they will be unable to ignore you and they will without a doubt notice you more as no one else is willing to do what you are doing for them. Remember, connecting with others online should never be something that is in the short term. If you plan to become friends then make sure that it will be a lasting one and you will be rewarded more than you could ever imagine.

Poor Man's Method To Successful List Building

If you are someone who just got started online and is operating on a limited budget, then you absolutely need to pay attention here. One of the most important tactics you will find that works to help you grow your online business is to actually build a sizeable list. Now building an opt-in campaign does not take much money. All you need to get the campaign ready is to create your own landing page, get hold of an affordable autoresponder and slap some email

newsletters into your autoresponder. You are ready to go.

However, the true pain here would be to get the traffic that you need to check out and finally opt-in to your newsletter. Getting these subscribers can be a very hard and it can be a costly task as well. In fact, one of the biggest problems that you will face is to pay to get the subscribers first without knowing if they will ever convert into a profit. Hence, the best way to do this especially if you are new and low on budget is to actually find cheaper methods to build your list. Below are some conventional ways to build a list that does not cost you a bomb.

Cross promotions – ad swaps.

One of the most common ways to increase the amount of subscribers on your list is to use the cross promotion method otherwise known as ad swaps. With ad swapping, you will first have to look for partners who are willing to do an ad swap with you. An ad swap is nothing but you and your partner mailing for each other hoping to get more subscribers from each other's list. Hence, it is obvious then that you will need to have a list first in order to use this technique.

Usually, some marketers will buy paid solo ads to build a small list first before starting with an ad swap. With paid solo ads, you will be able to quickly build an initial list. You should be able to start ad swapping when you have a list of 200 people. Of course the bigger your initial list the better and faster it is for you to build your list with ad swaps later on. One of the best places to find ad swapping partners in the internet marketing niche would be a service known as safe-swaps.

The faster you find swap partners, the more time you can save for other important aspects in your business. You can also find swap partners via a search on Google search engine or on forums related to your niche. You can even take a look at some of the Ezine directories because they should have a database of list owners who might want to swap with you within your niche.

Give product bonuses.

Essentially, building a list is based on giving away something free in exchange for an email contact. Hence, a clever way to boost your opt-in rate conversion is to actually rake up the amount of value in your incentives. If your competitors are giving away a free report, then you should try to give more than just a free report. Use bonuses or limited bonuses to help your visitors convert into a subscriber.

When you are operating on a limited budget, it is very important for you to attract subscribers effectively for a higher opt-in rate. This way you will maximize the results even when you are getting a fixed amount of traffic every month. The good news is, tweaking your opt-in landing page is pretty much in the low cost and you can do it in a very fast manner.

Use Viral Reports.

If you are looking for free traffic then viral traffic should be an interesting kind of traffic for you. Essentially you can use a viral report as your giveaway form people opt in to your list. What

happens here is that when they read your report and they like it, they are offered ways and rights to distribute your report to people that they think needs it.

This word of mouth viral traffic may explode your traffic without you having to do anything. The most important key here is to write a very good report that people will be inclined to share and when you give them the rights to do so, plus a little of encouragement on your part to get them to share the report, you will definitely be able to gain a lot free traffic this way.

Another thing to consider here is that you should not stop with just one viral report. Go for as many as you can and when your viral report piles up, so will your traffic and your subscribers. The more you do this, the more you will find your list building works becoming effortless. However, a good start is the key so make sure your viral reports are of absolute quality and make sure you have provided instruction on how your readers can help you spread the word. Do try and use some sort of tracking to help you monitor the growth of your traffic and how well your reports are doing.

Make guest posts.

Another great way to gain traffic for your list building efforts is to make guest blog posts or guest article posts on other reputable websites. If you think about it, these sites are already enjoying a lot of great traffic and if you want a piece of the pie, you need to get involved in the content of these sites. The good news is, many of these reputable sites do encourage guests posts because they are constantly in need of new contents to keep their visitors happy. It's how they grow and this can be an advantage for you.

However, you must first approach and befriend the publishers. This networking and connecting with the publishers will help you get your content published with a link back to your site. Master this and you will be able to enjoy traffic from their site and rank higher on the search engines for organic traffic. Therefore, try your best to work on your writing skills and networking skills because your guest posting efforts will definitely pay off.

Procrastination is your enemy. Learn how you can beat it!

Any online gurus or success coach would tell you that success in life and business comes from your character and mental health. That's why self-help gurus emphasize on the mentality of a human before they even talk about what you should do or how you need to execute your plan to reach the success that you have always wanted. One of the biggest killers of dreams has been identified as procrastination.

Most people are not born with the ability to just take action with no questions asked. In fact most people will procrastinate and wait for the 'right' time to take action. Ironically, gurus and self-help coaches will tell you that the 'right time' to take action is actually now. This is true

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because if you keep waiting and hesitating in life then you will lose out most of the time. One needs to learn how to improve on their methods to help eliminate procrastination and take control of your life. This includes us internet marketers as well. Here are some great steps that can help you improve yourself and stop procrastination once and for all.

Understanding thy-self!

The very first thing you need to do before trying to stop procrastination is to learn more about yourself. You have to understand why are you procrastinating in the first place? Are you suffering from any trauma from the past? Have you experienced some sort of failure in life that is causing fear in you? Or are you just afraid of losing? The better you know the source of your procrastination, the better your chances are at beating it.

Try to dig deep within yourself and think back on all the times when you were procrastinating. It is always best to deal with the problem at the source so that you can be sure that it will not ever come back to haunt you in the future. One needs to be mentally strong if you want to be able to beat your fears and stop procrastination once and for all. Once you find what's stopping you, it's time for you to sit down and think of the best possible ways for you to stop the problem.

Take for example, if you are procrastinating because you are afraid of losing then you will have to keep reassuring yourself with facts to why you have to make the decision that you are going to make or why you should be taking actions fast instead of hesitating. Make a comparison chart of all the pros and cons of the task ahead and you will be able to see clearly what is going on.

You will be surprised at just how much cons you will be able to come out it at times because most of the time, your mind is controlled by your emotions and when you focus on just one con, your mind gets confused and start telling you to back off. However, when you list out everything in a comparison chart, you will see that the pros heavily outweigh the cons and it is worth the risks. Therefore, make a habit of listing out the pros and cons of the task or decision that you are about to do so that you can make a firm decision instead of waiting and hesitating for no apparent reasons.

Risk management.

In every business venture, you must understand that there will always be a certain amount of risks involved. You can will it away obviously, so the best thing you can do is try to manage the risk and only take calculated risks. Understanding yourself also means understanding your current situation and how much risk that you can allow upon yourself. For example, if you have \$10,000 in your budget. And after some calculation you realize that you can take a 10% hit on your budget and it will not have an effect on your business.

Knowing your risk level can help you use risk management tactics to help you feel more secure when making big decisions. Hence when you are able to manage your risks, you will be able to engage into new task with a much higher confidence and minimizes your procrastinations.

Get support.

Sometimes we procrastinate because we lack the confidence to move on in our life. Hence at times like this you can try to get support from friends or families who truly understand you. Stay away from people who are negative because they will only hinder your growth and may cause you to procrastinate even more. Learn how you can work with people who are optimistic and try to hang out with them. These are the people who will be able to push you higher than you will ever be able to go. Try your best to learn from them and ask them for advice on how to avoid procrastinating.

Take small steps.

If you are still unsure of your decision, the next best thing you can do is to take small steps at first towards your goal. This way, you can get started with whatever you are doing, but your risk is going to be much smaller than jumping right in. For example, in the Forex niche, you are encouraged to use a demo account first before going to trade on a live account. That way, you can minimize your risk and learn as you progress. You will only trade with real money when you are confident and understand the market properly. This kind of small steps helps minimize your risk and also reduces your stress level. Therefore you should learn from this and try your best to only start small and take baby step so that you if you fail, it won't hurt as much as it should.

Using LinkedIn To Grow Your Business

There are many social networks that can help you and your business grow. Many of these social sites provide you with the traffic and features that can help you create a better exposure for your business. One of these social media sites is known as LinkedIn. At first glance, you would think that LinkedIn isn't as popular among your friends and family. In fact, isn't Facebook twitter or even YouTube better for your business? Well little did you know that LinkedIn is a rather special breed in the social media world...

If your business is a B2B (business to business) in nature instead of the popular B2C (business to consumer) kind of business than you are in luck. So if you are you thinking of promoting your B2B business you must definitely take a look at LinkedIn. You will surely find it as a unique gem that will rock your world.

What is LinkedIn?

LinkedIn is a business social network that was created for business, employers and employees alike to socialize and connect with each other. In other words, it is a very focused and business oriented kind of social network that can be used to your business' advantage. If you are a business to business kind of business then you can utilize LinkedIn as a source for traffic or clients for your business. If you are in a business that deals with a business to

consumer, then you can use LinkedIn as a way to connect with other business owners within your niche and create a partnership to help each other out. This kind of connection can be very helpful to grow your business.

Take for example, a B2B business can use LinkedIn's feature to search for people or businesses that might need your product or services. You can then engage them slowly and get to know your potential customers more. You can even use it as a market research tool to try and befriend your customers first before trying to sell anything to them. When you are able to effectively communicate with them you can then try to ask if they are having any problem in their business or you might want to address some issues that your business might be able to solve for them.

For a Business to Consumer Company, you can look for stronger partners in your field and try to get to know them. They could be your competitors but you know what they say, 'if you can't beat them, join them'. So try to network around within LinkedIn and introduce yourself. LinkedIn can be a strong resume that you can use because people within LinkedIn who have worked with you before can actually endorse you can recommend your work within your profile. A good and strong looking LinkedIn network can help you get instant credibility where it can be you're a part of your resume and portfolio.

Besides that if your LinkedIn profile shows that you are very well connected, you might even get a lot of people approaching you with big opportunities. In fact, there has been any LinkedIn success stories in the past that indicates how powerful LinkedIn can be and how beneficial it can be to any business owner.

Who are using LinkedIn?

The people who use LinkedIn are those who are looking to connect and grow their business so you can be sure that they are very ready to receive communication from you. It's like having the permission for you to engage people within LinkedIn without having them to think about you as a salesman. This is a giant leap to a lot of B2B companies. Prior to LinkedIn you will have trouble getting other business owners to listen to you because once they know you are interested to sell them stuff, they will just shut you down. With LinkedIn you can slowly approach them subtly and then highlight the problems other businesses are having. There are many ways to do this but one thing is for sure, LinkedIn has helped to reduce a lot of rejection and this is mighty good news for most. Besides that, you can even reach the 'decision makers' within a company with ease without having to go through lower tier workers who will just put you on hold because they could not make decisions. With LinkedIn, as long as the decision maker has an account in there you are in luck and you will be able to reach them with very little limitation. The only thing you will need to take note of is to be careful not to mess it up and you should be good to go.

Advertising on LinkedIn!

LinkedIn also provides an advertising platform for you to reach more people within LinkedIn in a targeted manner. The targeting system is very accurate the say the least and you will be

able to reach your target market very easily. The only downside here however would be the cost to advertise via LinkedIn is quite high. The good news is that you will be able to reach people in a speedy manner and you will be able to get much targeted leads for your ads. The best way to approach LinkedIn as is to make sure that you can profit after all the advertising cost and they may require you to sell a higher priced product. If not, you might want to stick to the free method and you should be alright.

When used properly, LinkedIn ads can be much more effective than other forms of advertising because of the focus of the people within LinkedIn and the focus would seem to be on the business avenue instead of what you see in Facebook where people are there to socialize, play games and hang out. Use LinkedIn wisely and you will definitely find new light inside it.

What products should you sell online?

Making money online is a big industry these days. There's no question about it, the internet is taking the world by storm. People are using the internet more and more these days. The younger generations will complain the entire day if you strip off their internet access. Businesses won't be able to run normally without a smooth internet connection and surely, any people will miss their beloved social media sites like Facebook. If you take a look around you these days especially at a coffee shop, people are mostly staring at their Smartphones or tablets most of the time.

What this means is that it is a golden era for internet marketers indeed. If there was any time that is considered as a good time to start an online business, that time would be now. Think of it this way, if you can just place an item that people are actively looking for on the internet, you will make a fortune. It's really hard to ignore the amount of people that buys stuff online these days. You will even find people ordering pizzas from the internet and there are people who shop for groceries from the comfort of their homes. That's right, it's time you find a good product or two that you can sell online. Here is a quick guideline to help you find a good product to sell.

Want vs. Need.

When selecting a product to sell online, one of the most fundamental analysis that you should be doing is to ask yourself a question of whether the market is looking for the product as a want or a need. One needs to be very careful when looking at this because many people are still confused between a want and need. To make things easy, we will use question of success as a way to determine if the product is a want or a need.

When a product is in the 'need' category, it would mean that the users will require the product or services to do something in order to succeed. For example, if you want to cook a soup, you will need water or some sort of fluid for the soup to be a success. Ingredients such as mushrooms or vegetables in your soup are obviously not necessary to cook a bowl of soup

and are categorized as a 'want'. So it is clear then if the relationship between a want and a need.

However, which one of the above is a better product to sell? Most gurus will agree that it is better to sell the 'want' instead of the 'need'. There are several reasons for it. The first reason is a battle between emotions and logic. Let us look at the 'want'. People buy in the 'want' category because they buy emotionally. They do not need the product but they will buy it because they want it. Take the Apple iPhone for example. No one actually needs it to for their daily life. In fact, without an iPhone no one will die and life goes on.

However, it is because of human want and greed that makes the iPhone one of the most bestselling devices today even when it is much pricier than its competitors and even when their competitors are offering a better product. So what this means is that for a product in the 'want' category, you should be able to sell the product for a higher price. However in the 'need' category, most of the products are very basic and it is very readily available. This means the price point will be much lower than a product in the 'want' category.

Quality and effectiveness.

The next thing you will want to take a look at when it comes to choosing a product to sell is the quality of the product and its effectiveness. When we talk about quality and effectiveness, we are talking about if the product actually works in real life or not. For example, if you are in the diet niche, if your diet program working in real life. Will people undergo a life changing experience if they choose to buy and try you product. If it is, then you are in business!

Success begets success. And you will find that people who do use your product will be very happy and buy from you again. They will even recommend you to people they know and your business will take off from there. However, if it's the other way round, you will find yourself struggling all the time to get your products off the shelf if not at all. Hence, before you start selling something, make sure it works and make sure you will be proud selling it to your own mother. There's no point selling something that is only sounds good on paper and utterly useless in real life.

Affiliates should look for good track records.

If you are an affiliate marketer, then you should always look for products that have a good track record. Learn to look at the statistics and the testimonials of an affiliate offer before you decide to promote it. Try to seek out the opinions of the general public within a public forum to see what real customers are saying about it. A good product will naturally get good testimonials and it will sell naturally. People will talk about it and start to rave about the product.

Competition level.

Finally you will have to take a look at the level of competition within the niche that you have chosen. Obviously, you want to see if there are any 'direct' competitors for the product that you plan to sell. What this means is that, if there are people who are selling the same kind of

product that does almost exactly like what your product will do, and then you need to work hard to see how you can improve on your product or just promote their product instead. If your competitors are selling products that are not directly competing with yours, you should be able to dominate your market easier. Hence choose your product wisely and sell a product that you will be proud of.