

The INTERNET
MARKETING

NEWS LETTER

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How to Achieve Unwavering Entrepreneurial Focus

You want to make money online, but you've got what seems like 100 possible methods to do it and no clear idea of what to do next.

What's your first step?

First, take a good hard look at those methods.

Figure out which **one**...

A) Is proven to work...

and

B) Is something you can do...

and

C) Is something you want to do.

Out of 100 possibilities, only a tiny handful at most will check all three boxes.

Take that tiny handful and write each one on a slip of paper. Place the papers in a hat or bowl. Mix them up. Reach in and pull one out...

...quick – which one are you HOPING it will be?

That's the one to choose.

Now imagine each of the 99 remaining possibilities each have a door of its own. Close ALL of the other 99 doors. Lock those doors. Place the keys on the highest shelf in the furthest point in your mind's attic.

Or better yet, imagine those keys are on top of the highest mountain in your country, or the furthest point from where you are.

Now focus on walking through the ONE door you have chosen.

Only when you have walked through that chosen door and built that business to your satisfaction, can you then take down the keys and find the next door you want to walk through.

Almost no one is a successful 'parallel entrepreneur' building multiple successful businesses at once.

But the number of successful serial entrepreneurs - building one successful business after another - is legendary.

Build one business at a time with total focus on that business.

That is how you achieve success.

A black and white photograph of a middle-aged man with glasses and a goatee, wearing a light-colored short-sleeved button-down shirt. He is sitting and looking down at a newspaper he is holding open with both hands. The background is blurred, showing what appears to be an indoor setting with some vertical elements.

RESOURCES AND NEWS

Now You Can Reach U.S. Prospects at the Petrol Pump

TikTok has formed a new partnership with GSTV, a video network provider for fuel retailers, to expand its presence on gas station screens.

As part of this collaboration, GSTV's creative studio, Ignite, will carefully select and present weekly TikTok segments, complete with QR codes that lead viewers back to the TikTok app. Additionally, a #ISawItOnGSTV hashtag will be included for easy sharing.

These curated 20-second videos will be displayed alongside other creator content on GSTV. With its wide reach of over 116 million unique monthly viewers throughout the United States, this alliance allows TikTok to establish itself as a ubiquitous platform whose impact extends beyond the confines of mobile screens.

<https://www.marketingdive.com/news/tiktok-video-gas-station-screens-GSTV-partnership/652578/>

Protecting Your Brand Reputation on Social Media

Want to make sure your ads don't appear next to problematic content? Are you curious about how to minimize your risk when running social ads?

Here's how to use native brand safety tools from Facebook, Instagram, LinkedIn, TikTok, Twitter and YouTube.

<https://www.socialmediaexaminer.com/protecting-your-brand-reputation-on-social-media/>



Google Unveils AI Tools Aimed at Maximizing Video Campaigns

According to an official blog post, Google has introduced innovative software tools in the field of artificial intelligence (AI). The objective is to enhance demand and optimize video campaigns.

The new tool called Demand Gen aims to simplify the distribution of marketers' most successful visual content across various platforms such as YouTube, YouTube Shorts, Discover, and Gmail. Additionally, Video Views campaigns employ AI technology to boost viewership on in-stream, in-feed, and YouTube Shorts videos.

These advancements follow Google's announcement of a significant expansion in its AI offerings. Initial testing of Video Views campaigns has shown an average increase of 40% in views compared to traditional skippable ads.

<https://www.marketingdive.com/news/google-ai-youtube-bard-demand-gen-video-views/652944/>



Descript: Transcription, Voice Synthesis, and Video Podcasting

Descript is a podcast-maker app that stands out because of its text-based editing and pre-recorded AI voices. It allows you to edit text and create new words in your own voice using the Overdub feature. This is especially helpful for people who don't enjoy speaking but still want to make a podcast, or for those like me who want to fix the occasional flub.

Descript has expanded its features over time and now includes audio and video editing capabilities, along with templates and stock scenes.

Personally, I'm loving its user-friendly interface and the ability to remove filler words like "um" and "uh." The Pro level even allows you to remove up to eighteen filler or repeated words. And you can transcribe your audio during recording or when you upload it to the app.

Descript is designed for people who are new to podcasting or want to save time. It offers a simpler alternative to complex audio editing software like Audacity or Logic. While these advanced tools provide more control, they have a steeper learning curve and require trial and error to master. Descript is a great option for those who prefer a more straightforward approach.

What can you do with Descript?

Initially, Descript focused on recording, transcribing, and editing audio files in English. However, it has expanded its capabilities. With Descript, you can:

- Use automatic transcription in over 23 languages to enhance podcasts or videos.
- Record, edit, and polish audio or video content.
- Create videos with aspect ratios suitable for social media or YouTube using templates.
- Include high-quality stock video footage.
- Apply video effects and green screen layers.
- Utilize various voices to bring your content to life.
- Train an Overdub voice to match your own, allowing you to create podcast episodes using just text.

Descript has evolved through user feedback and community engagement. It provides a convenient solution for podcasters by offering transcription, voice synthesis, and video editing features.

You can try making one video or podcast per month for free. If you like it, you can upgrade to either the \$15 or \$30 per month plans with a 20% discount if you pay annually.



5 Major Social Media Marketing Shifts

The 2023 Global Social Media Trends Report by HubSpot reveals five major shifts that are shaping social media marketing this year and beyond.

Customer care is moving to social media.

Customers are increasingly reaching out to brands for support via social media platforms rather than traditional channels like phone and email, reflecting a preference for convenience over direct human interaction.

Content creators are “in” while celebrities are “out.”

Celebrity endorsements are losing their allure as brands are turning to content creators for collaborations. The influencer marketing arena has exploded, with 80% of social media marketers predicting a significant increase in brand and content creator partnerships. This shift highlights customers' growing preference for authenticity and relatability in product recommendations.

Social media is a discovery platform.

Customers are using social media for browsing brands more than traditional search engines. This trend has even led Google to acknowledge its loss of users to platforms like TikTok. TikTok is further expanding its influence by entering the paid search ads market, positioning itself as a competitor to Google and Microsoft.

Short-form video now dominates.

Short-form video content - such as TikTok, YouTube Shorts, and Instagram Reels - has become the most popular format across platforms. It generates higher returns on smaller investments of time and money and it aligns with the short attention spans and preference for concise content among viewers. Keep in mind that short-form videos are best for capturing initial interest while long-form videos are better for following up and closing sales.

Platform-specific content works best.

One piece of content no longer fits all social media channels without some tailoring. Marketers who use multiple social media platforms are creating distinct content tailored to each platform's unique conventions, nuances, and technical requirements.

The social media marketing landscape is in a state of constant flux, making it challenging to predict what will be popular next. Staying ahead of these trends is crucial for marketers who want to maximize their return on time spent creating content and building social media communities.

<https://offers.hubspot.com/social-media-trends-report>

Google's Turning off Universal Analytics, but Majority of Sites Still Using It

The U-Apocalypse is here.

On July 1st, Google shuts down the standard version of Universal Analytics (UA) — the most widely used marketing analytics tool in internet history. In its place is Google Analytics 4 (GA4), a very different and likely more powerful tool.

Have you made the switch yet?

<https://martech.org/days-before-ua-sunset-most-sites-still-not-using-ga4/>



Twitter Advertising Down 59%

Elon Musk recently expressed optimism about Twitter's advertising business, stating the majority of advertisers had returned and suggesting that the company could soon achieve profitability.

However, internal data from an obtained internal presentation by The New York Times indicates that Twitter's U.S. advertising revenue during the five-week period from April 1 to the first week of May was \$88 million, a decline of 59 percent compared to the previous year. The presentation revealed that Twitter consistently fell short of its U.S. weekly sales targets, occasionally by as much as 30 percent.

This has raised concerns among Twitter's ad sales staff that advertisers might be discouraged by the increased presence of hate speech, pornography, online gambling, and marijuana-related advertisements on the platform.

<https://www.nytimes.com/2023/06/05/technology/twitter-ad-sales-musk.html>



So You Think YOU Screwed Up



Odds are sooner or later
you're going to make a
mistake in your business.

I'm not talking about forgetting to post, posting the wrong thing or missing a deadline.

I'm talking something so bad you want to hide in bed all day and never access the internet again for fear of what they might be saying about you.

Just keep in mind that people who do things also experience failure and mistakes. The only way not to make mistakes is to accomplish nothing.

So next time you screw up -and it will happen – just keep in mind it's all matter of perspective. Because at least your mistake isn't half as bad as any of these doozies I found on Bored Panda...

Not Purchasing Your Own Domain Name ASAP - According to one user, "Our company said we were going to rebrand, and as it happened one of the employees was already on his way out the door. Before he left, he purchased the domain name the company would need as part of their rebranding. When they finally went to purchase the domain name, they found it was occupied with a tiny website containing a single gif of a character dancing with the caption, "I got your domain!" I have no idea what they had to pay him to get it back.

Lesson learned - if you're starting a new company or rebranding, purchase the relevant domain name(s) PRIOR to telling ANYONE else.

Rebranding for No Good Reason – HBO Max has rebranded to just "Max". What's that, a condom size? HBO Max told people that it was a channel owned and operated by HBO, while dropping the HBO for just "Max" means... nothing other than sounding vaguely like a porno channel.

Then there's the nearly 50 year old coach company here in the UK called National Express. Everyone knows National Express, what it is and what it does. They've spent decades building that brand just to boot it out the door and start calling themselves, "Mobico." What the heck is a mobico?? A phone service? A co-op for Mobile Oil?

And don't get me started on Facebook trying to rebrand itself as Meta to divert attention from its troubles. At the time there was nothing 'Meta' about Meta, as reflected by Zuckerberg's 90 minute rant that made it clear he didn't even know what Meta meant and turned him and the company into a laughing stock they still haven't quite recovered from.



Lesson Learned – Choose a great name at the start, build a solid reputation for that name and then don't change it. Really, this is so basic I can't believe I'm having to write this.

Failure to Embrace the Future – Blockbuster got started when VHS rentals were fairly new. They expanded rapidly and converted to DVD's when those arrived and added games, too. At their height they had 6500 stores. But when they were offered the chance to purchase Netflix, they said no thanks. "Streaming? That will never catch on." Today Netflix is a giant and Blockbuster has one store left.

Blackberries were ubiquitous at one time. They were at the top of the mobile market and no one could touch them, so why bother to innovate? Then these things called iPhones appeared, and now blackberries are once again nothing more than a grocery item.

Lesson learned - The only thing constant is change, so you may as well embrace it wholeheartedly.

Really Poor Judgment – Sears dominated the mail order industry for over a century with their catalogs. Then in 1993, Sears decided that mail order was on the decline and they discontinued their catalog. The following year a nobody named Jeff Bezos founded a little enterprise called Amazon.

Lesson learned – Careful which way you pivot. Sears pivoted from a combination of retail and mail order to just retail. If they had instead pivoted their mail order division into online sales, they could have easily been the 'Amazon' of the current era. Think carefully before pivoting or closing on of your sales avenues.

Beware of Acronyms – When Britain's Got Talent star Susan Boyle release her first album, her management company came up with the promotional Twitter hashtag, #susanalbumparty. It trended number one but not because of the actual album.

In Canada, when the Conservative Party merged with the Reform Party, they called themselves the Canadian Reform Alliance Party. It took comedians seconds to point out the obvious acronym, while it took the C.R.A.P. 48hours to change it.

When the previous American President announced his running mate, their political party released a slogan with the initials T.P., a common American acronym for toilet paper. That, too, was changed in 48 hours.

Lesson learned – If your product name, business name or any name is two words or more, take a close look at the acronym you're creating. And never, ever, name your daughter Alicia Susan if your last name is Smith.



Beware the Osborne Effect – in 1981 Osborne Computer Corporation released its first personal computer. Sales were good until 1983 when the company founder announced that the next generation of the computer would be even better. Sales came to a screeching halt as customers awaited the upgraded version. But because sales tanked, there was no money to build the next generation and the company declared bankruptcy.

In the early 1990's, TV sets' sales were depressed by talk of the imminent releaser of HDTV, which did not actually become widespread for another decade.

Lesson learned – if you're creating a digital product, you might announce that all current customers will receive the upgraded version when it comes available for free or for just a tiny fraction of the retail price.

Know Your Hashtags - #WhyIStayed became a trending hashtag in November 2014 in defense of domestic abuse victims in an effort to change the tone of the conversation on why people stay with their abusers. Too bad DiGiorno Pizza didn't bother to find out the meaning of the hashtag before posting, “#WhyIStayed You had pizza. Because they sounded tone deaf, clueless and heartless, DiGiorno Pizza endured days of wrath from social media and 9 years later people still talk about their gaff.

Lesson Learned – If you didn't originate the hashtag, be super sure you know what it means before you use it.

If It's Working, Don't Break It – JC Penney was doing great by offering coupons, sales and never-ending discounts to get people in their stores. In fact, they were doing so well, they decided to stop all sales and sell everything at a “fair and square” price. The problem was, people need a deadline to beat and a discount to incentivize them to make the trip to the store. Sales plummeted by a third and JCP lost millions of dollars.

Lesson Learned – Seriously, if something in your business is working but you want to change it anyway, then look in the mirror, slap yourself upside the head and go take a cold shower instead.



10 Essential Habits for a Successful Life

To lead a fulfilling and successful life, it's crucial to cultivate certain habits that shape our mindset, actions, and relationships. Here are 11 habits that can transform your life:

Cultivate a positive mindset - Understand that your thoughts shape your reality. Work on developing a positive and growth-oriented mindset that empowers you to overcome challenges and seize opportunities both online and offline.

Embrace humility - Let go of ego and pride and be open to new ideas and feedback. Embracing humility allows for continuous growth and deeper connections with others.

Give and serve others - Generosity and service bring immense fulfillment and happiness. Find ways to contribute to the well-being of others, no matter how small the act. Sharing your time, resources, and skills creates a positive impact on the world.

Keep your goals in focus - Set clear, specific goals for your business and remind yourself of them daily. Write them down, create a vision board, or visualize your success. Align your actions with your aspirations and watch your dreams manifest.

Learn from mentors - Seek out individuals who exemplify excellence in areas you admire. Study not just what they say but also what they do. Surround yourself with successful people, and their positive influence will propel you toward your own achievements.

Overcome rejection - Understand that rejection is a natural part of life. Customers will say no. Affiliates and potential partners will say no. When faced with rejection, view it as an opportunity for growth rather than a personal failure. Learn from setbacks, persevere, and keep moving forward.

Practice gratitude - Appreciate the blessings in your life, big and small. Express gratitude for the support you receive, the basic necessities you have, and the gift of life itself. Thank your followers, affiliates, partners, readers and especially your customers. Gratitude cultivates contentment and opens doors to more abundance.



Prioritize self-care - Your body is your most valuable asset. Take care of it by getting sufficient sleep, engaging in physical exercise, and eating for health over pleasure. By prioritizing your well-being, you can better serve others and pursue your goals.

Read regularly - Read books that expand your knowledge, challenge your perspectives, and provide valuable insights. Aim to read at least two books every month, 50% of which are outside of your main niche.

Show respect - Treat everyone with respect and kindness, regardless of their age, beliefs, or opinions. Respect fosters healthy relationships and creates an environment of growth and mutual understanding. Respect is becoming a rarer commodity online and especially on social media. Showing respect for everyone will make you stand out and stand apart as well as attracting a better class of followers and customers.

By integrating these 10 habits into your daily life, you will experience transformative changes. You'll grow happier, attract success, and live a more complete and fulfilling life.

Embrace these habits and watch your life flourish.



Steve Dougherty

interview



Editor:

This time we're chatting with someone who's been working in the online space since 2007. Steve Dougherty has been creating white label or rebrand how-to videos for internet marketers and others who wish to learn how to make money online through his company, PLR Video Direct. With over 16 years experience, I think we're in for a fascinating conversation. It's my pleasure to say welcome, Steve Dougherty.

Steve Dougherty:

Thank you. Glad to be here.

Editor:

Well, it's great to have you here. Now, is it true, Steve, that you come from a military background?

Steve Dougherty:

Yes, yes. My father was in the Air Force. Retired about, I guess, 20 years ago. The Air Force Brat label is attached to my name.

Editor:

I was going to say, because that seems like a million miles away from the industry that you now almost dominate in many ways, how did that come about? Was your father supportive of you doing something so radically different?

Steve Dougherty:

Well, actually he didn't have a whole lot of say in the matter, but it's weird that you brought up that because what got me into the PLR business to begin with was the information part. I've always been an information junkie. Without going too deep into the weeds there, what got me to be an information junkie was as a child, I always looked up to my father because he was full of information. I was full of questions, as most young kids are. I recall, not specifically, but I remember the moment whenever I asked a question and his reply was, "I don't know." I'm sure that it was out of frustration.

He had a long day, whatever it was, but it was the first time that this God-like figure to me, this wealth of information that always had an answer for my annoying questions didn't have one. And that set me back, wait a minute. I think that sparked my curiosity to get more information, regardless of the answers that I got when I asked the question. If it wasn't enough, I kept asking it differently and to different people. That just grew into this information junkie mindset that I have.



That I think is what helped me become better at the videos that I was creating, because it wasn't just a matter of getting information, regurgitating it in a video format, it was getting information. Was that enough for me to understand it? If not, then I would get information elsewhere until I was able to understand it, and then I would take that understanding, putting it into training.

Editor:

Well, I guess as well, the military is all about discipline, isn't it? You need to be disciplined to run a business like this where you are creating videos on an ongoing basis. I mean, 16 years is a long time in this space. What first inspired you? What was your first video?

Steve Dougherty:

Well, I can't think of the gentleman's name, but it was Louie something. He was one of the first introductions that I had to private label rights videos. I want to say it has something to do with RSS. For the life of me, I don't even know how to do RSS now, but it was a video that I'd seen of his that I purchased for 99 cents I think off of eBay. This is 2005, 2006. I mean, I purchased rights, didn't know what that was. But through watching his video, knowing that I could turn around and sell his video, let alone my own, I just couldn't believe it.

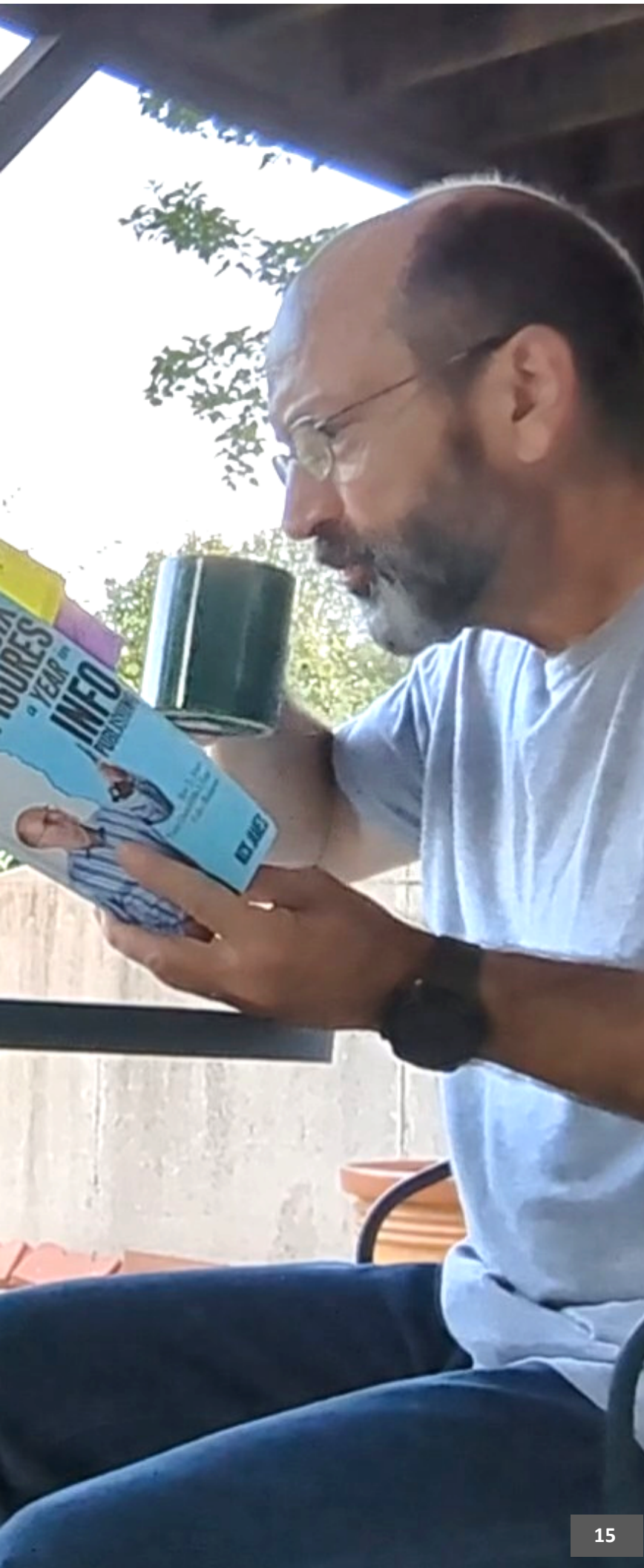
This whole internet marketing thing was about to blow up for me because that first video that I made from having watched him do it and he wasn't that great, I figured I could at least do that good. I turned around and sold my video, which again, I think it was on RSS feeds, which was pretty much a copy of his, only in my words, I made 99 cents also. And that proved to me that I can make money online doing this, and that was what blew things up from there.

Editor:

For anybody who's not heard of PLR Video Direct, maybe you could just give us a quick overview of the company and the service that you provide.

Steve Dougherty:

Well, the company's been around, like you said, for a long time. Basically, I just create training videos mostly in the internet marketing niche and provide them for sale. Folks can come to my site, purchase the videos that are available.



A lot of times they'll ask me questions about, "Do you do this? Do you make videos about this? I saw this, but I actually wanted this." If it's something that I can tackle fairly quickly, then I'll go ahead and do that as well. That's basically the services that I provide.

70% of the time I'll do custom white label training for private individuals, and I'll do that with the knowledge and with the acknowledgement that after six months, I'll be able to sell that to my customers. They've got full access. They've got the full-blown thing for six months, do with it as they wish, and then after that I'll be able to sell it to my customers as well, along with my just general training that I create.

Editor:

I think the interesting thing here is that you have the multiple revenue streams. You will take a commission from a client as such, but then later down the line you can still monetize it yourself to your own list. When you say rebrandable and white label, I guess those terms are interchangeable with PLR anyway?

Steve Dougherty:

Yes, for the most part. Actually, I want to say that I had not heard the term white label until I started using it probably 2012, 2013. I'm sure it was around. I'm not taking credit for having brought that up.

Editor:

No, take credit. Take credit.

Steve Dougherty:

I haven't heard it until then, and since then I have. Maybe it's just me. But for me, rebrandable is something that is not necessarily private label, but you have the ability, you have the right to rebrand it. The items that you have to rebrand might be different. In other words, I've seen folks that have rebrandable. And then in the list of what you can and cannot do, it might say something, you do not have copyrights, or you do not have these what I would normally consider to be private label rights. You can rebrand it, but that's it. You can't change anything. You can't change any of the content.

You can slap your name on it. That's it. That would be the white label part or rebrandable part, not necessarily private label. For me, private label is you can do whatever you want with it unless there's that little asterisk in those licencing terms that say you can't do this.

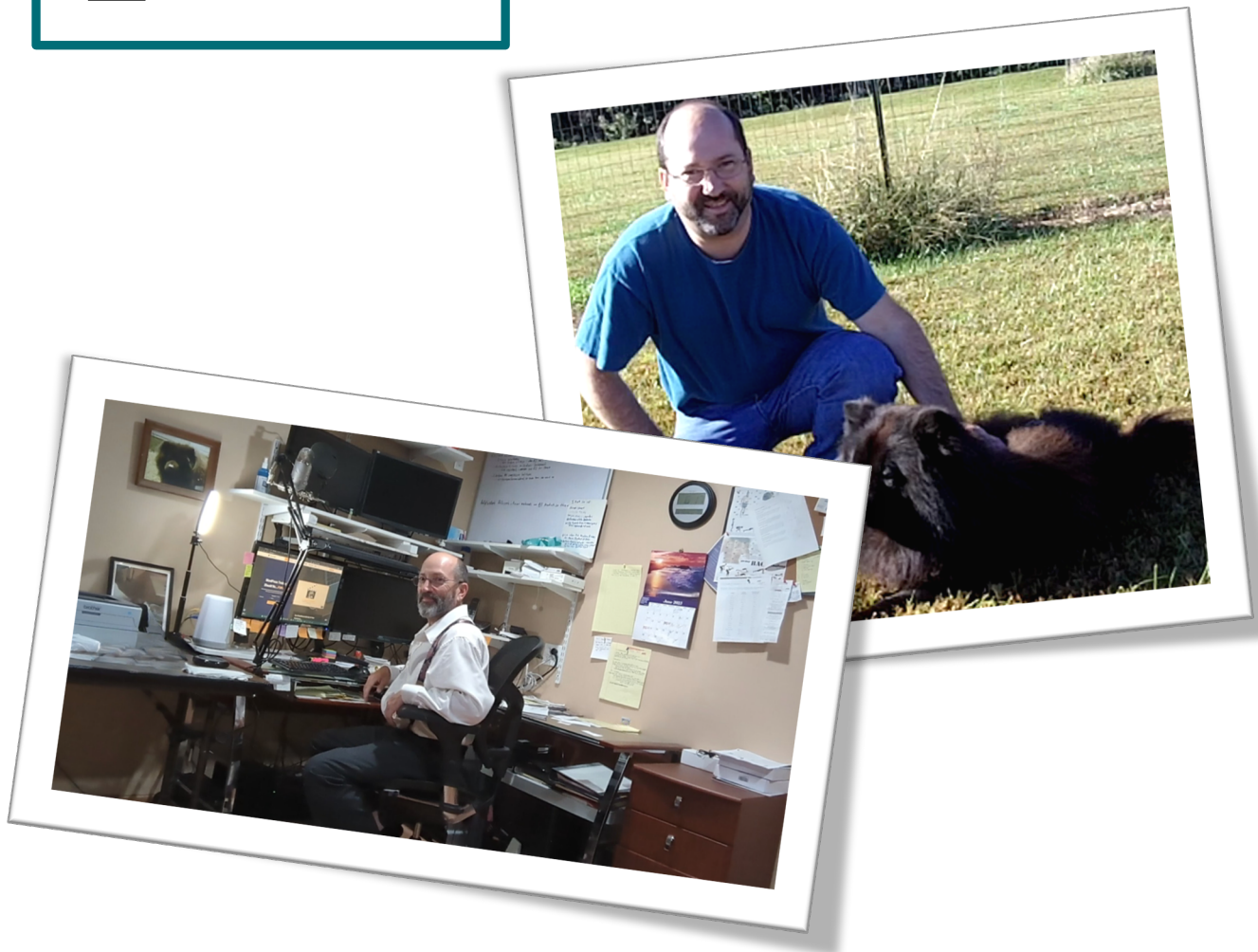
But if it's not there, then you can do it. But as far as the rights, that would be a whole topic I'd want to spend more time on than probably what we have available.

Editor:

When you're putting one of your videos together, Steve, what is the process that you have to go through and how long does that take?...



*Scan The QR Code
To Listen To The Full
Interview Now*



If you think I'm going to show you some fancy scheduling app, think again.

One of the greatest things you can do for your own productivity, creativity and well-being is to...

...nap.

That's right. Many entrepreneurs and innovators swear by napping for good reason - it works.

"But I don't have time to nap. What am I, a little kid? You gotta be kidding me! I'll just drink more coffee, that works just as well."

Caffeine is no substitute for napping.

In fact, NOTHING is a substitute for napping.

I realize that napping is perhaps the oddest online marketing advice you've received. But it's also one of the most effective for making you MORE productive, creative and... oh heck, let's just start listing out the benefits to napping.

21 Benefits of Napping for Your Health and Your Business

Being More Alert - Even a quick nap of 10 to 20 minutes can make you feel refreshed and focused.

Boosts Your Creativity - During sleep, your brain makes new connections and organizes information, which leads to innovative ideas and improved artistic expression.

Boosts Your Physical Performance - Taking a short nap before physical activity can improve your performance, endurance, and reaction times.

Feeling Less Stressed - Napping can lower stress by reducing the production of the stress hormone called cortisol when you sleep.

Helps Fight Illness - Napping supports your immune system by reducing inflammation and producing substances that fight off infections and diseases.

Helps Reduce Burnout - Burnout brings stress and exhaustion, and unfortunately, it disrupts nighttime sleep. Because naps reduce stress and anxiety, it will be easier to sleep at night, too.

Helps with Weight Management - Napping can help control your appetite and reduce cravings for unhealthy food, which supports your efforts to manage your weight.

Improves Memory - When you rest, your brain processes and stores new information you learned during the day, helping you learn better.

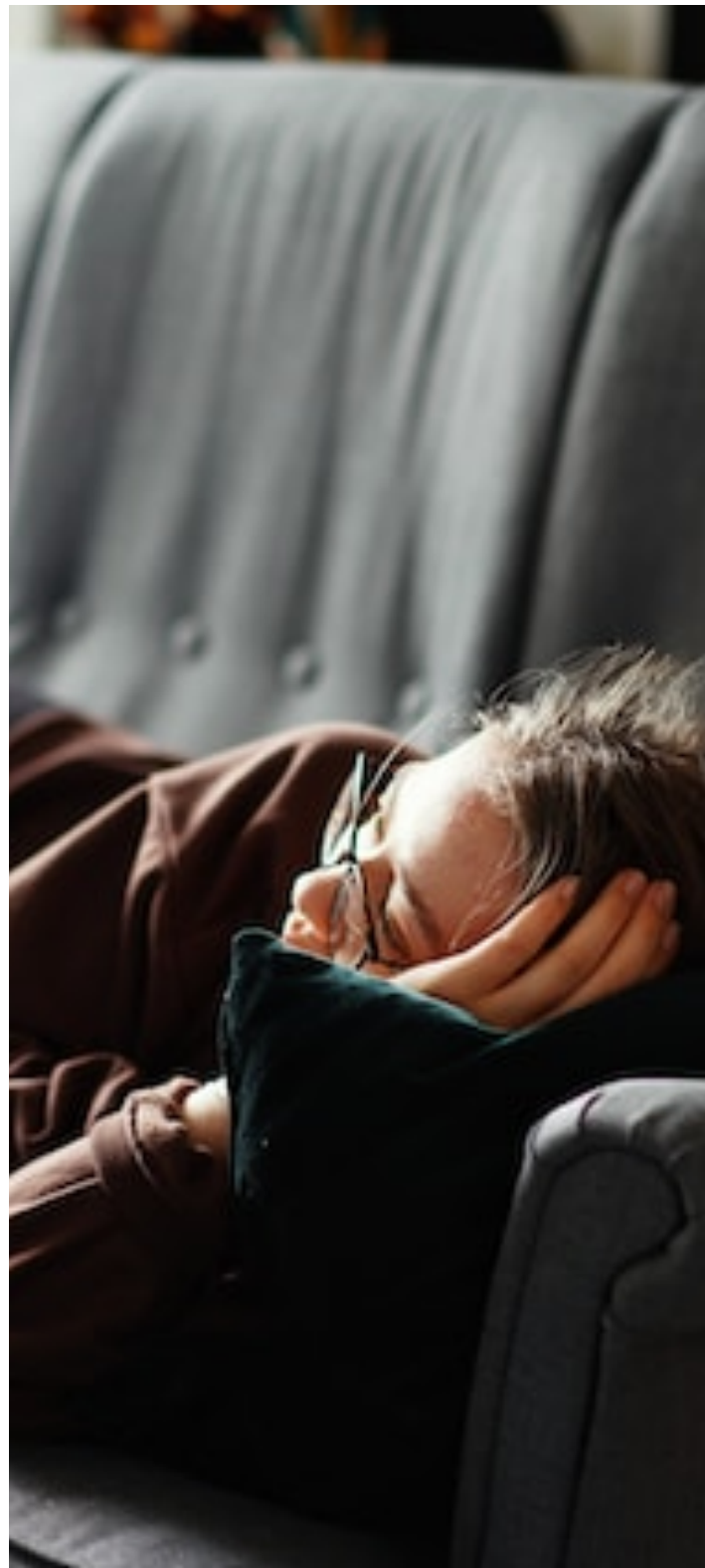
Improves Reaction Times - Napping can make your reactions faster, making you more alert and responsive.

Keeps Your Heart Healthy - Regular napping may lower the risk of heart disease and stroke. It can also lower blood pressure and decrease the chance of having heart problems.

Keeps Your Hormones Balanced - Napping encourages the release of growth hormones which helps with tissue repair, muscle growth, and overall development.

Lowers the Risk of Alzheimer's Disease - Deep sleep can help remove harmful substances in the brain that are linked to Alzheimer's disease, reducing the risk of developing this condition.

How to Get More Done in Less Time



Lowest the Risk of Type 2 Diabetes - Napping can improve how your body uses insulin and regulate your blood sugar levels, reducing the chance of developing this metabolic disorder.

Makes You Happier - A nap can improve your mood and make you feel better emotionally. It helps control your emotions, reduces irritability and anxiety, and brings more positivity.

Makes You More Productive - A quick nap, especially around mid-day (between 1 and 3 PM), can give you more energy, help you focus better, and improve your efficiency.

Overall Well-being - Napping can help you feel balanced, energized, and ready to face life's challenges.

Reduces Inflammation - Napping has been found to reduce inflammation in the body, promoting better long-term health and helping the immune system recover.

Reduces Pain Sensitivity - Lack of sleep can make you more sensitive to pain. Napping has been shown to reverse this increased sensitivity caused by lack of sleep.

Reduces the Risk of Accidents - Taking a short nap can significantly reduce the risk of making mistakes or having accidents because of not getting enough sleep.

Supports Thyroid Function - Not getting enough quality sleep can affect thyroid hormones, which are important for your body's metabolism.

Thinking Better - Taking a short nap (up to 15 minutes) can improve your memory, creativity, and problem-solving skills.

And I'll add one more of my own: The next time you're wrestling with a problem, take a nap. Tell yourself that the answer will come to you when you wake up and then let the problem go as you fall asleep. While you're napping your subconscious will work on the problem and in my experience, you'll realize the solution when you wake up.

Many people find that the best time for a nap is in the early afternoon, between 1:00 PM and 3:00 PM. When you lie down for a nap, it's recommended to sleep for around 15 to 25 minutes for a quick energy boost without feeling groggy when you wake up. If you have more time, a longer nap of 1 to 2 hours can allow you to enter a deeper sleep stage, which provides even greater benefits for memory and rejuvenation.

When the going gets tough, the tough take a nap. Tom Hodgkinson
There is more refreshment and stimulation in a nap, even of the briefest, than in all the alcohol ever distilled. Ovid

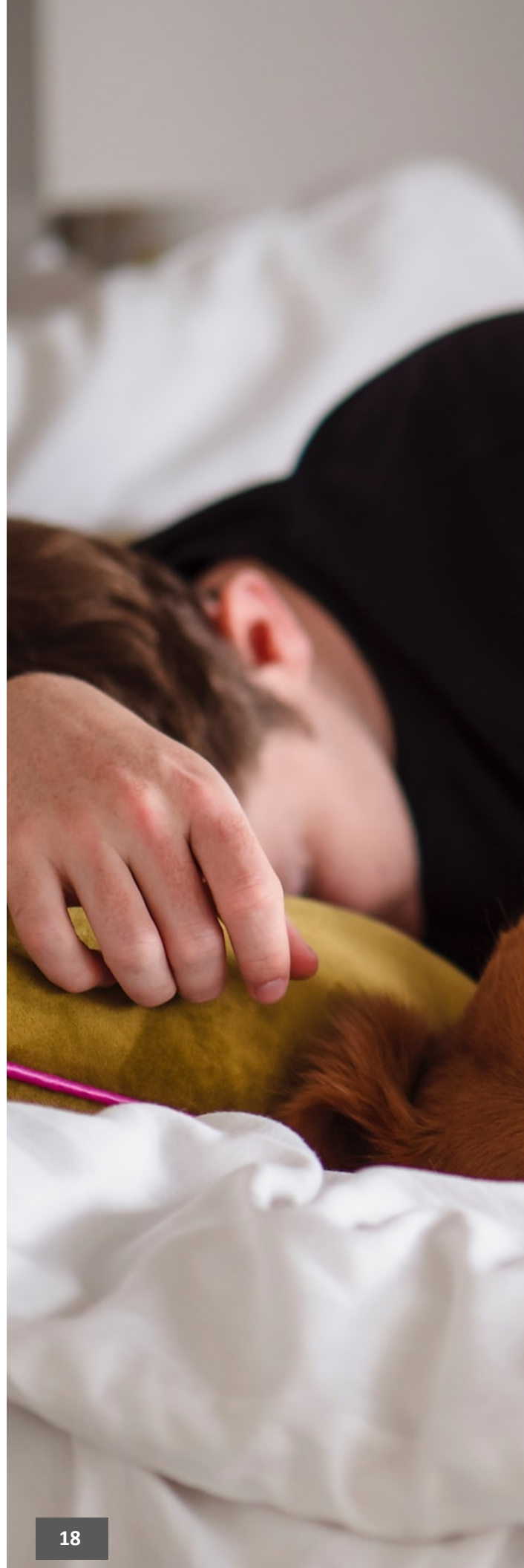
No day is so bad it can't be fixed with a nap. Carrie Snow

I am a great believer in naps, whatever age you are. Shirley Eaton

I usually take a two-hour nap from one to four. Yogi Berra

Laziness works. And the simple way to incorporate its health benefits into your life is simply to take a nap. Tom Hodgkinson

The replenishing thing that comes with a nap - you end up with two mornings in a day. Pete Hamill



12 Powerful Tactics to Repurpose Your Existing Content

You already know that your content will look different on Facebook than it does on Instagram and different still on LinkedIn. These days you've got to tailor your content to the platform. What you send to your list is going to read differently than what you post on Twitter, but the content itself is essentially the same.

First you create the content with a particular platform or format in mind, and then you tailor the content to additional platforms or formats as needed.

You're working smarter instead of harder because you're not having to come up with brand new stuff every moment of the day.

Perhaps the best example of repurposing content I've ever seen is of a self-help guru who I won't name here. She's taken one simple concept that takes about 60 seconds to explain, and she's turned it into a 6 figure business by continuing to repurpose that one concept over and over again into videos, books, articles, speeches and probably t-shirts. She has very little to say but a 100 different ways to say it and it works.

The most important trick of all when it comes to repurposing content is to remember to do it. There's no sense creating great content for one platform or in one particular format and then not repurposing that content for other platforms and turning it into other formats as well.

Here are 12 powerful tactics for repurposing your existing and future content:

Turn your videos into blog posts - Transform your video content into written blog posts to reach a wider audience and cater to different preferences. Transcribe the key points and insights from your videos and enhance them with additional information or examples to create engaging and informative blog posts.

Turn your blog posts into videos - You saw this one coming, right? Give your written content new life by repurposing it into engaging video format. Convert your blog posts into scripts, add visuals, and record a video presentation to captivate your audience visually while delivering valuable information.

Repurpose your videos into a course - Leverage your existing video content by repackaging it into an online course..

Organize your videos into a structured curriculum, add supplementary materials such as quizzes or downloadable resources, and offer it as a comprehensive learning experience for your audience.



Stitch pieces of individual course videos into one video – Combine highlights of the individual videos from your course into a single video. This version can serve as a teaser or promotional material, showcasing the value and depth of your course in a condensed format.

Turn your blog posts into a book - Compile your blog posts on a specific topic or theme and transform them into a cohesive book. Edit and expand on the content, add new chapters or sections, and publish it as an e-book or physical book to establish your expertise and provide a valuable resource for your audience.

Turn your long videos into multiple short-form videos - Break down your longer videos into shorter clips that can be shared on platforms like Instagram, TikTok, or Twitter. Extract the most impactful moments, create compelling captions or descriptions, and distribute these bite-sized videos to engage with your audience on different social media channels.

Turn your blog posts into guest posts - Adapt your existing blog posts into guest posts for other relevant websites or blogs. Customize the content to fit the target audience and guidelines of the guest platform, while ensuring it maintains the core message and value of the original post. This allows you to reach a new audience and establish yourself as an authority in your field.

Turn your blog post or newsletter into Twitter threads - Condense the key points from your blog posts or newsletters into a series of concise tweets. Craft engaging thread structures, including teasers, insights, and calls to action, to capture attention and drive traffic back to your original content.

Turn existing content into Quora answers - Identify relevant questions on Quora that align with your existing content, and craft detailed and valuable answers using your content as a reference. Provide insights, examples, and additional resources to establish credibility and attract a wider audience to your website or blog.

Turn your content into Reddit posts - Find relevant subreddits where your content can add value and adapt your existing content into engaging Reddit posts. Respect the community guidelines and ensure your posts provide useful information or spark meaningful discussions, which can lead to increased visibility and traffic to your content.

Reuse bits and pieces of your existing content as social media posts - Extract compelling quotes, statistics, or insights from your content and turn them into attention-grabbing social media posts. Customize the format and tone to suit each platform and include a link or call to action to direct users back to the full content.

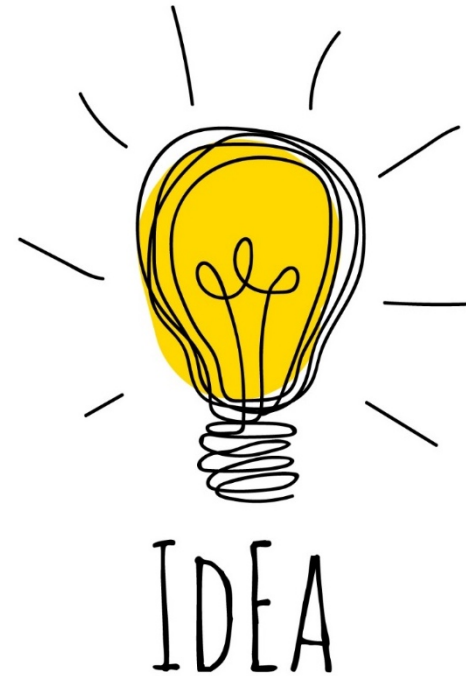
Upload podcast episodes as YouTube videos - Convert your podcast episodes into video format and upload them to YouTube. Enhance the visual experience by adding relevant images, graphics, or subtitles to engage viewers who prefer video content. This enables you to tap into a different audience segment and expand your reach.



Opinion: AI's legal risks challenging marketers

As marketers increasingly embrace the rising popularity of AI technology, they are encountering a host of legal risks that pose challenges to their strategies. The concerns surrounding consumer protection, privacy, and ethics have become significant enough to give advertisers reason to reconsider their approach.

<https://www.marketingdive.com/news/how-ai-artificial-intelligence-legal-risks-challenging-marketers/652707/>



Instagram Reels Offers 5 New Updates to Boost Engagement and Trend Discovery

Instagram recently rolled out a host of updates for Reels, all with a view to helping creators leverage the latest trends to maximize engagement and build and strengthen the community around their content.

1) Reels Trends - A new discovery feature enabling creators to easily find trending audio and hashtags within Reels.

2) Reels editing flow - Instagram has merged its creative tools with the video composer screen, making it more seamless and intuitive than ever for creators looking to produce more distinctive and eye-catching Instagram Reels.

3) Total and average watch times - Insights into total and average watch times for Reels, meaning creators have more data at their disposal to explore what's working for them and how to adapt their content strategies moving forward.

4) Reels-specific follows – These are new notifications that alert creators when a user has followed their account directly after having viewed their Reels content.

5) Expanding access to Gifts - Creators can see which of their fans have sent them gifts so they can more easily acknowledge their top supporters.

Interesting Note: TikTok already provides all 5 of these features.

<https://digitalagencynetwork.com/will-these-updates-to-instagram-reels-boost-engagement-and-trend-discovery/>



7.7 Steps to Creating Your First Information Product

Creating an information product can be a great way to share your expertise, build your brand and generate income.

In this guide, I will walk you through the key steps to creating your first informational product. Take note that steps 1 through 6 can be done in a single weekend if you stay focused.

Step 1: Identify Your Topic and Audience

The first step in creating an informational product is to identify your topic and audience. What subject do you know well? Who is your target audience? These two elements go hand in hand. You may know a great deal about underwater basket weaving, but is there an audience?

Conversely, if your topic is weight loss, then your target audience is going to determine what your product looks like. For example, weight loss for women in their 20's is different than weight loss for men over 50.

Another point to consider is what additional products can you make in the future for this particular audience? In the example above, if you are in your 20's then it might be a good idea to focus on a customer base of your own age, since you know first-hand what it's like to be this age and what products they want to purchase.

Writing about men in their 50's is going to be difficult when you're only 22 since you have no personal experience of being this age – at least not in this lifetime. And once you choose your target audience, it's good if you can stay with that audience for a long time to come, creating more and more products targeted directly to them.

Step 2: Choose Your Format

There are many different formats you can choose from when creating an informational product. Some popular options include e-books, online courses, video tutorials, webinars, and podcasts. Consider your topic, audience, and personal preferences when choosing the format for your product.

You might even create your product in multiple formats, such as video and written, to appeal to a wider base or even to use as upsells. For example, the written course is \$47, but for an additional \$20 they can have the video version as well.



Step 3: Plan Your Content

Once you have chosen your format, it's time to plan your content. Determine the scope of your product and create an outline that includes all of the key topics you want to cover.

Break your content down into manageable sections and create subheadings for each section. This will help you stay organized and ensure that you cover all of the necessary information.

Odds are you will miss something important when creating your content, and that's okay because perfection isn't needed if you're willing to update. I remember years ago creating an ebook that detailed a system people were using to make money with real estate agents. Somehow I forgot to include a section on how to bill and take payments, since it seemed so basic to me. Once I'd gotten my tenth question about this, I realized I needed to add another chapter to my product covering this topic.

Once you begin to make sales, watch to see what questions come up time and time again, and then add this additional content to your product. It can even be a selling point because now you're offering the newly updated 2.0 version of the product. And be sure to send it to all previous buyers for free.

Step 4: Create Your Content

Now that you have your plan in place, it's time to start creating your content. Depending on the format you chose, this could involve writing, recording, or filming. Make sure to stay focused on your outline and cover all of the key topics you identified in Step 3.

If you're using AI to help create your content, be sure to rewrite it into your own voice, as well as adding personal anecdotes and stories, insights and observations, your own opinions as well as opinions and quotes from experts.

While AI can provide assistance in creating your product, think of it as a tool to get you started rather than a full-blown solution. If your information product consists only of what someone could have found for themselves in a 5 minute Google search, you may suffer the consequences of dissatisfied customers, refunds, poor reviews and no one to purchase your next product.

Step 5: Edit and Refine Your Content

Once you have created your content, it's important to edit and refine it. This involves reviewing your work for errors, making any necessary changes, and ensuring that your content is clear, concise, and engaging.

If your content is written, then consider enlisting the help of a professional editor or proofreader to help you refine your content.



If your content is audio or video, consider hiring an audio or video editor to remove the dead air as well as the 'um's' and 'ah's. Have them tighten your recording into something that looks and sounds professional.

Step 6: Name, Design, Brand and Deliver Your Product

Design and branding are important elements of any informational product. Choose a catchy name and a visually appealing design that is consistent with your brand, and make sure to include your logo and other branding elements throughout your product. This will help you establish your brand and make your product more memorable.

Choose your delivery method. This could involve hosting your product on a website, using a third-party platform, or sending it directly to your customers. Consider the pros and cons of each delivery method and choose the one that best suits your needs.

Step 7: Launch Your Product

With your product complete and your delivery method chosen, it's time to launch your product. Consider creating a marketing plan that includes social media promotion, email marketing, and other strategies to help you reach your target audience.

Be sure to include a clear call to action that encourages people to purchase your product. Recruit affiliates to bring in even more sales. If you can show a consistently high conversion rate, affiliates will be interested.

Step 7.7: Monitor Your Results

Once your product is launched, it's important to monitor your results. Keep track of your sales, customer feedback, and other metrics to determine how well your product is performing. Use this information to make any necessary changes and continue to refine your product over time.

Creating your first informational product is definitely a learning experience and it can be a rewarding and profitable experience, too. By following these key steps, you can develop a high-quality product that shares your expertise and establishes your brand in the marketplace.



Rediscovering the 7 Habits of Highly Successful People in 2023

I was going through some old books the other day when I rediscovered *The 7 Habits of Highly Successful People* by Stephen Covey. I realize that a book written back in 1989 might seem archaic to some of my readers, but the book was a smashing success that sold millions of copies and changed many lives in a very short amount of time.

During Covey's 25-year career working with successful individuals in various fields such as business, academia, and relationships, he made a profound observation. He discovered that many high achievers often experienced a deep sense of emptiness despite their accomplishments.

You may have experienced this emptiness yourself at one time or another.

Seeking to understand this phenomenon, Covey delved into the study of self-improvement, self-help, and popular psychology books spanning over two centuries. In doing so, he identified a significant historical shift in the perception of success.

Prior to the First World War (yes boys and girls, that was over 100 years ago) success was primarily attributed to the ethics of character, which encompassed qualities such as humility, fidelity, integrity, courage, and justice.

Rereading that list - humility, fidelity, integrity, courage, and justice – I realize just how much people have changed in the last century. While I'm sure we all agree those characteristics are important, they're seldom found in the top ten list of traits people seek to cultivate in themselves. If they now seem old-fashioned and out of date, I have to wonder if we're headed in the right direction.

Back to the book...

After the war, there was a notable transition towards what Covey coined the "Personality Ethic." This new paradigm equated success with personality traits, public image, behaviors, and skills. Yet, these achievements were superficial and failed to address the underlying principles necessary for a fulfilling life.

Covey suggests that sustainable success is rooted in cultivating one's character rather than focusing solely on personality. He emphasizes that who we are as individuals speaks volumes compared to what we say or do.

The foundation of his book is built upon the "Character Ethic," a set of timeless principles that, when embraced, enable individuals to perceive reality as it truly is.





Rather than merely modifying external behaviors and attitudes, Covey advocates for a transformation of one's inner core, character, and motives. The seven habits outlined in the book serve as a roadmap to progress from a state of dependence to independence, and ultimately to interdependence. While society often glorifies independence as the pinnacle of achievement, Covey argues that interdependence yields the greatest outcomes.

Interdependence is a mature concept that acknowledges one's independence while recognizing the power of collaboration and teamwork. To attain interdependence, each of the seven habits must be nurtured and developed. These habits include:

Being proactive: Taking responsibility for one's life and choices based on personal values, rather than being driven by external circumstances.

For example, it's not about competing with your neighbors to have the most expensive car, but rather taking care of the car you already have so that you can use your money in more intelligent ways, such as investing in your future or donating to a worthy cause.

Beginning with the end in mind: Having a clear vision of your desired outcomes and aligning daily actions with long-term goals and values.

Forget about buying lottery tickets and instead decide on the life you truly want, make a plan to build that life and then take action each day to reach your goals.

Put first things first: Prioritizing activities that contribute to meaningful results and personal growth, while eliminating distractions that hinder progress.

How much time do you spend in meaningless activities like watching television versus the time you spend with family, building your business or volunteering to help others?

Think win/win: Adopting a cooperative mindset that seeks mutually beneficial solutions, fostering collaboration and healthy relationships.

If you work with your competitors, then you have no competition. If you make friends with your enemies, then you have no enemies. While it's true that you can't control how others react to you, you can certainly control how you relate to them. I had an aunt who believed you should love everyone, and if they don't love you back, then that's their problem, not yours.

Seek first to understand, then to be understood: Develop empathic listening skills to comprehend others' perspectives before expressing one's own ideas effectively.

In these polarizing days it seems that everyone is shouting and no one is listening. Imagine how valued you will be if you truly learn to listen to not just the words, but the ideas, fears and hopes of another person.

Synergize: Embracing creative cooperation and valuing diverse opinions to generate innovative solutions that are greater than the sum of their parts.

I can tell you from personal experience that the fastest way to build a profitable business online is to get the help of many people with different ideas and skillsets. Going it alone is an almost sure recipe for mediocrity at best, but building a team means doing far less work while achieving success much, much faster.

Sharpen the saw: Consistently renewing and improving oneself physically, emotionally, spiritually, and mentally to maintain balance and enhance overall effectiveness.

There have been times when I've eaten poorly and haven't bothered to exercise at all because I thought I didn't have the time to enjoy good food or workout. Those happen to be the times when I got the least work done.

Exercise, eat well, get lots of sleep, learn something new each day and always take breaks and you'll find everything takes less effort while the end results are bigger and better.

Covey emphasizes that by embodying these habits, individuals can experience personal and interpersonal growth while laying the foundation for a life characterized by integrity, purpose, and a genuine sense of fulfillment.

And I have to agree.



Case Study: \$695,000 Awarding Seals of Approval

I know this headline sounds like one of those bogus get rich quick offers, but it's entirely real. The catch is that you need to have an established name in your own niche. And unless you're big – as in "Inc. Magazine" big – then you will probably have to settle for a substantially lower number.

Still, it's an incredibly easy and lucrative way to enjoy an almost automatic cash windfall each year.

Here's how Inc. Magazine is doing it. and if you offer a service like this, your results will of course vary.

Each summer Inc. Magazine opens up their annual 'Power Partner' program. Business to business (B2B) companies may apply to receive a Power Partner Award and be featured in the November issue of Inc. Magazine as a business that other businesses can use. Chosen businesses also get an Inc. seal of approval to place on their website.

According to Inc. Magazine, if you can provide a few good references, then "...you stand a good chance of making the list as a Power Partner. We'll even take care of the heavy lifting by sending a super short survey to the references you provide."

It sounds like they will approve as many applicants as they possibly can. Moreover, they will take all the applications businesses care to submit to them.

Are they doing this out of the goodness of their heart? Umm... no.

The cost to apply – that's right, just to APPLY – is \$695 for early birds and \$895 if you don't make the first deadline.

For your non-refundable \$695 (or \$895) they will send out 'short surveys' of 4 questions to the reference email addresses you provide, presumably read the responses they get back, most likely approve you, and place your business name in a long list of other business names in the November issue.

Oh yes, you also get a thingy-bob to place on your website telling the world you paid \$695 to Inc. Magazine. Except, of course, many people won't realize you essentially purchased the Inc. Seal of Approval (cue barking seal) making your business look super awesome to prospects who like to see this type of endorsement (and some really do, believe me.)

Offer some sort of awarding or credentialing system to your customers. If they're a business, give them a way to earn your seal of approval and give them a spicy award title such as one of these:

- Excellence in Innovation Award
- Customer Service Excellence Award





- Outstanding Leadership Award
- Small Business of the Year Award
- Social Responsibility Award
- Entrepreneur of the Year Award
- Outstanding Startup Award
- Corporate Social Responsibility Award
- Workplace Diversity and Inclusion Award
- Outstanding Marketing Campaign Award
- Environmental Sustainability Award
- Women-Owned Business of the Year Award
- Excellence in Technology Award
- Community Impact Award
- Corporate Philanthropy Award

If they're customers, you might give them a diploma and list them as a graduate when they complete your course.

I know of one marketer who sells courses on hypnosis. In his sales letter he tells prospects they will be accredited with a certain hypnosis organization when they complete the course. It's a good selling point and I'm sure he makes more sales because of it. The thing is, he created and owns the organization doing the credentialing.

And if you don't think these sorts of things are profitable, try doing a little math with the Inc. Magazine scenario.

If just 1,000 businesses apply and they all get the early bird discount of \$695, that's \$695,000 that Inc. Magazine has earned for doing very little, and this is annually. As in, EVERY YEAR. As in, "Whoo-hoo, windfall money, honey!!!"

My guess is they get five to ten times that number applying each year, because on their site they clearly state, "This award is open to companies of all sizes and types, in all industries and locations. Public, private, non-profit, subsidiary, U.S.-based and international companies are all encouraged to apply."

Yup. Come one and come all, as long as you've got \$695.

They offer over thirty different business categories and welcome you to apply in as many categories as you like. Each one will entail a separate application form and another entry fee.

If you establish a great reputation in your industry, you might use this business model to add a significant lump of cash to your bottom line each year with minimal effort.

THE **BIG** SECTION



Profits Through Partnership

Leveraging Social Media Collaboration to Double Your Business, Triple Your List and Make a Ton of Sales

You can build a six or even seven figure business when you learn to collaborate with other social media marketers, using their audiences to grow your business.

Let's say you have 1,000 followers, subscribers, fans, customers or whatever. Maybe they're groupies. The point is you have 1,000 people who regularly see your messages, click your links and hopefully buy your products.

You collaborate on social media with 5 other marketers who each have one or two thousand subscribers of their own, and you gain maybe 200 new followers from each campaign.

Now you have a total of 2,000 followers, subscribers, etc.

Next you collaborate with 5 more marketers who each have a few thousand followers, and you gain another 2,000 followers, making 4,000 total.

You keep moving up the food chain (so to speak) collaborating with more marketers who have larger followings to build your list bigger and bigger.

In a year? You have 10,000 or maybe 20,000 followers instead of just 1,000.

And in some cases, if you get really good at this, that number of followers may be much, much higher.

Is this a pipedream? Not at all. Your results will depend on your niche, your ability to build relationships with other marketers and your ability to create offers that followers and subscribers cannot resist.

But social media collaboration is perhaps one of the very best ways to not just quickly increase your list size, but to fill it with people who genuinely want to hear from you.

What is social media collaboration?

Collaborating on social media means working together with people, brands, or groups, to make content and reach more people for the benefit of both parties. It's like forming a team to show unity and share ideas or make money.

Collaboration can happen in different ways, such as doing projects together, sharing posts, giving away things or hosting events. The main goal is to make interesting content and get more attention for everyone involved, thereby building your list of subscribers, followers and fans.

What are the benefits to social media collaborations?

Social media collaborations offer numerous benefits for individuals, brands, and organizations.

- **Increased Reach** - They expand reach and visibility by tapping into each other's audiences.
- **Experimentation and Learning** - Your new collaborator may introduce you to new content formats and ideas to engage their existing followers and attract new ones.
- **Untapped Markets** - Partnerships can help you enter into markets and niches you haven't considered before, offering you access to new audiences and potential revenue streams.
- **Increased Credibility** - Collaborating with reputable partners enhances your own image and credibility, building audience trust and loyalty.

Furthermore, collaborations establish lasting professional relationships, offer valuable learning experiences, and create opportunities for future projects.

However, there are some potential challenges you need to be aware of when considering social media collaboration.

What are the challenges you'll face in social media collaboration?

If you jump before you look, don't think things through or aren't clear on what each party is going to do, then mistakes can happen and things can go wrong.

Here's how to play it safe:

Be careful when choosing partners. Before teaming up with a creator or brand, consider their values and image. If your values don't match, it can cause problems and hurt your reputation. Consider if their audience is your target market, if they'll want to hear your message and most of all if it's something they will positively respond to.

Good communication with your partner is also key. Talk openly and often to avoid misunderstandings and solve problems quickly. Before starting a collaboration, discuss your goals and expectations with your partner. This helps you work together towards the same purpose.

Don't forget about legal matters, too. Sort out rights, money, and content use before you start. This prevents future disagreements.

After the collaboration ends, don't forget to evaluate how well it went. Set clear goals and track your progress. This helps both parties understand the impact of the collaboration and decide on future partnerships.

What makes a social media collaboration work?

The effectiveness of social media collaborations comes from the creation of shared value among all involved parties, including their respective audiences.

Through collaborations, participants have the opportunity to introduce new perspectives and content to their own audiences as well as getting their content in front of an entirely new audience, thereby expanding their reach.

When brands or influencers with complementary skills or niches come together, it often results in the production of exceptional and captivating content. Additionally, collaborations can lead to heightened brand awareness for both individuals and organizations, fostering deeper customer trust and establishing long-term partnerships.

Think of a collaboration as having 4 parties - you, your own audience, the creator you're collaborating with and their audience. If the collaboration will be beneficial to all 4 parties, then it can be a smashing success.

What are the types of collaborations?

Really there are only three:

- Creator to creator - for example, you and another content creator
- Creator to brand - you and British Airways
- Brand to brand - British Airways and Rolls Royce

Of course, if you're just getting started, you might choose to approach a smaller brand than British Airways or Rolls Royce. Working with other small content creators will give you experience in doing collaborations as well as building your contacts and your list.

9 Steps to Social Media Collaboration

Let's look at the step by step process and see how you might initiate and run your first social media collaboration.

1: Are They a Good Fit?

To find a good collaborator, check if they match your brand and if they're good at what they do. Also, see if their audience is similar to yours or complements yours. It's a bonus to find someone with different skills than yours so you can work well together.

Make sure they communicate well and are committed to the partnership, as well as having the credibility necessary to persuade their audience. Don't forget to do your research before politely reaching out to them.

2: Approach them.

This part is easy. You simply ask them if they have an interest in collaborating with you. For example, if you're emailing them, you might write something like,Ä¶

Subject: Collaboration Opportunity?

Hi {name},

Love your work! I especially enjoyed your {name specific content piece and why you liked it}.

I'm {your name} of {website} and would love to collaborate with you on social media. I think my subscribers/followers would love to learn more about your {insert product, ideas, etc.} Are you interested in teaming up for some engaging and fun content together? Let me know!

Best,

{Your name and contact information}

If you have something specific in mind, you can very briefly touch on it in the initial contact (make a video together, do an interview, etc.) but don't go into any detail yet. Right now you're simply finding out if they have any interest in working with you.

3: What Will You Do Together?

Choose the type of collaboration you want. This means deciding if you want to work together for a long time or just for one event. You also need to think about what you want to do together, like giving away products or creating content together.

Deciding these things will help make sure you and the other person agree on what to expect. It will also help you know who is responsible for doing what during the collaboration.

Here are a few ideas:

Interviews: Interview each other for your podcasts, on video or in an article and share the interviews on your own platforms.

Joint giveaways: If you don't have many followers, team up with someone who does and give away something of value to their audience. It's a good way to connect with people who are interested in the same things. For example, you might offer your course or product to your partner's followers when they take a certain action, such as promoting your event on social media or joining your list.

Social media takeovers: Sometimes, a popular person takes control of a brand's social media accounts for a whole day. They post things like pictures or videos on Instagram, TikTok, or Twitter as if they were the brand.

Newsletter features: Talk about each other's newsletters or trade posts for a day. It's another good way to reach a bigger or more specific group of people.

Joint course or digital product: If you partner with someone who has a similar audience and expertise, you can work together to create and sell a course or digital product. It can make both of your work look more trustworthy and reliable.

This list isn't everything, but I hope it gives you some ideas for your next collaboration proposal.

In the beginning it's best to keep things simple and short. That way if it's not working out, you can walk away. When you find you work well with someone, propose doing a longer event or possibly even forging a long-term collaboration.

4: Make an Agreement

To avoid headaches later, you might want to create a signed agreement or contract when you start working together. Contracts for social media collaboration might contain:

- A list of what each person needs to do.
- Dates for when each thing needs to be done.
- What each person is responsible for (what they have to do).
- How much money you'll get and when you'll get it.

- Who owns the intellectual property and content you make together.
- A contingency plan if the project doesn't work out.

5: Check in Regularly

Schedule regular meetings with your fellow collaborator to ensure progress is being made, deadlines are being hit, questions are answered and any problems that come up are quickly resolved.

6: Use Tools to Make the Process Easier

Tools make it easier for everyone to work together and keep things organized. You might use Hootsuite for scheduling social media posts, Trello or Monday for managing projects, and Asana for keeping track of tasks.

It's also important to track how well your social media collaboration is doing. You can use special codes and hashtags to keep track of campaigns or events, and you can share analytics and insights to see what's working. Tools like Hootsuite Analytics can help you with this.

Lastly, make sure that everyone knows what they're supposed to do in the collaboration. Tools like Slack or Microsoft Teams can help with communication and make sure that everyone is on the same page.

7: Evoking Emotions

Now it's time to be creative. Think about how you can use your social media collaboration to make people feel something.

You could donate a portion of the money you make to a charity, bring attention to a cause that both of you care about, or simply create content that will make people smile and connect with it on a deeper level.

If you're working with an influencer, ask them to create content that reflects their values and connects with their audience. If your collaboration involves creating a product or service, focus on how it can solve a problem for your customers in a special way.

In addition to marketing, social media collaborations can be a way to do something meaningful and strengthen the connections you have with your customers. By combining the right content, creativity, and collaboration tools, you can make this a fantastic opportunity for everyone involved.

8: Choosing the When and Where of What You'll Post

Timing is crucial for your content. You need to think about when and where you will post, as well as what you will post.

Take into account any holidays, popular topics, or special events that might align with your post. Also, choose a time when you know your followers are most likely to see your content, and adapt this for each platform.

You can use the analytics provided by each platform to understand what kind of content your audience is currently interested in and how they prefer to be engaged. Maybe they enjoy Instagram stories more than regular pictures, or they're more active on TikTok lately. Your research will help you create a content calendar that resonates with your audience.

It's also a good idea to ask your collaborator for their input. Remember, you're not just reaching out to your audience but also theirs. Compare your insights and find a balance that benefits both sides equally.

9: Promote, Promote, Promote

When you work together with others on social media, you can reach more people. But to succeed, you both need to promote the content on your own channels.

To do this, you can make a plan to promote each other's content. Talk to the person you're working with and decide who will post what and when. Don't forget to include links to each other's social media profiles, websites, and other things you made together.

It's also a good idea to tell your audiences about your collaboration before it happens. That way, they can get excited about it. Announce the partnership through posts on each account, create your

own special hashtag that combines both of your names, and ask followers to sign up for and share in the special promotion.

Choose Wisely

Make careful choices when it comes to your social media partnerships. Collaborating with others on social platforms can greatly benefit your brand, but it also has the potential to harm it.

The key factor in this equation is how your audience perceives these collaborations. What may seem like an excellent idea when brainstorming alone might not be well-received once it reaches the public. Building and preserving trust between creators/brands and their audiences is now more crucial than ever before.

Therefore, it is important to thoroughly evaluate collaboration opportunities and consider their impact on the trust you've earned from your audience. If there is even a remote possibility that such a partnership could jeopardize that trust, it's best to pass on the opportunity.

Remember, there will always be other chances that come your way.

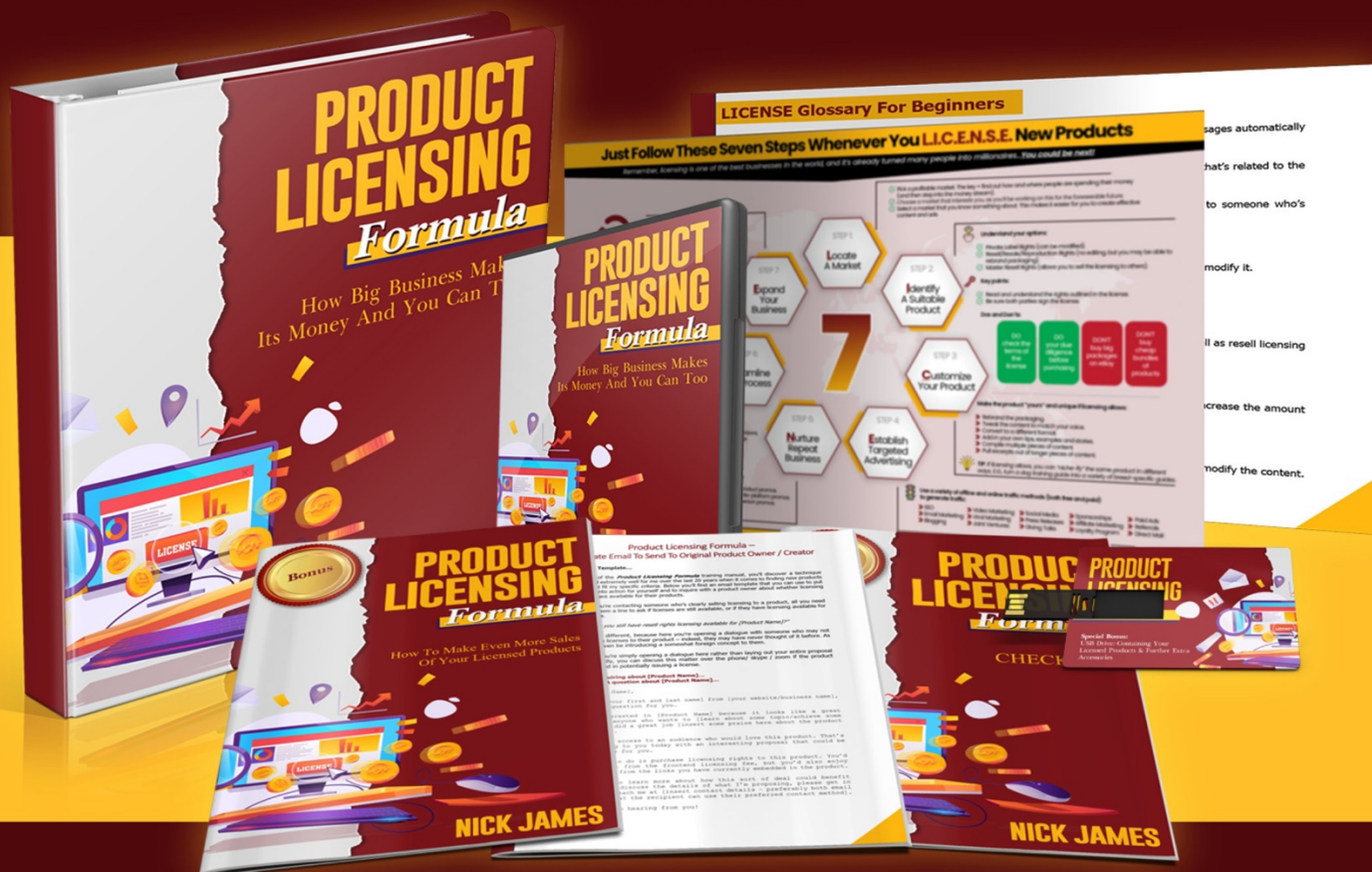


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"This stuff has taken me years to learn. Not because it's difficult but because it's really hard to find any information about this process. It's generally the kind of stuff being passed around in a small inner-circle of info-entrepreneurs by word of mouth."

—Nick James



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