The INTERNET MARKETING NEWS LETTER

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Using Gamification To Create Buyer Urgency

You already know how to create urgency in your buyers by using limited time offers, count down timers, limiting the number of items you sell, providing low stock notifications and doing daily deals and flash sales.

But what if you're looking for an unusual way to create urgency in buyers that sparks excitement and maybe even makes your offer go viral?

Then you might want to consider introducing an element of gamification into the buying process. Here are five ideas:

1: Limited-Time Challenges: Create time-limited challenges or missions related to your product or service. Encourage customers to complete the challenge within a specific timeframe to unlock exclusive rewards, discounts, or bonus features. This gamified approach adds an element of competition and urgency, motivating customers to take action.

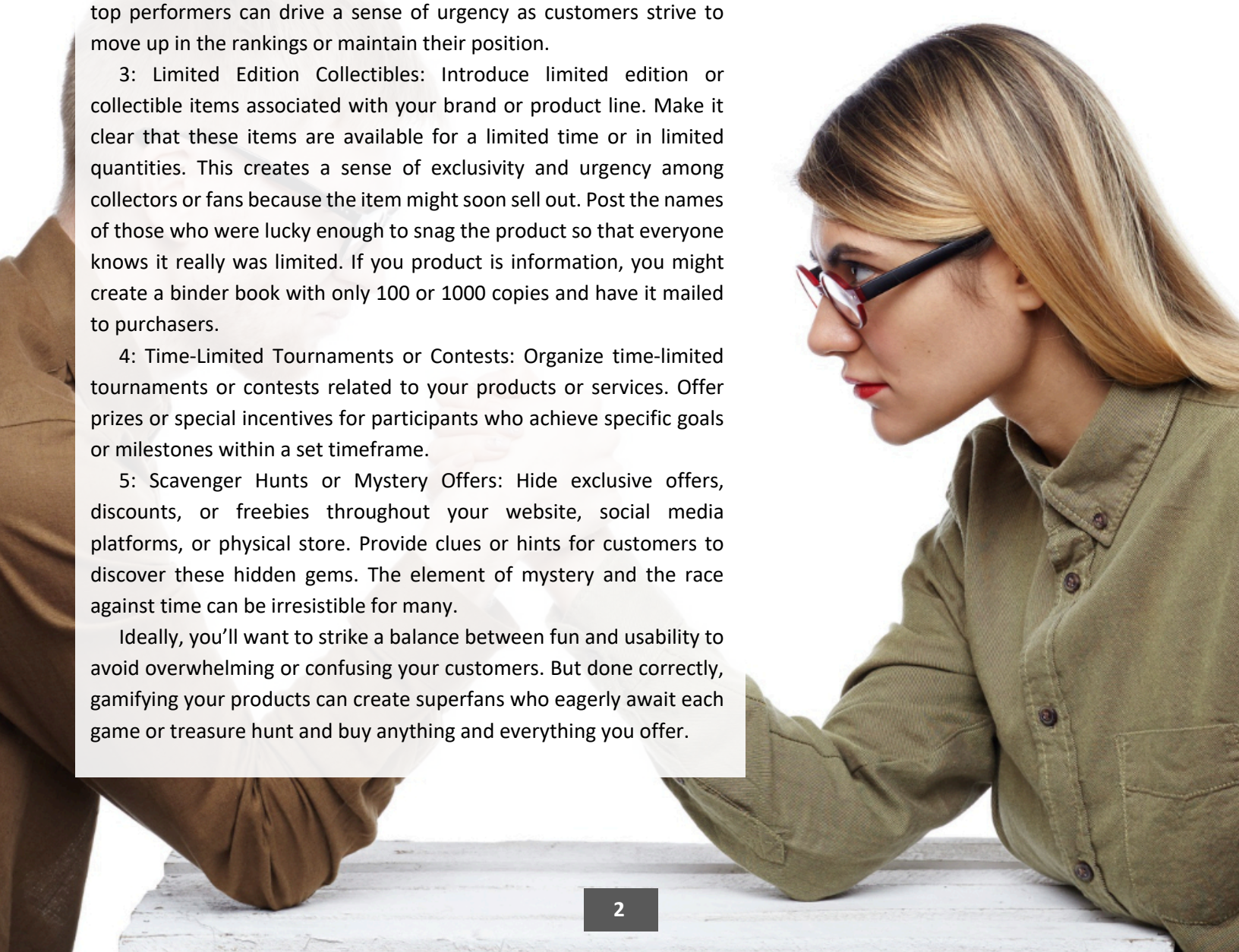
2: Leaderboards and Rankings: Use a leaderboard system where customers can earn points, badges, or levels based on their purchases or engagement with your brand. Displaying a public leaderboard with top performers can drive a sense of urgency as customers strive to move up in the rankings or maintain their position.

3: Limited Edition Collectibles: Introduce limited edition or collectible items associated with your brand or product line. Make it clear that these items are available for a limited time or in limited quantities. This creates a sense of exclusivity and urgency among collectors or fans because the item might soon sell out. Post the names of those who were lucky enough to snag the product so that everyone knows it really was limited. If you product is information, you might create a binder book with only 100 or 1000 copies and have it mailed to purchasers.

4: Time-Limited Tournaments or Contests: Organize time-limited tournaments or contests related to your products or services. Offer prizes or special incentives for participants who achieve specific goals or milestones within a set timeframe.

5: Scavenger Hunts or Mystery Offers: Hide exclusive offers, discounts, or freebies throughout your website, social media platforms, or physical store. Provide clues or hints for customers to discover these hidden gems. The element of mystery and the race against time can be irresistible for many.

Ideally, you'll want to strike a balance between fun and usability to avoid overwhelming or confusing your customers. But done correctly, gamifying your products can create superfans who eagerly await each game or treasure hunt and buy anything and everything you offer.



RESOURCES AND NEWS

Active Adult Users Tweeting Less in The U.S., Many Plan To Abandon Twitter

Among current and recent users, women are more likely than men to have taken time away from the platform in the past year (69% vs. 54%, respectively). Black users are more likely to do the same than their White or Hispanic counterparts (67% vs. 60% vs. 54%, respectively).

The recent analysis also shows that most users who were active before Musk's acquisition have begun tweeting much less, with these users' average tweet numbers per month dropping around 25% following the takeover.

https://www.mediapost.com/publications/article/385491/active-adult-users-tweeting-less-in-the-us-many.html

Get Accurate Results from LinkedIn A/B Tests

The latest update from LinkedIn Campaign Manager introduces its inaugural A/B testing tool designed to assess the effectiveness of ad content, audiences, and placements. This comprehensive guide on conducting various types of tests offers invaluable tips for maximizing the quality of outcomes.

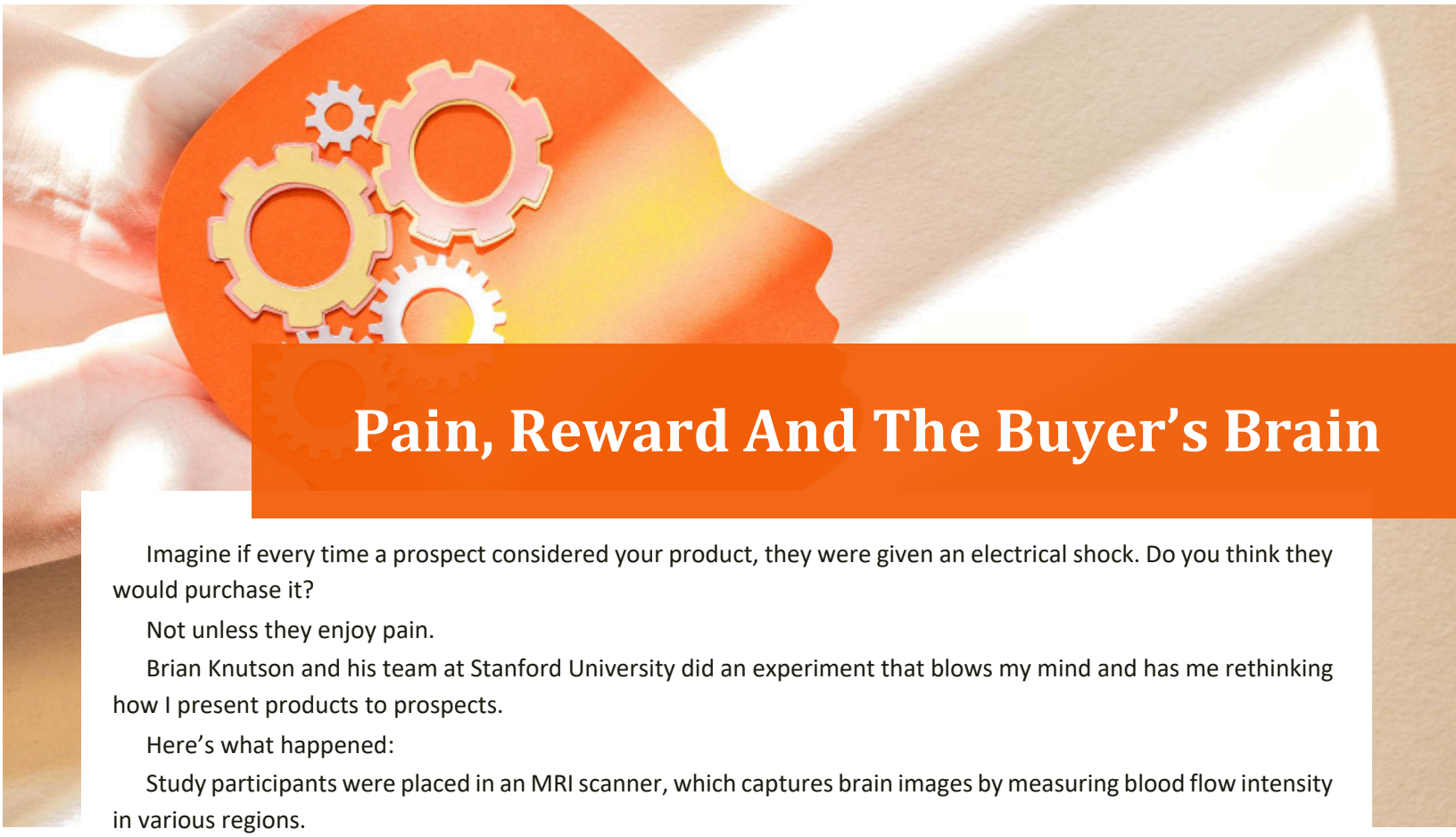
https://www.socialmediaexaminer.com/linkedin-ads-how-to-a-b-test-your-way-to-effective-campaigns/

Youtube Has Started Blocking Ad Blockers

When watching videos recently, one Redditor encountered a popup informing them that "Ad blockers are not allowed on YouTube." The message offered a button to "Allow YouTube ads" in the person's ad blocking software and went on to explain that ads make the service free for billions of users and that YouTube Premium offers an ad-free experience. It also provided a button to sign up for a YouTube Premium membership.

The moderators of the YouTube subreddit received a message from the YouTube team confirming this popup was part of an experiment the company is running. It appears to be a very limited experiment, as we've only found the one user report, but it could be a sign of things to come.

https://www.androidpolice.com/youtube-ad-blockers-not-allowed-experiment/



Pain, Reward And The Buyer's Brain

Imagine if every time a prospect considered your product, they were given an electrical shock. Do you think they would purchase it?

Not unless they enjoy pain.

Brian Knutson and his team at Stanford University did an experiment that blows my mind and has me rethinking how I present products to prospects.

Here's what happened:

Study participants were placed in an MRI scanner, which captures brain images by measuring blood flow intensity in various regions.

Each individual was then presented with three elements: A product, a price, and a button allowing them to indicate their decision to purchase by saying "yes" or "no."

When an appealing product appeared on the screen, participants' brains exhibited heightened activity. Specifically, their brain's reward centers were activated, leading to the release of dopamine—a chemical associated with desire that motivates action.

So far, everything was going the way you would think it would, but then something strange happened.

When the price of the product was disclosed, the brain regions responsible for mathematical processing, decision-making, and emotional responses did not exhibit heightened activity.

Instead, a specific area of the brain became highly active: The pain centers.

These brain regions are associated with both physical and psychological pain. In this case, the pain arises from the need to part with something valuable—hard-earned money. The brain's response to relinquishing financial resources is similar to its reaction when asked to share other resources, such as food.

Guess what? Knutson's team has made a groundbreaking discovery known as the purchase formula. It reveals that…

The likelihood of someone making a purchase is directly linked to the balance between pleasure and pain they experience.

According to the formula, the probability of making a purchase can be calculated as follows:

Likelihood of making a purchase = (amount of activation in the reward center) – (amount of activation in the pain center)

This discovery is a game-changer for marketers like us. In the past, we focused on advertising low prices because that's what we thought customers wanted. But here's the key: People actually dislike thinking about prices because it can be genuinely distressing. Regardless of how incredible the discounts are, we cannot entirely eliminate that discomfort.

Nevertheless, what we can influence is the level of activation in the reward center. The more positively people feel about our products or services, the less the impact of pricing pain will affect their decision to buy.

Quotes

"In the startup world, you're either a genius or an idiot. You're never just an ordinary guy trying to get through the day." — **Marc Andreesse**

"Know the true value of time; snatch, seize, and enjoy every moment of it." — **Lord Chesterfield**

"Money is plentiful for those who understand the simple laws which govern its acquisition." — **George S. Clason**

"Nothing works better than just improving your product."—**Joel Spolsky**

"People seldom do what they believe in. They do what is convenient, then repent." —**Bob Dylan**

"Power means happiness; power means hard work and sacrifice."—**Beyonce Knowles**

"Running a startup is like being punched in the face repeatedly, but working for a large company is like being waterboarded." —**Paul Graham**

"Running a startup is like eating glass. You just start to like the taste of your own blood." —**Sean Parker**

"The big money is not in the buying and selling ... but in the waiting."—**Charlie Munger**

"The most common way people give up their power is by thinking they don't have any." —**Alice Walker**

"There are lots of bad reasons to start a company. But there's only one good, legitimate reason, and I think you know what it is: It's to change the world." —**Phil Libin**

"They said, we have education, but what about jobs? So I started telling them, you should be taking a pledge, and the pledge should be: 'I'm not a job seeker; I'm a job giver.' Prepare yourself to be a job giver." —**Muhammad Yunus**

"Wealth is not about having a lot of money; it's about having a lot of options." —**Chris Rock**

"What good is success if you're not willing to share it?" —**Karl Malone**

"With extreme wealth comes extreme responsibility. And the responsibility for me is to invest in creating new businesses, create jobs, employ people, and to put money aside to tackle issues where we can make a difference."—**Richard Branson**

Analyzing the Performance of Your Shorts Videos with Cutting-Edge YouTube Analytics

Want to improve your YouTube Shorts content? Wondering which shorts get the best audience retention?

Here's how to use the latest YouTube analytics to analyze the performance of your Shorts videos.

https://www.socialmediaexaminer.com/how-to-analyze-your-youtube-shorts/

Historic Survey Reveals Surging Customer Rage

Americans' product and service problems skyrocket, while anger mounts over poor resolution and complaints turn more hostile.

According to a newly published survey, Americans are facing an unprecedented surge in product and service issues, growing increasingly furious with companies' inadequate attempts to address their concerns, and adopting a progressively more confrontational approach when lodging complaints.

The survey estimates that businesses now face a staggering $887 billion at risk in future revenue due to subpar complaint handling—an alarming increase from $494 billion in 2020.

https://www.prnewswire.com/news-releases/historic-national-customer-rage-survey-record-level-of-product-and-service-problems-incite-surly-customers-to-yell-more-and-seek-revenge-for-their-hassles-301765053.html

ARTICLE

10.5 Things I Learned From My Inbox Today

The challenge: Learning 10 things from my inbox in one day that are worth sharing with you. Here's what I found…

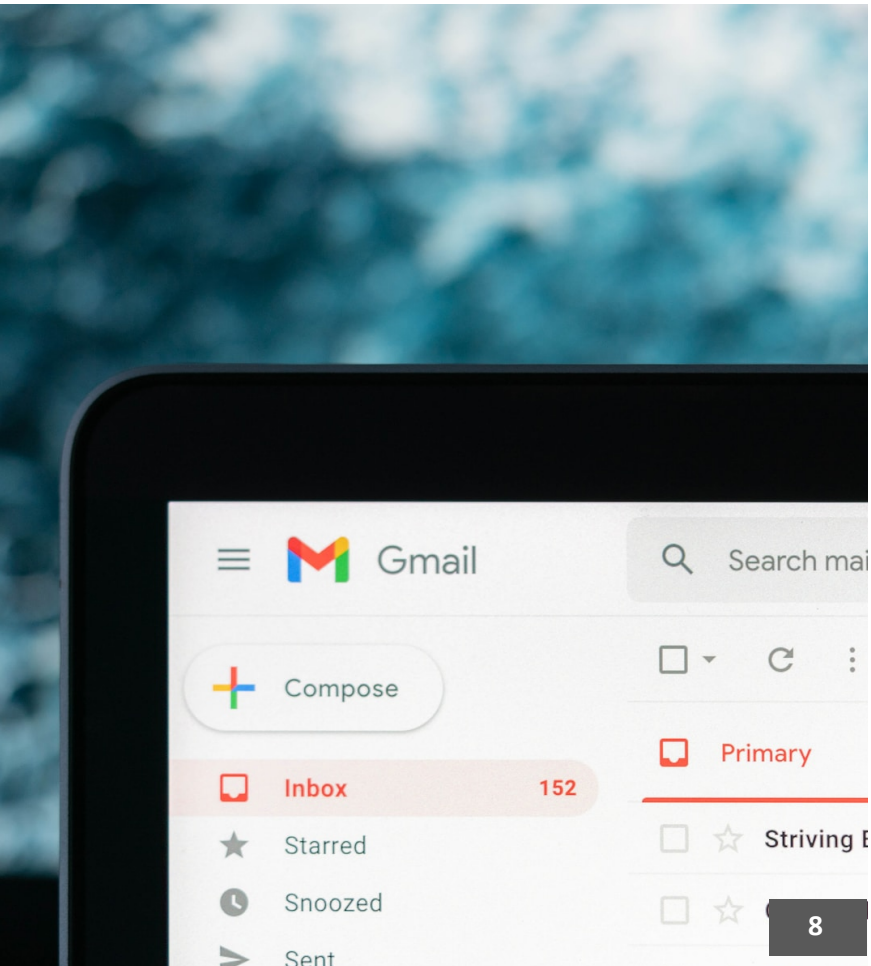
1: Test before sending or look like an idiot. I received an email from [PRODUCT NAME] that read, "You are receiving this email because you purchased ___ with the email ___ and opted to receive updates and alerts."

They don't know the name of the supposed product I purchased, and they didn't even bother to fill in my email address which they clearly have.

I didn't read any further than that first horrible sentence. And from now on I will be testing all of my emails prior to sending.

2: I'm stealing these two words. One subject line that really stands out is, "News Alert: Man to be charged with…" It's the first two words I'm stealing, and I'll only use it when I have truly breaking news for my list. Which brings up another good point – are you giving your list the latest news in your niche? It's a great way to become known as a trusted authority.

3: There's a new toy to make videos. Entrepreneur.com is offering an AI-powered Autofly Camera Drone that tracks your motion. Next time you make an explainer video while walking, biking, running or rowing, you could have this drone create your video for you. Not sure how well it works, but I love the idea.



4: Don't judge so-called 'info junkies.' Bob Bly makes a great point that just because some people buy a ton of information products but don't actually put the information to use, is no reason to disparage them.

So what if many of your customers are armchair readers who enjoy your products but never use them? For them it's a hobby, and there's nothing wrong with that.

5: Hiding your actual price in favor of a price $300 higher is dumb dumb dumb. I received an email that's actually a long form sales letter. No kidding, the entire sales letter is right there in the email, including a chart that compares their $629 air cleaner to other air cleaners.

The chart is big and bold while the print that reveals the $300 discount is buried in the copy. Anyone like me who scrolls to the bottom will see the $629 price but not the $300 discount off of that, making it $329. Dumb.

6: There's money in print on demand journals. Rachael Rofe is selling a course on how to make money with print on demand journals. The journal cover is personalized with the person's name, and the inside is mostly blank with maybe some quotes, phrases, prompts or whatever. Essentially, you're selling personalized blank books. Cool idea.

7: You can write an engaging story about absolutely nothing. Stories are great for capturing the attention of your readers and viewers, but what if you don't have a story?

I just spent 5 minutes reading the story of how Aussie copywriter Daniel Throssell opened a door, thought he'd hit someone with the door but there was no one there. Seriously. That's the story. And here's the strange part: It's GOOD. If you don't subscribe to Throssell's emails, you might want to.

8: PLR is still being sold. With the advent of ChatGPT making it easier to write any amount of fairly good content, you might think that no one is buying PLR anymore, but here's an offer for a PLR course on… wait for it… ChatGPT.

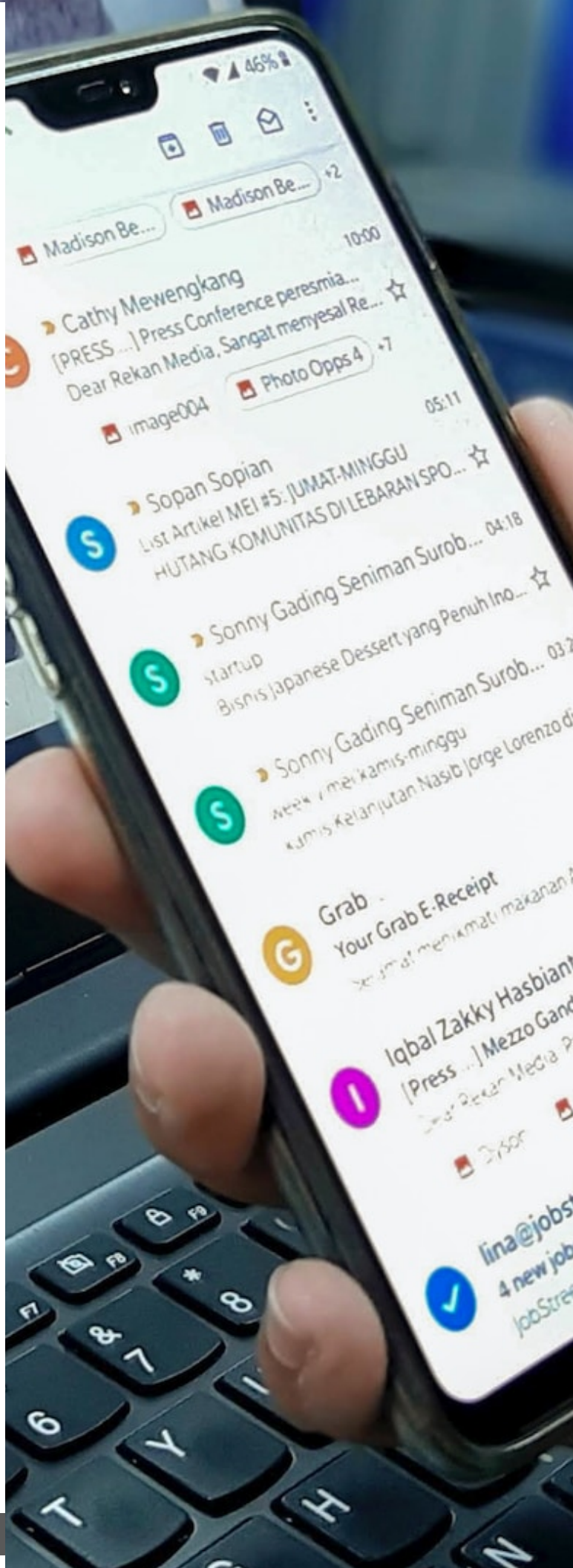
With ChatGPT someone could start cranking out insane amounts of PLR. In fact, I bet they are. No matter how automated things like ChatGPT become, there will still be plenty of people who don't want to take the time to think of prompts to enter into ChatGPT, fix the errors, rewrite the confusing parts, edit the whole, add in the personal stuff and so forth.

They just want you to do it for them.

9: Krispy Kreme got a 23% boost in sales thanks in part to doing more digital marketing. If you own an agency and you're having trouble onboarding a new business, you might bring them some Krispy Kreme donuts and tell them the story of how Krispy Kreme is kicking butt in the donut and cookie markets with online marketing.

No Krispy Kreme where you live? Find a local business that's used internet marketing to increase sales in a major way, get something with their name on it and take it to your prospect for story time. Here's the KK story: https://www.foodbusinessnews.net/articles/23806-e-commerce-strengthens-omnichannel-capabilities-at-krispy-kreme.

10: Udemy owes me and maybe you $40. This email looked like spam, but lo and behold it seems to be real. Udemy was sued in a class action lawsuit for using fake reference prices to run sales and they've agreed to pay $4 per course purchased, maxing out at $40 per person.



Just in case anyone needed this reminder, you cannot run a permanent sale and you cannot use false reference pricing. For example, if you say that you're giving away a $500 course or selling a $500 course for $20, you need to be able to prove that the course sold or is selling for $500.

Here's the story:

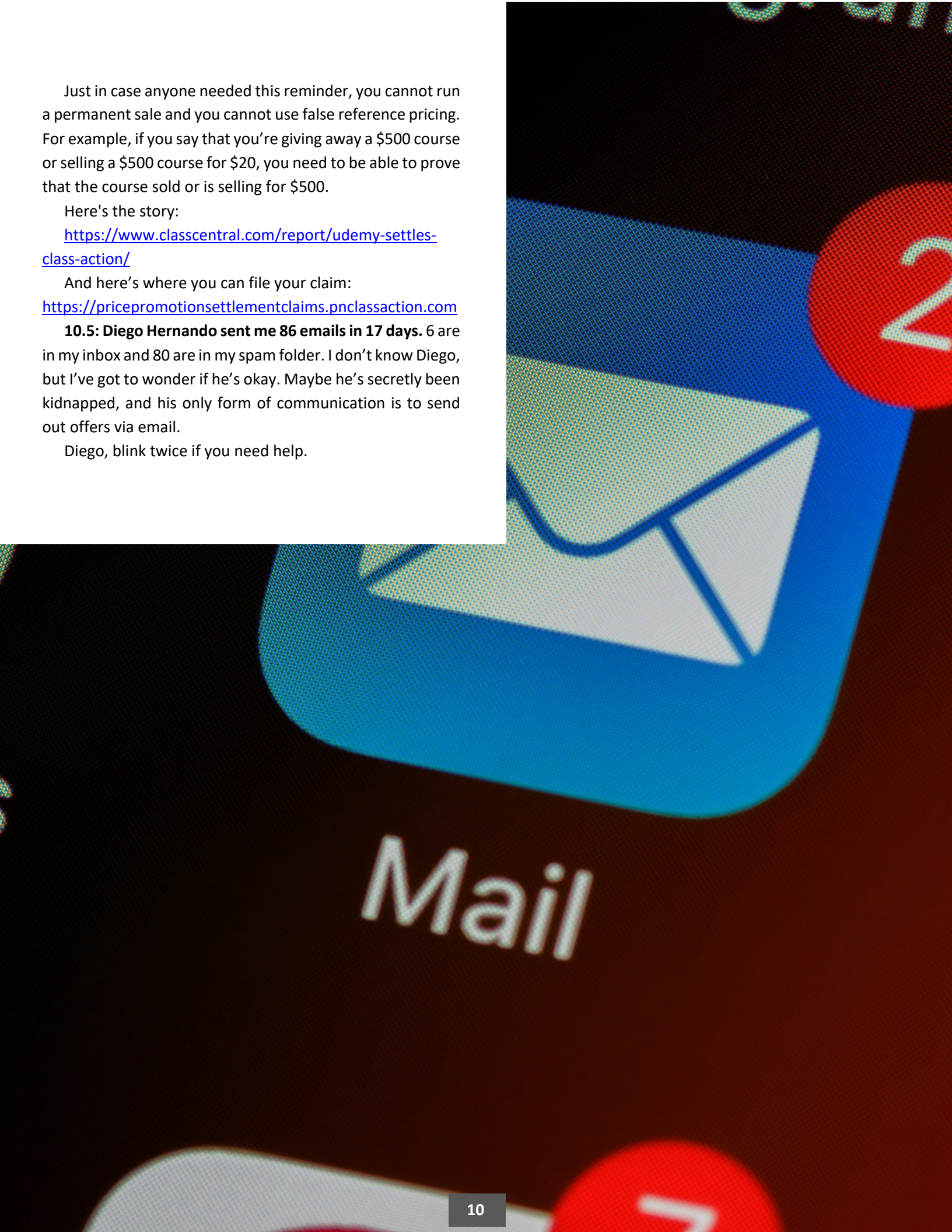
https://www.classcentral.com/report/udemy-settles-class-action/

And here's where you can file your claim:

https://pricepromotionsettlementclaims.pnclassaction.com

10.5: Diego Hernando sent me 86 emails in 17 days. 6 are in my inbox and 80 are in my spam folder. I don't know Diego, but I've got to wonder if he's okay. Maybe he's secretly been kidnapped, and his only form of communication is to send out offers via email.

Diego, blink twice if you need help.



When Things Go (Terribly) Wrong With Your Affiliate Network

I never recommend that anyone put all of their eggs into one affiliate network basket, so to speak, and here's why:

In 2020 an Affiliate Network called RevenueWire was fined US$6.75m by the US Federal Trade Commission because two of its clients were scam artists. RevenueWire was processing hundreds of millions of dollars in online transactions in over 200 countries, and it's entirely possible that every other product and service owner it represented was 100% legitimate. As far as I heard, RevenueWire's payouts to affiliates were on time and everything seemed to be going smoothly until the FTC dropped the hammer.

The FTC claims that RevenueWire assisted Vast and Inbound Call Experts, the two firms responsible for running the scams, and was aware of their illegal activity, which involved tricking consumers into believing their computers had viruses or performance issues that required expensive repairs.

Court filings showed that RevenueWire's fraud analyst warned company executives in a series of 2013 emails that they were "intrinsically associated with anything they (the scammers) do" and that "if things continue on as they are, it's eminently possible that we will be caught up in a money laundering investigation."

Whoops.

The FTC accused RevenueWire of using its merchant accounts to accept payments on behalf of the two firms and hiding the payments as software store sales instead of telemarketing sales.

The scams ran from 2011 to 2014, and according to the FTC, conned tens of thousands of consumers. In addition to the US$6.75m payment, the settlement required RevenueWire to be permanently banned from any further payment laundering and expected to screen and monitor high-risk clients for potential scam activity.

RevenueWire's corporate counsel, Rajiv Gandhi, said the company did not admit the allegations and accepted the settlement to avoid incurring extraordinary costs litigating with the US government over complaints relating to parties with whom the company no longer does business.

Notice the 6-year lag between the time RevenueWire stopped working with the two scam companies and when they were fined by the FTC. It can take that long for mistakes to catch up with a company.

Today when you go to https://www.revenuewire.com/ all you will see on an otherwise blank page is…

A Big Thank You!

…in red letters. I don't know when they closed, but I imagine the fine combined with the headlines were enough to bring about their demise.

If you had relied strictly on them for your affiliate programs, you would have been caught scrambling to find another affiliate network, get approved and then find new programs to replace your old ones.

That's why I always recommend you use 2 or even 3 separate affiliate networks, so that you can immediately switch out programs at the drop of a hat if you ever need to.

https://www.capitaldaily.ca/news/revenuewire-fraud-federal-trade-commission-million

Simon Coulson
interview

Editor:

I'm really excited to speak with today's guest because he really is one of the U.K.'s most successful entrepreneurs. Simon Coulson climbed the corporate ladder with BT, formerly known as British Telecom, for 14 years before quitting the city life. He then started a series of internet businesses and has now built five separate seven figure online businesses. In that time he's generated over £30 million or $38 million in sales, from his combined businesses, the first £2 million of which was from his spare room in his house. So I think this is going to be an interesting conversation.

Simon, it's great to connect.

Simon Coulson:

Great to be here.

Editor:

Well, I mentioned in the introduction about you stepping away from the corporate ladder. That must have been a scary thing to do.

Simon Coulson:

Yeah, it was. But everybody at the time thought I was a bit mad, but the background to it was I'd been working in Central London. I lived in Kent, and I'd been working there for 14 years, as you said, and it was a two-hour commute, door to door, just to get to work, and a two-hour commute home. So I was travelling for four hours a day, and there was overtime available, so I'd been working extra hours. Things came to a head one day when I was actually travelling home from work at King's Cross Station. I remember getting on the escalator, and then the next thing I remember I was standing on the escalator, then I remember just waking up and I was lying on the floor at the bottom of the escalator with what felt like 100s people stepping over me. And eventually, one of them was kind enough to lean down and say, "You all right, mate?" I just about managed to go, "No."

I was just trying to work out what the hell I was doing, how I was there. I was thinking, have I had a heart attack? Have I been mugged? Have I had a stroke? What's happening? So it was all very dramatic. They called me an ambulance, they put an ECG on me, and everything, and found everything was fine. No one had mugged me. They just concluded that I was suffering from exhaustion, and my body had just shut down, you've just been doing too much.

So the diagnosis was go see your doctor tomorrow, in the days when you could still see a doctor and get signed off for a week. Basically just do a week of complete rest and let your body recharge, because it's just telling me you're overdoing it.

And that was a massive turning point for me because it just meant, I thought, hold on a minute. I'm 32 years old and I'm burnt out effectively. Retirement age is 67, so I've got 35 years to go, and I'm burnt out after 14. This isn't for me. This clearly is not going to last. So I started weighing up my options and thinking about what else I could do. And a couple of fortuitous things happened really around the same time as well. Ironically, one was BT announced a redundancy scheme and said they were looking for volunteers to go. So I'd get a few months' money if I volunteered to go, which I thought would give me a buffer to find my way doing something else.

And the other thing that happened was I'd been playing in a pub covers band for years, and we'd recently just changed that band to be a Coldplay tribute band, because Coldplay were just coming to the fore and being very popular. We were doing a couple of Coldplay songs in a set and I just had this crazy idea on the way back from a Coldplay gig at Brighton Centre. I said, "Why don't we just become a Coldplay tribute band rather than just being another pub covers function band?" And the guys went with the idea. So it was really the first listening business of rebranding, which was change the name of the band to something close to Coldplay, which we settled on Coolplay.

Editor:

Nice.

Simon Coulson:

And basically, we'd started doing gigs as a Coldplay tribute band and found that just that rebranded exercise had actually given us a 20 fold increase in income, because we used to go out for 100 quid a gig, and suddenly we could earn £2,000 a gig. So all these things happened at once. It's like, well, hold on. I've got this other little job here on a Friday and Saturday night with a band where I can get 500 quid each, a gig, so do that two nights a week, that's a grand a week. That's more than BT are paying me anyway. And if I volunteer to go from BT now they're going to give me a few grand to leave, and I can't keep doing this BT thing anyway because it's killing me, so let's just take this leap of faith.

So I literally left, didn't have a clue what I was going to do. I actually remember on my last day of employment, on the way home I popped into a news agents and they had a book on one of those little revolving things by the checkout, and it was called The Beermat Entrepreneur.

Editor:

Right.

Simon Coulson:

I thought, I better buy this. I better start figuring out what I'm going to do, because I had this vague idea that I might start my own business. So the plan was look for a local job, start my own business, and in the meantime the music will keep me going. So that was how it all started really.

Editor:

Nice. I mean, the most important question, I think, that I'm going to ask in this entire interview is in Coolplay, what do you play? Is it drums? Is it guitar? Is it vocals? What's your role?

Simon Coulson:

I am Chris Martin, so I did the piano and all the singing.

Editor:

That doesn't surprise me. You do have a look of Chris Martin about you.

Simon Coulson:

Slightly larger. In fact, when we started the band, because we were a little bit older than them, we were bouncing around ideas and my original suggestion was Old Play, but we thought that that'd be selling ourselves short and probably wouldn't get many gigs booked, so we settled for Coolplay.

Editor:

I love it. Now, obviously, you've stepped away at this point from the 9:00 to 5:00, or the usual 9:00 to 5:00. How quickly did you read The Beermat Entrepreneur?

Simon Coulson:

Oh, very quickly. Within a couple of days I'd read that, and that got me thinking a little bit. Then what happened next was I saw an advert for a seminar which claimed to teach you, in one day, how to become a millionaire. And the thing that caught my eye was there was a guarantee, and it said, "If by lunchtime you don't believe that you can become a millionaire by completing this training, you can leave for a full refund."

So I thought, well, it's a pretty bold guarantee. So I must admit, I booked a ticket to this one day workshop, and when I went in with the mindset of, I am going home at lunchtime. I've just come here to see what's going on, but I'm sure you can't become a millionaire, and you can't learn how to do it in a day, so I will be going home at lunchtime…

Scan The QR Code To Listen To The Full Interview Now

Penny-Pinchers Beware: Rants and Raves of Someone Who's "Made It" Online

Yes, I've made it. I've grabbed that brass ring that says I get to work when I want, make what I want and vacation when I want, all because of my online information business.

I tell you this not to brag, but to offer you a few thoughts on what I've learned along the way.

If you're cheap, you won't make money.

When I started out online, I wanted to know how to drive free traffic. I took a free course on how to do it, along with a second free course, a free book, another free book and so on.

The sound and video quality of the courses was terrible and the ideas were outdated. The books were likely nothing more than old PLR, although at the time I wasn't yet savvy enough to know it.

I tried some of the techniques in these free courses, which cost me a lot of time, some frustration and made me think I should go get another 9 to 5 job because they weren't working.

Then I bought a course on driving traffic. The course cost me a cool $997 which at that time was a fortune for me.

4 weeks later I was driving free and paid traffic. Six months later I was making an income. I wasn't rich, but I was on my way.

If you're too cheap to buy what you need for your business, you're going to struggle and you're probably going to fail.

Nobody wakes up in the morning dying to be your free mentor.

Okay, maybe if you've got an uncle or sister who's already making a living online, they'll teach you what to do.

But otherwise, I want to ask all those people on LinkedIn and elsewhere to stop asking if I and everyone else will be your mentor.

Complete strangers send me this message, "Hi, you don't know me, will you be my mentor?"

No. A mentor is a free coach. Imagine if 20 people a day asked you to spend an hour a week working with them for free. Is there anything else you might like to be doing instead? You know, like working in your own business, spending time with your own family, or taking a vacation away from all these messages?

Here's a better idea: Find a coach. Someone who has been there and done that and is offering to work with you for pay.

Yes, it might cost you $1000 a month. Or $3000 a month. But in six months you could have that back 10 or even 100 times over.

I guess we're back to that, "If you're cheap you won't make money" idea.

But what if you simply cannot afford a coach?

Then pick out someone who teaches the skill you want. Read everything they write, watch every video of theirs and buy their courses.

You will get the information you need, they will get another customer, and when you're ready, you can ask them to be your coach. Your PAID coach.

Another thing – when people get stuff for free, they don't value it. I once tried to mentor someone for free. Turns out they simply wanted me to do the work for them. They didn't value my advice, nor did they follow it.

But if I'd been smart enough at the time to charge them real money, they either would have said no, or they would have placed a great deal more importance on what they were receiving because they were paying for it.

Don't make me guess. Or ask. Or ignore you.

I get these messages from strangers that say, "Hi."

That's it.

I think the point is I'm supposed to say "Hi" back, and then eventually, when enough time-wasting chit chat has flown back and forth, they'll finally get to the point.

Here's an idea: When you want to communicate, whether it's with someone you know or someone you're contacting for the first time, get to the point. Immediately. Without fail. Communicate like a real person who values your time and mine.

Am I ranting too much? I hope not, because there's more…

Don't assume you know. Because you don't.

When I take a course, I'm tempted to skip the stuff I think I already know.

How to write a bio? I know that.

How to make a call to action? Yup, I know that too.

But I don't.

The course creator is covering this stuff for a reason because they know things I don't know.

Sure, I've done it before, but maybe they've got a better way to do it. Making money on any platform is all about understanding and testing the nuances. These are the subtle things that everyone wants to skip over because they 'already know it.'

But when you do this, you're missing the good stuff.

Let's say you're taking a course on how to write sales copy. You already know how to write a guarantee. After all, that's pretty easy, right? But what if there's a single word that, when added to the guarantee, will increase your sales by 12%? Because you skipped that section, you will now make 12% fewer sales than you could have made.

That is a major fail, all because you 'already knew' how to do it.

Invest in yourself. Invest in your business.

Some people see everything as being expensive. That book is too expensive. That course is too expensive. That paid coach is too expensive.

So, they stick with the free stuff and wonder why they don't have success.

Every cent you spend on your goal is an investment, not an expense.

If you pay me to coach you for an hour and I charge you $500 and help you earn $20,000, that's a pretty darn decent return on your investment.

That reminds me - I need to increase my rates.

Someone writes to me and complains that my $197 course is too expensive.

"Did you go to college?"

"Yeah."

"What did that cost?"

"$50,000."

"And what are you doing now?"

"Making coffee at Starbucks."

$50,000 wasted and they don't want to invest $197 to learn a skill that can eventually earn them six figures.

Cheap people are scared to death to lose a buck.

They live in fear. "What if I spend $10 on this book and I don't like it?"

Ooh yeah, that's soooo night-of-the-living-dead scary.

Are you for real?

Some people will ask their friends/coworkers/spouse/neighbors/family if they should invest $200 in a course.

Why do they ask?

Because they want someone to tell them it's okay to be too scared to do it.

"You're pulling in a comfy $60K at your job. Sure, you hate your boss and you fantasize about blowing the place up because you can't sleep at night for thinking about having to go into work tomorrow, but that is so much safer than investing in that $200 course."

SERIOUSLY??

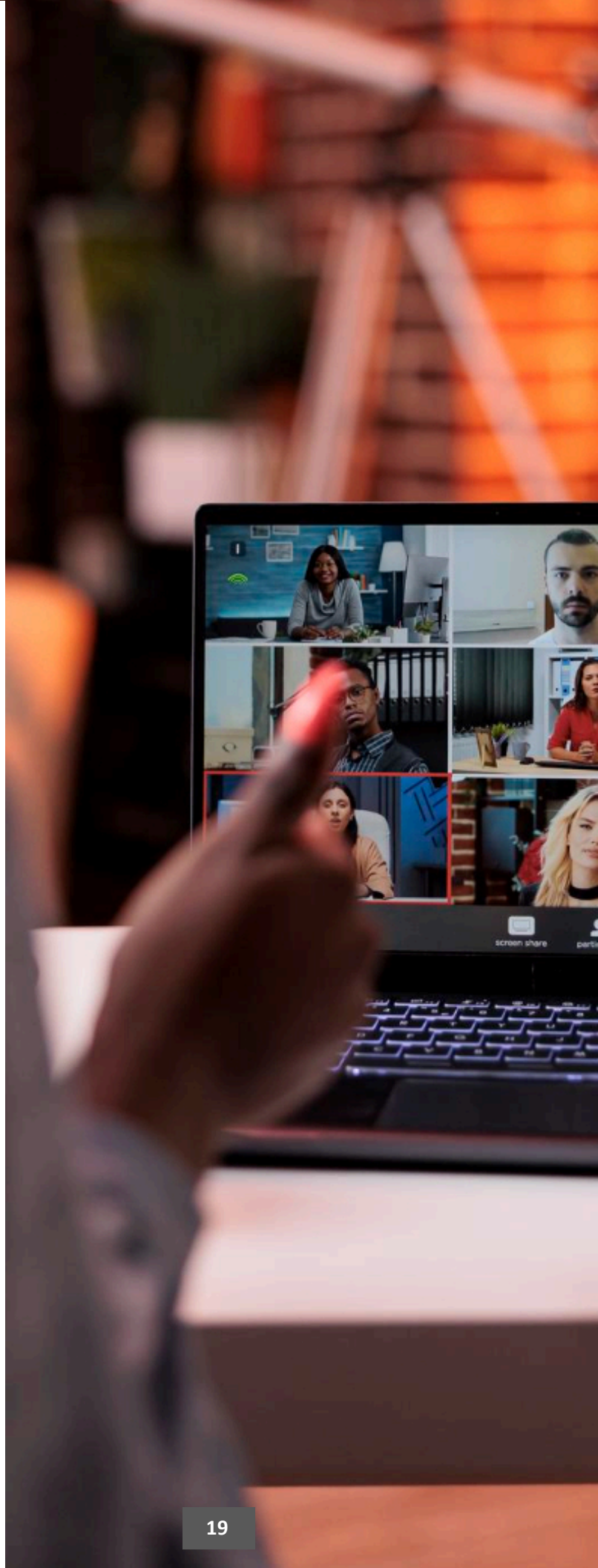
If this is your thinking, then…

…I'm sorry but I cannot help you.

Life is risk. Life is change. Life is either moving forward or living in regret.

Think of life as making a series of small bets, and then doubling down on the winners.

You purchase 4 courses that teach you four methods for making six figures online.



You realize that 3 of those aren't for you, but the 4th one is exciting as heck.

You purchase everything you can find related to that 4th one, you learn all you can in a short amount of time, and then you get busy building your business.

Forget the pot of gold and look for the nuggets.

I invest money in my own education all the time.

I don't look for the latest greatest blueprint to make a million dollars in the next month. That's rubbish.

I look for the nuggets and I save them and polish them and use them.

Maybe the $97 book I just bought is nonsense, but there is a quote on page 42 that changed my entire way of thinking about online marketing.

Was it worth it?

You bet it was.

Accumulate the golden nuggets and you will begin filling many buckets of gold over time.

And if you can't invest, then do this:

Some of you might be in a tight spot financially.

You have maybe $10 to invest, or maybe $0.

Here's what you do:

Whatever your source of income is, double down on that. Work more hours. Get a second job. Do more freelancing. Whatever it is, do more of it. Get ahead. Save up your money. Invest in books when you can or get them from the library.

When your head is above water again, start investing in you and your future business.

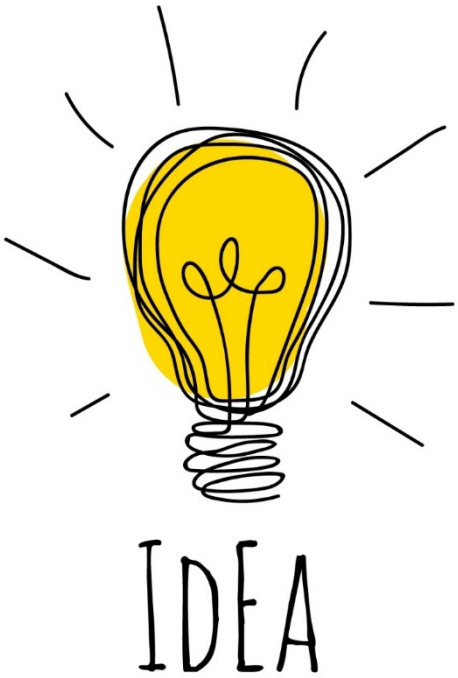
Here's what all this boils down to…

I know I've ranted and raved here for a while, but I'm frustrated. I see people who should be successful throwing away their potential because they are simply too cheap.

Making money online is simple: You invest your time and money to make money. You need time to learn new skills. You need money to make it happen.

Invest both, and you will be successful.

Good News for Podcasters: Podcasting Ad Revenue Growth Outpaces Total Digital Market



Podcasting ad revenue in the U.S. grew 26% year-over-year in 2022 to reach $1.8 billion, according to a new report from the Interactive Advertising Bureau (IAB) and PwC. That rate of growth far outpaces the total digital ad market, which was up 11% YoY.

https://www.marketingdive.com/news/iab-podcasting-ad-revenue-growth-outpaces-digital/650246/

Montana Tiktok Ban Is First Passed by Any US State

In an historic move, Montana has taken the lead as the first state in the United States to enact legislation that prohibits the use of TikTok on personal devices. The popular social media platform, owned by the Chinese company ByteDance, has faced allegations of jeopardizing national security by collecting user data.

Once the Governor signs the bill into law, the ban is set to be implemented starting in January. TikTok has expressed its intention to challenge the Montana bill through legal means.

The bill highlights numerous concerns surrounding TikTok, including alleged surveillance conducted by the Chinese government.

https://www.bbc.com/news/world-us-canada-65281881

Social Media in 2023: Insights from 1,000+ Social Media Managers

When it comes to social media marketing, everything changes while everything stays the same. New trends, new platforms, new forms of content and even new rules can make a marketer throw up their hands and wonder if their old boss is hiring.

And yet, it all boils down to the same simple goal year after year, decade after decade, and it's this: How best to use social media to gain an audience that buys your products.

Everything else is irrelevant and pretty much a waste of time.

Drawing from the experiences of over 1,000 global social media marketers inside HubSpot's Annual State of Social Media Report, here are 7.5 important findings and actionable takeaways to help you elevate your social media game in 2023.

1: Build an Active Social Media Community to Increase Engagement

An overwhelming 90% of social media marketers assert that constructing an active online community is paramount to achieving success in social media strategies this year. Social media communities enable your followers to engage with one another, fostering a sense of value and connection to your brand.

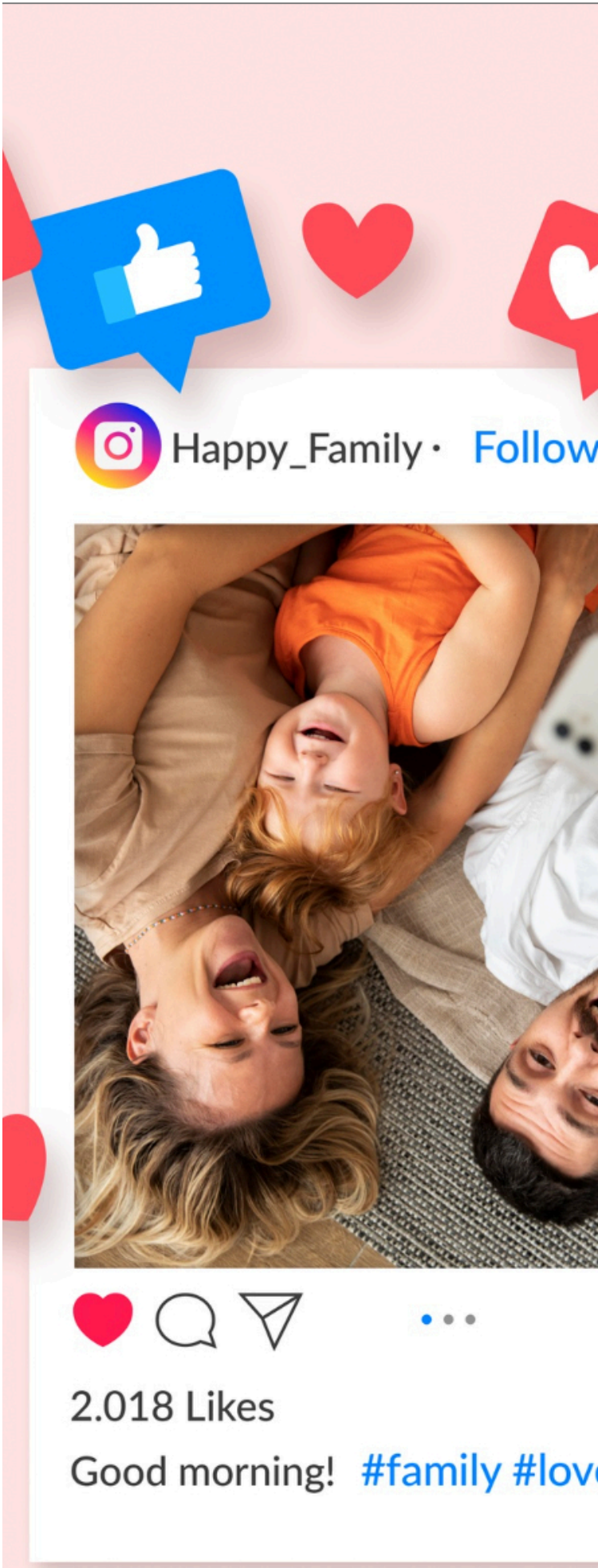
Imagine being that person who brings people together, facilitating stimulating conversations and forging deep connections. By cultivating social media communities, your brand can be that connector, becoming a valuable asset for both prospects and customers.

2: Sell Your Stuff Inside the Platform

Social media is swiftly becoming the preferred e-commerce platform for consumers, posing a challenge to e-commerce giants like Amazon.

Surprisingly, 25% of social media users aged 18-44 have made purchases on social apps in the past three months, and social media has emerged as the favored platform for product discovery among consumers in the same age group.

Moreover, a staggering 80% of social media marketers predict that consumers will increasingly buy products directly from social apps rather than from brands' websites or third-party platforms like Amazon in 2023.



To capitalize on this shift, you'll want to integrate shopping capabilities into your social media channels, allowing consumers to make purchases conveniently and seamlessly without leaving the platform.

The more trust you can build with your audience, the better. Share customer reviews, collaborate with trusted influencers who vouch for your products and deliver upfront value through helpful content, allowing consumers to make informed decisions about their purchases.

3: Tailor Content for Each Social Platform

One size no longer fits all. In 2023, reposting the same content across multiple platforms is no longer as effective because social media platforms do not reward recycled content. Plus, audiences generally prefer content tailored to each platform's unique characteristics.

Thankfully, this doesn't mean you need to create entirely new content for every platform. Just like 48% of social media marketers, you can leverage foundational content across platforms while customizing the tone, language, and visuals to align with each social channel's nuances.

And when you customize your content, you will immediately be ahead of the 17% of social media marketers who continue to share identical content across all platforms. Or if you have the time and inclination, you can join the 34% of marketers who create unique content for each platform.

4: Ride the Rise of Social Search: A Paradigm Shift in Discovery

When it comes to discovering new brands, social media has emerged as a primary source, surpassing traditional search engines like Google.

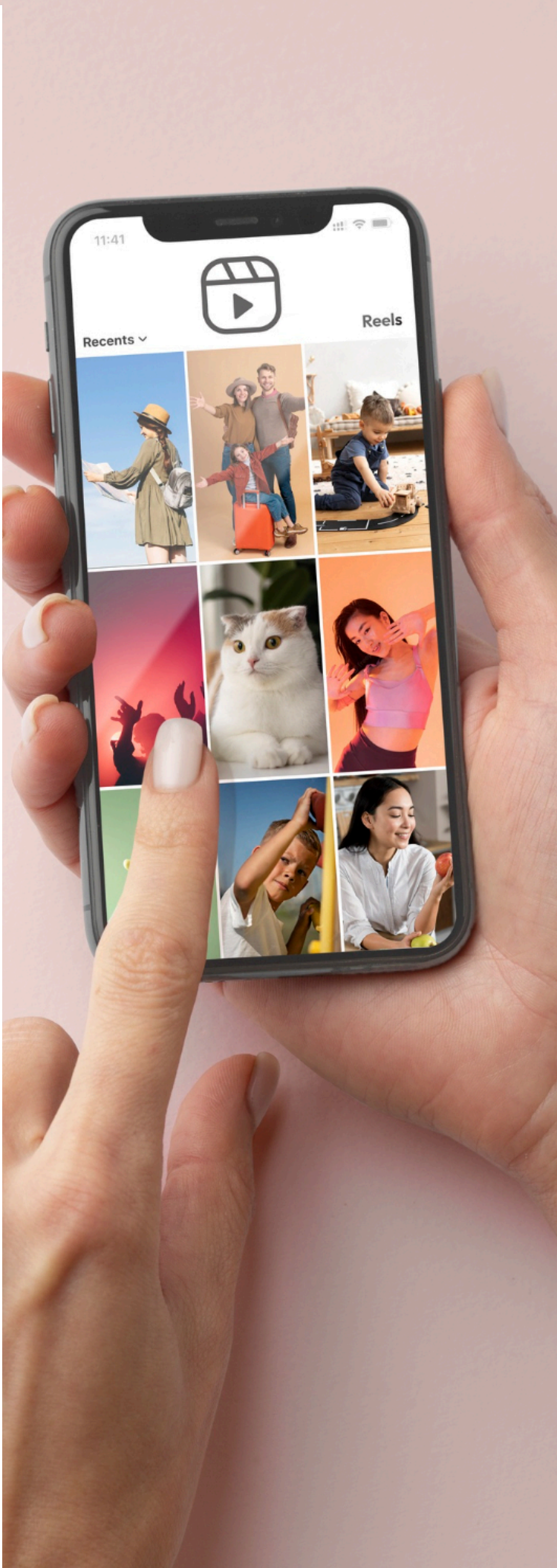
Nowadays, when people hear about an interesting brand, they often turn to platforms like Instagram to gain an authentic and in-depth understanding of its mission and products. A remarkable 36% of Gen Z and 22% of millennials prefer searching for brands on social media rather than using search engines.

While SEO is still important for bringing Google searchers to your website, it's now equally important to maintain a robust social media presence to help people discover your products.

For social search, consider incorporating relevant keywords and hashtags in your social posts and bio, as well as ensuring your username is easily searchable.

5: Profit from the Power of Relatable and Funny Content

Humor is a winning formula for capturing attention and making your content memorable. When scrolling through social media feeds, people tend to pause when they encounter something funny or amusing.



When asked about the most effective content, 66% of social media marketers found funny content to be the most impactful for their brand. Relatable content followed closely at 63%, with trendy content at 59%. This is supported by Hubspot's Consumer Trends report, which found that 49% of consumers consider funny content the most memorable, followed by relatable content at 36%.

Not feeling funny? Take note of what makes you laugh and then find ways to authentically incorporate that humor into your posts.

6: Post at the Best Times for Maximum Engagement

Determining the optimal times to post on social media platforms requires careful consideration and adaptation. Or you could just wing it. I say this because some marketers get so bogged down on when to post that they forget to post at all. Posting at any time is better than not posting at all.

Social media marketers in general say the most effective posting times across all industries and platforms are between 6 PM to 9 PM and 12 PM to 3 PM, with Fridays generating the highest engagement rates. During the evening hours, many social media users are looking to unwind and consume interesting and captivating content. Similarly, the midday period often witnesses a lull in productivity, providing an opportune moment for users to engage with social media before returning to work.

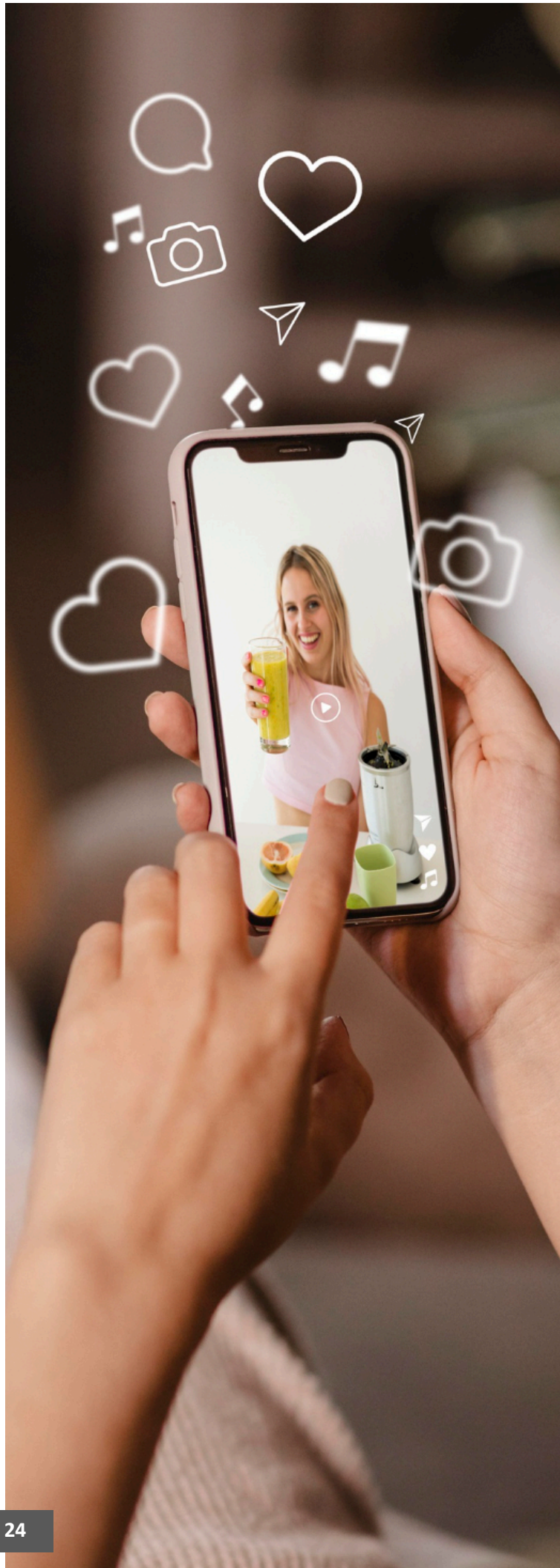
However, and it's a BIG however, you should always test to see what works best for you, your business and your audience. If, for example, you're using social media to collect leads, and you get twice the leads in the evening but those leads convert at only 20% of the leads you get during lunch, then you'll want to focus on posting during the lunch hours.

I know this seems obvious, but most new marketers never bother to run the numbers to find out what's doing the heavy lifting when it comes to their bottom line.

7: Use Micro-Influencers to Expand Your Reach

Here's good news for 99.9% of us marketers who can't afford to hire Brad Pitt as our spokesperson: Investing in micro-influencers over celebrities has proven to be a highly successful strategy for social media marketers. Surprisingly, a staggering 80% of influencer marketers now collaborate with smaller creators and influencers who have fewer than 100K followers, while only 16% opt for celebrities with over one million followers.

There are several reasons why micro-influencers are gaining favor. First and foremost, they are more cost-effective, making it easier to establish long-term partnerships. Additionally, micro-influencers possess dedicated and tightly-knit niche communities, earning them higher levels of trust compared to celebrities. It's worth noting that 37% of social media marketers have observed greater engagement with content produced by micro-influencers.



One note: Quality of content is key. Choose micro-influencers who produce content their followers consume and share with wild abandon and you can't go wrong.

7.5: Use THIS Platform to Maximize Your ROI Beyond Any Other Platform.

When considering the platforms that offer the highest return-on-investment, there is one that emerges as the strongest contender. Among all social media platforms, this one stands out for its remarkable ROI and engagement rates.

Industry professionals anticipate significant growth for this platform in 2023 and believe it possesses the most accurate algorithm, providing brands with exceptional opportunities to expand their audiences.

To further underline its significance, 29% of social media marketers plan to allocate the majority of their investments to this platform. Additionally, 52% intend to increase their investment in this platform in 2023, while 39% plan to maintain their current level of investment.

Any guess which social media platform we're talking about?

It's Instagram.

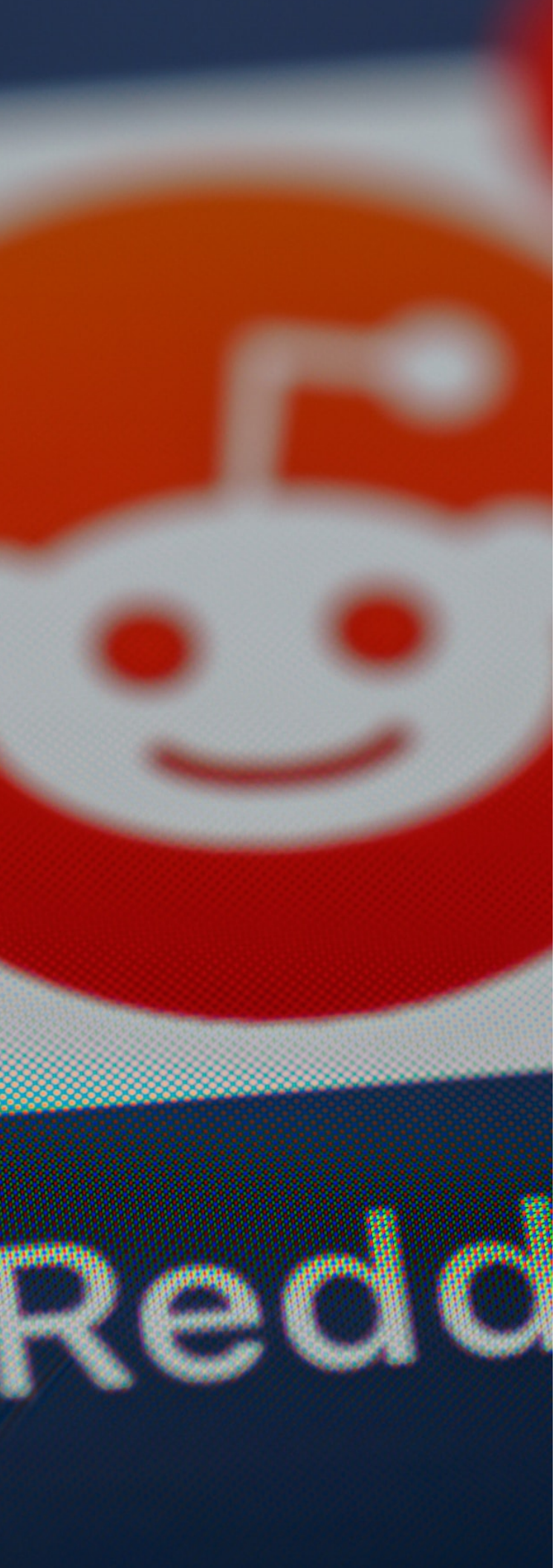
If your audience can be found on Instagram, then you might seriously consider spending a good deal of your social media time and capital on this platform as well.

Why is Instagram great for marketing?

- Instagram Centers Around Storytelling
- Visual Content Is Inseparable from Your Marketing Strategy
- You Can Reach and Engage with Lots of Prospects and Customers
- Hashtags Increase Your Business's Visibility
- Instagram Offers Many Ways to Be Creative
- Instagram Can Make Your Business More Relatable
- You Can Partner with Influencers
- You Can Reach New Customers Through Instagram Advertisement
- Regardless of the Size of Your Business, You Can Do Well on Instagram

As always, monitor your results to ensure you're focusing your time where it's doing the most good for your bottom line.

One last note: If social media simply isn't your cup of tea, you might consider hiring a social media manager to grow your audience, build trust and expand your business. The right person could do wonders for your bottom line.



"How Do You Trust This Reddit To Not Steal Your Business Ideas?"

Here's a post I found on Reddit/Entrepreneur recently from u/MooshPotatoes:

"I see a lot of people asking about possible or current business ideas. I have always been afraid to ask for advice on my ideas in fear that someone would take it and develop it themselves. Can anyone else relate?"

"Not to say that this reddit is full of savages out here looking to steal but I am aware that many people on here look for ideas on businesses they can create."

I've deleted the vast majority of answers and I'm sharing the true gems here with you. Answers are in italics, my responses are in [brackets.]

See what you think…

"Worry less about a brilliant idea and more about how to execute it, which is why a lot of us are here." - nixt123

[Exactly. Any one person can come up with 10 or even 100 original ideas per day, some of which could be brilliant. The value isn't in the idea as much as in putting that idea to work.]

"As a teacher once said, 'Ideas are cheap, execution is priceless.'" -shadowsmith16

"The teacher then went on to invent the guillotine." - thatswhatdeezsaid

"He was French and didn't like cake." -the_monkey_knows

[Shadowsmith16 is right and the other two are hilarious.]

"Mallarmé listened to the painter Degas complaining about his inability to write poems even though "he was full of ideas." "My dear Degas," Mallarmé responded, "poems are not made out of ideas. They're made out of words." - Prior_Depth_956

[Ouch. Spot on truth.]

"Yup! I know so many brilliant but broke people with ideas who just dick around and a lot of really rich morons who execute and just get shit done." - bluehairdave

[This might be why so many "A" students end up working for "C" students and dropouts like Bill Gates.]

"This. I'm spending more time bashing my head on my desk dealing with execution than anything." – sigmaluckynine

[Exactly. This is why you purchase a program or coaching on how to do something new, so that someone who knows what they're doing can guide you through the execution of the project. You already know what the big idea is before you buy the program, but it's the program that cuts months off of your learning curve.]

"Exactly, there are 1000 ways to execute 1 idea." - neverworepink

[900 of them won't work. 80-90 of them will work just okay. 10 or maybe 20 will work like gangbusters.]

"How do you plan on keeping your business idea a secret after you actually start your business?" - SezitLykItiz

"Right? And if you have a plan to keep it secret, how will your customers find you?" - Chief_tyu

[Customers can't purchase something if they don't know it exists. You're going to have to go public with your big idea sometime, so it's just a question of when.]

"I'm always surprised no one has stolen McDonald's idea of making $6bn a year selling burgers." - ReaganRebellion

[Ha! Exactly.]

"I am a freelance MVP (minimal viable product) engineer. If you tell me what you're good at, I can create a dozen million-dollar ideas for you. The issue is your ability to execute." - sjamesparsonsjr

[I can just about guarantee you've had or been exposed to a dozen million-dollar ideas in the last seven days. Think about it.]

"Knock on 100 doors with your polished prototype. All 100 connections should be your target customer; If you're selling mobile apps make sure they have a phone, if you're selling roofs make sure they have a house, if you're selling nuclear power plants make sure they have a city. Once the demographic is dialed in, each NO should come with a question, WHY NOT? Then you fix your product or edit your pitch to address that concern." - sjamesparsonsjr

[This is million-dollar advice right here.]

"'I see myself best fitting the role of the big-picture, ideas guy.' = 99% of people in life." - iguacu

[Someone like this asks me to partner with them just about weekly. They think if they give me the 'million-dollar' idea and I do all the work of implementing that idea, that we will be equal partners. Maybe if their 'half 'is .1% and mine is 99.9%, then it will be fair. Otherwise, no. No way.]

"Nothing is really "your" idea. In all likelihood, someone has already thought of every idea you have ever had. Do you have the drive to bring it to life? What can you offer that others can't? That's what matters really." - Jamminjalepeno

"The underlying message from all these responses is… 'Be the guy that executes. Idea guys are everywhere.'" - UltimateCrypto

[Have you ever had a great idea and then a day later or a week later you saw that someone had already invented/created the product you thought of?

Ideas are everywhere and at any given time several people are having the same lightbulb go off over their heads.

The thing is, most people will never do anything with that idea. So, if 100 people or a 1,000 people or 10,000 people have the same million-dollar idea you have, but you're the one who brings it to life, what did it matter that others had that idea, too?

Bottom line is to get/choose your idea, make your plan and then execute. Ideally you do the first two immediately and work on execution every day until it's done.]

Why Share Worthy = More $$$ for You

You're making a new product, creating a new course or writing a new book.

How do you know in advance that it will sell well?

One way is to make it share worthy.

Will people want to talk about it with other users and tell non-users about it?

The idea is to make the product, create the course or write the book that people want to share with others, and then make it easy for them to do so.

Place buttons on each blogpost to let readers share quotes on social media.

Make a product that works better if two or more people use it together.

Write a book or create a video that people can't wait to tell others about.

Create a course that radically changes the mindset or perspective of the user, giving them an "Ah-ha!" moment. Give them a way to share that ah-ha moment with others.

Remember the old network marketing paradigm of one person telling two people, two people telling four and so forth? If you can get your product to do that, you can change the world and your bank account.

In everything you do, ask yourself, "Will users want to share this with others? And am I making it easy for them to do so?"

Forget 'Thank You' Pages, Do This Instead

When someone signs up to your newsletter, do you take them to a 'thank you for subscribing' page?

Maybe you shouldn't.

If they signed up from a pop-up, there's a good chance they weren't done reading the page they were on.

That's why it's better to give them a thank you pop up instead of taking them to a whole new page.

Leaving the page they want to be on can be frustrating and annoying.

But replacing their sign-up pop-up with another pop-up is a smooth way to say their sign-up was successful.

What should you put in this pop-up?

Three things:

1: "The (insert freebie name) is on its way to your email inbox right now." (This makes it clear their sign up was successful and the freemium you offered them in on its way.)

2: "Look for the subject line, 'Here's your ____.'" (This makes it super easy for them to spot your email.)

3: "Right now we're offering a new subscriber massive discount on ___, details are in the email we sent you." (This sets them up to expect a sales message at the bottom of the email you sent. This product needs to directly relate to the freebie you've sent, and hopefully the freebie actually sets up the sale of the paid product. For example, if you offer a paid course on profitable blogging, then your lead magnet for joining the list could be a greatly condensed version of the course, or simply the first module of the course or a blogging checklist.)

Easy, right?

Everything is crystal clear and they get to stay on the page they want to be on.

THE BIG SECTION

Unlocking ChatGPT's Potential for Content Creation and Marketing. Part II

Today let's talk about how to unleash your marketing productivity with ChatGPT.

With the launch of ChatGPT and other AI-powered writing tools, you may have been asking yourself a couple of important questions lately.

You may be wondering if you, as a human writer, are still needed, and whether you should even bother writing anymore when you can just have ChatGPT and similar tools do it for you.

I'm not one of those skeptics who keep saying, "Nah, human writing will always be better because machines have no feelings." I mean, let's face it, ChatGPT can actually write content better than your average person. It's pretty surprising. Even if we think about the better writers among us who majored in writing in college, ChatGPT can still whip up better essays than most of them.

And here's the interesting part: From what I've seen and what people have shared, ChatGPT can actually be empathetic and creative. It's not just some robotic content generator. It has the ability to connect with readers and come up with unique ideas.

As an exercise I asked ChatGPT to write a breakup letter from a woman to her boyfriend overseas in the army. It took me several tries to get a letter of just 200 words. For some reason, ChatGPT really wanted to give me a 500-word version. While that version was better than this short one, it was too long for this example. Finally on the fourth try, I got what I wanted.

Lesson learned, you may have to keep trying with ChatGPT to get what you want, but I think it was worth it. Here's the letter ChatGPT wrote to break up with its boyfriend. See what you think:

Dear [Boyfriend's Name],

I hope this letter finds you well during your deployment overseas. It's been a while since we last spoke, and after much reflection, I have reached a difficult decision - it is best for us to end our relationship.

I want to express my heartfelt gratitude for the love and joy we shared together. Your dedication to serving our country has always inspired me, and I'm immensely proud of you. However, the distance and challenges of a long-distance relationship have taken their toll, leaving me feeling emotionally disconnected.

We are at different stages in our lives, and the realities of your military service make it challenging for us to have the future we both desire. This decision is not a reflection of your character or commitment. It's based on the circumstances and our individual needs.

Please know that I care deeply for you and will always cherish the memories we created. I hope we can remain friends and support each other as we move forward on separate paths.

I wish you the best in your military service and all your future endeavors. May you find happiness and fulfillment.

Take care, [Boyfriend's Name].

With sincere love and respect,

[Your Name]

It's pretty impressive, don't you think?

Is it possible for something that lacks emotions to produce something that emotional sounding? Apparently so.

In reality, ChatGPT is capable of expressing the emotions you assign to it and generating text in the manner you request.

That is, to a point.

Yesterday I tried numerous times to get ChatGPT to write an email that incorporated a specific funny anecdote, and somehow ChatGPT managed to pull all the funny out of it every single time. I gave up and wrote the email myself.

The bottom line is that while ChatGPT is not a replacement for humans, it is an awesome tool that can help you with your writing.

Is Google Going to Penalize Content Written by AI?

I'm not sure if Google will start penalizing websites that use AI for content creation. They claim they're only against "spammy" and "excessive" use, but who really knows what that means?

And in my personal experience, the AI detection devices I've tested only seem to work about 70% of the time. Those devices sometimes tell me that my 100% original content was written by AI, and that my AI content was written by me. Go figure. Of course, Google probably has the AI detector to end all AI detectors, or at least they're working on creating it right now.

The good news is, Google has some solid documentation that can help us understand what they want in web copy. For example, their product review guidelines say that they reward content based on first-hand experience or expertise, or even better, both!

In their Quality Rating Guidelines, they go even further and introduce the E-E-A-T acronym, which stands for experience, expertise, authoritativeness, and trustworthiness. They really value these qualities.

Now, when it comes to ChatGPT, sure, it can create some great copy, and it's only getting better with each update. But here's the thing: it relies on other people's knowledge. It repurposes existing content without contributing anything new.

It lacks its own first-hand experience, its own expertise dealing with the topic, and its own personal stories, achievements, and failures.

And that's what Google and our human readers want and love - the stuff AI cannot give them.

Don't stop writing your own content because no one can replace you, your life, your own stories and achievements and experiences.

ChatGPT Can Make Our Lives Easier and Make Us Better Marketers, Too

Here's the exciting part: AI can still make our blogging lives easier, more successful, and more productive. There are so many ways you can use AI to enhance your blog, website, emails, reports, videos scripts and more. Let me give you a few ideas, and feel free to explore and discover more:

With AI you can:

- Analyze data and find insights for your blog topics.
- Check grammar and style checkers to polish your writing.
- Experiment with AI-generated headlines to grab readers' attention.
- Employ chatbots to engage with your audience and provide instant support.
- Find relevant articles and resources.
- Optimize your content for search engines.
- Write press releases.
- Find the holes in your arguments.
- Write meta descriptions for websites.
- Generate YouTube and book descriptions.
- Generate FAQ's on your topic.
- Even rewrite your own writing in different styles.

AI can be a powerful ally in our marketing journeys, allowing us to get more done in less time.

More Ways to Use ChatGPT in Your Business

ChatGPT can break down your existing article into sections and give each section a catchy subheading using H2/H3 tags. This helps to structure your content and make it easier to read and navigate.

You can also ask ChatGPT to create an article outline for you, which can serve as a roadmap for your writing or something you can hand over to your writer.

Another awesome feature is that ChatGPT can cluster your keyword list based on intent and topic. This way, you'll know which keywords can be combined in a single piece of content. It helps you optimize your content strategy and make sure you're covering all the relevant keywords.

When you're looking for inspiration or ideas, you can ask ChatGPT what to write about. It can suggest various topics or give you prompts to kickstart your creativity. If you're planning an interview with an influencer, ChatGPT can generate a list of thought-provoking questions for you to ask. It's a great way to make your interview engaging and insightful.

If you're working on a listicle, ChatGPT can provide you with a list of items to include. It's like having a brainstorming buddy right at your fingertips. And if you already have a listicle but feel like something is missing, you can ask ChatGPT to identify the missing items. It's super handy for ensuring your list is comprehensive and well-rounded.

ChatGPT can even help you create a script for your video or podcast. Just give it the details, and it'll generate a script that you can use as a starting point or customize to your liking.

ChatGPT is like having a smart assistant that can generate ideas, structure your content, and even help with scripting.

Even MORE Ways to Use ChatGPT in Your Business

You can put ChatGPT to work for your SEO and email marketing needs.

First off, you can use ChatGPT for routine tasks. Need an email written to another blogger? Just ask ChatGPT to compose it in the necessary style you're looking for, whether it's a professional tone or something more casual.

If you're struggling to come up with catchy Instagram captions or need to break down your article into 20 original tweets, ChatGPT can help you do it. Just let it know what you need, and it can whip up those captions or tweets for you.

Now, if you're into coding, ChatGPT can even help you with that. Ask it to code in Schema, and it'll assist you in writing the code you're after.

But here's the thing: the quality of the content you get from ChatGPT depends on the prompt you give it. This AI model can't read your mind or pick up on sarcasm and irony, so be sure to provide detailed instructions.

Tell it the voice you want it to use, specify your target audience, and set the tone you're aiming for-whether it's educational, casual, or even funny. Give it the necessary context and any main points or summaries you want included. You can even ask it to format the content with bullet points, headings, tweets, or clickbait style.

It's important to note that ChatGPT isn't here to replace you. If you have a unique personality that shines through in your writing, the obviously you don't want to lose that.

And if your readers love you for your own style, don't worry-ChatGPT won't take your place. However, if you're a diligent marketer who wants to enhance your content, ChatGPT can definitely help you out.

Artificial intelligence is becoming an integral part of our lives, and it's not just limited to content creation. From customer support with chatbots and IVRs to brand identity with naming and logo design, AI is making waves in various fields.

Here are more tools for you to try out,Ä¶

The Best AI Tools You Can Use Today to Improve Your Marketing:

Cleanup.Pictures - Perfect your images effortlessly with Cleanup.Pictures. Powered by AI, this tool utilizes a technique called "inpainting" to retouch images by removing unwanted objects, defects, or even people. Create flawless visuals with ease.

https://cleanup.pictures/

Dall-E 2 - Explore the world of generative AI with Dall-E 2, an OpenAI project that, alongside ChatGPT, has sparked the current surge of interest in consumer-oriented AI. By leveraging text prompts, Dall-E 2 transforms them into stunning computer graphics, including images, photos, drawings, paintings, and more.
https://openai.com/product/dall-e-2

Deep Nostalgia
Bring your historic family photographs to life with Deep Nostalgia. This innovative tool animates faces in old family photos, allowing you to witness distant relatives or ancestors smiling, blinking, and laughing as if you had recorded a video of them in their time.
https://www.myheritage.com/deep-nostalgia

Fireflies - Enhance your video conferencing experience with Fireflies. This tool seamlessly integrates with popular platforms like Zoom, Teams, or Webex, automating note-taking and transcriptions. It also provides valuable insights into conversation dynamics and decision-making processes.
https://fireflies.ai/

Gen-1, Gen-2 - Gen-1 and Gen-2 are cloud-based text-to-video platforms developed by the creators of Stable Diffusion. They empower users to transform uploaded videos by applying desired edits, effects, or even creating animations from storyboard mock-ups using text prompts.
https://research.runwayml.com/gen2

Krisp - Ensure crystal-clear and distraction-free conference calls with Krisp. Using advanced algorithms, Krisp eliminates background noises, echo, and other disturbances in real-time, allowing you to communicate professionally and effectively.
https://krisp.ai/

Lalal.ai - Experience audio source separation made easy with Lalal.ai. Powered by the Phoenix neural network system, this tool can automatically extract vocals, music, or specific instrumental tracks like drumbeats or basslines from any audio or video content.
https://www.lalal.ai/

Legal Robot - Simplify complex legal jargon with Legal Robot. This tool automatically translates convoluted "legalese" into straightforward language that can be understood by anyone. It serves both laypeople seeking clarity in legal documents and legal professionals aiming to ensure their contracts and materials are accessible to all.
https://legalrobot.com/

Looka - Branding made easy! Looka utilizes AI to design distinctive and personalized logos that convey your company's style and messaging. Even without design skills, you can create customized marketing materials effortlessly using this tool.
https://looka.com/

Lumen5 - Create engaging and professional video content effortlessly with Lumen5. Powered by AI, this video creation tool features a user-friendly drag-and-drop interface, enabling anyone to craft educational, marketing, or business videos with ease.
https://lumen5.com/

Murf - Effortlessly create natural-sounding synthetic vocal recordings in 15 languages with Murf. This text-to-speech engine offers a selection of over 100 voices and dialects, enabling users to incorporate automated narration and voiceovers into marketing materials or videos.
https://murf.ai/

Podcastle - Achieve professional-grade audio recordings with ease. This audio recording and editing platform integrates AI tools to enhance your recordings, automating tasks like noise cleanup and transcription creation. Enjoy super-smooth audio production without the need for extensive editing skills.
https://podcastle.ai/

Soundraw - Unleash your creativity with Soundraw, an automated music generator. This AI-driven tool empowers users to produce royalty-free music simply by selecting their preferred genre, instruments, mood, and track length. Sit back and let the AI compose unique tracks tailored to your specifications.
https://soundraw.io/

Stable Diffusion 2 - Unlike Dall-E 2, Stable Diffusion 2 is an openly accessible text-to-image generative AI application. Its source code, training data, and algorithm details are publicly available, allowing users to download and install the application on their personal computers. This distinguishes it from other projects by OpenAI, which are typically accessed through proprietary cloud portals.
https://stability.ai/

Text Optimizer - This is a text optimization tool to help you rank higher in search engine results.
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https://textoptimizer.com/

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-Nick James

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