

# “HIGH VOLTAGE SUCCESS”

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Hey there!

First things first, I've got to say a massive thank you. Now, I know that parting with even \$14.00 isn't something you do lightly. Every dollar is a sign of trust and hope, and I don't take that for granted. So a big thank you for putting your faith in me. It means a heck of a lot.

You've made a cracking decision, by the way! 😊

**Let's talk about what's coming up.**

I'm not one for sticking to a set script, so expect the unexpected in these newsletters.

Some days, I'll deep dive into a single killer strategy that could change the game for you. Other times, I'll be throwing a bunch of life-changing, profit-making ideas your way to get your brain buzzing.

Sounds exciting, right?

Let's get this show on the road!

## **The Real Deal: Why You're Not Making Money Online**

In this issue I want to talk to you about something that's been bugging me for a while.

You see, there's a lot of noise out there about making money online.

Everywhere you turn, there's another 'guru' promising overnight riches and instant success.

But let's cut through the hype for a moment and talk about the real reason why some people don't make money online.

## **The Myth of Instant Gratification in the Digital World**

The digital era, for all its wonders, has bred a culture of instant gratification.

We want results, and we want them now.

This mindset, unfortunately, spills over into the world of online business.

Many enter the arena expecting quick wins and easy money. The reality, however, is far different.

Building a successful online business is like nurturing a garden. It requires time, patience, and consistent care. The fruits of your labor will come, but they won't appear overnight.

## **Understanding the Digital Illusion**

Part of the problem lies in what I call the Digital Illusion - the belief that online success is easier to achieve than traditional success.

The internet is a tool, arguably the most powerful one for entrepreneurs today. But like any tool, its effectiveness depends on the skill and persistence of the user.

It's not a magic wand; it's a platform.

A platform that demands understanding, strategy, and above all, hard work.

### **The Strategy Gap: Why Talent Isn't Enough**

I've met countless talented individuals who haven't made it online.

It's not for a lack of skill or effort.

The missing piece is often strategy. Without a clear, focused strategy, even the most talented individuals can find themselves lost in the vastness of the digital landscape.

Your strategy is your map in this territory. It should define your goals, your audience, and how you plan to reach them.

Without it, you're sailing without a compass.

### **The Constant Evolution of the Digital Landscape**

Another key aspect many overlook is the dynamic nature of the digital world.

What worked yesterday might not work today.

This environment requires you to be adaptable, constantly learning, and willing to pivot your strategies.

It's not just about keeping up with the trends; it's about understanding the underlying shifts in consumer behavior and technology.

### **Shiny Object Syndrome: The Enemy of Focus**

One of the biggest traps in the online world is the Shiny Object Syndrome.

It's that all-too-common tendency to jump on every new tool, technique, or trend, hoping it will be the magic bullet for your business. But success online isn't about collecting tools or tricks; it's about deep, focused work on a few key areas.

Spreading yourself too thin is a recipe for burnout and frustration.

### **The Learning Curve: Embracing Continuous Education**

The digital world is a vast, ever-evolving landscape of knowledge.

This can be overwhelming, but it's also an opportunity.

Continuous learning is not just recommended; it's essential. However, the key is to balance learning with action.

It's easy to fall into the trap of perpetual preparation, always learning but never implementing.

### **Persistence: The Unsung Hero of Online Success**

In the world of online business, persistence is your best friend. Y

ou will face challenges and setbacks. Your strategies might not always work as planned. This is where persistence comes in.

The most successful online entrepreneurs are those who view failures as stepping stones to success. They learn from their mistakes, adjust their strategies, and keep moving forward.

### **Diversifying Your Approach: The Key to Stability**

Relying on a single income stream or strategy is risky, especially online.

Diversification is crucial for long-term success and stability. This could mean exploring various business models, like affiliate marketing, product creation, or consulting.

Or it might involve diversifying within a model, such as offering different products or targeting multiple niches.

### **Building a Community: The Power of Engagement**

One of the most powerful tools in your online arsenal is community building. In the digital age, consumers crave connection and engagement.

By building a community around your brand or product, you create a loyal customer base.

Engage with your audience, listen to their feedback, and involve them in your brand's journey. This not only builds loyalty but also provides invaluable insights into your market.

### **Adapting to Technological Changes and Consumer Trends**

The online world is intertwined with technology, and as technology evolves, so do consumer trends.

Staying ahead of these changes is vital. This means keeping an eye on emerging technologies, understanding how they impact consumer behavior, and adjusting your strategies accordingly.

### **Conclusion: Making It Online Is a Journey, Not a Destination**

In closing, remember that making money online is a journey, not a destination.

It's a process of learning, growing, and adapting. There are no shortcuts to real success.

## **5 Insider Strategies and Techniques Employed by Professional Marketers (For Boosting Sales, Enhancing Conversions, and Optimizing Outcomes) That Are Typically Unknown to Beginners!**

There are things that Pro marketers do in their businesses that amateurs and wannabe's aren't usually aware of.

Simple things, but CLEVER things that are they use to maximise their sales, conversions and general results.

If you're using even TWO of these, you have a significant advantage over any of your competition who doesn't.

### **1. *Headline: 73% of all buying decisions are made at the point of the headline***

According to marketing guru Ted Nicholas (and you'd be a brave soul to argue with this giant of copywriting) **73% of all buying decisions are made when the prospects reads the headline.**

Here's what he says the headline does:

- 1. It attracts attention*
- 2. It communicates the strongest benefit*

3. *It appeals to the prospects of self-interest*
4. *It sets the tone for the offer*
5. *It selects/discards the right audience*

He spent \$100 million over the years testing this claim, always doing several headline tests to get his results.

He said: *"With exactly the same body copy, the winning headline alone can pull 8 to 15 times MORE when compared to the losing headline"*

Successful marketers realise they simply can't take the chance of ignoring that fact, and spend a great deal of time on their headline, both creatively and with split-testing.

One of the best people to write your headline is your CUSTOMER

When you receive or ask for testimonials read these carefully. Often your best headline is right in front of your eyes

This is the main take-away for me...

Arguably the best headline to use is 'How To'

It's difficult to outsell and very powerful because people want to know 'How To'

So here's a simple but effective formula for writing your headlines:

Write '*How To...*' and then fill in the blank  
**with the largest and best benefit your product  
or service delivers.**

Fast shortcut if you're stuck for a headline  
eh?

But don't shortcut on the testing :)

**2. Every communication should be a personal  
one, from the writer to the recipient,  
regardless of the medium used.**

You're speaking to a real, live human being.

Many amateur marketers don't consider the tone  
or content of their email in terms of an *actual*  
*person* reading it.

If you don't see your audience as real people  
the chances are you'll subconsciously talk down  
to them, assume they're less intelligent than  
you or that they'll buy because they're  
gullible or just because you're 'so cool'  
Me? - I visualise one person when I write an  
email, and speak to them individually.

Sometimes if I want to give the email reader  
the feel of belonging to a group or community  
I'll visualise me addressing a group or small  
crowd.

This gives subtle differences in the tone and language of my email and works really well.

If you think about the end result you want to get from your email - empathy, relationship building, sympathy, motivation, excitement etc then visualise a real-life circumstance where that would naturally happen depending on whom you're speaking to.

Was it singer Julian Cope who used to record some songs naked to get a feeling of vulnerability?

It's not just emails either - think about your photo on your sales page

Never use a photograph without a caption, and for best results with your own photograph always have eye contact with the reader.

### **3. If You Don't Ask, The Answer Is Always 'No'**

Pro marketers are constantly asking for the sale.

Or permission to mail you.

Or if they can have a testimonial.

**Because if you don't ask, the answer is always 'no'**

Amateur marketers are often tentative about asking for the sale, and it shows.

I ask for a sale in *every single email* I send out.

Why wouldn't I?

If I ask for a sale I *might* get one, but if I don't ask I definitely WON'T

That goes for 'automated asking' too like upsells, large funnels and endless extra offers.

Sure, some prospects don't like these but the truth is that pro marketers don't care. They know the best way to make more money from a funnel is to have more offers in it.

I've watched amateur marketers wrestle with the ethics of this, and they just usually end up broke.

For me the solution is simple - if I don't want to use multi-upsell funnels I just find another way to constantly ask for the sale.

That usually means emailing every day asking for a sale, which I do

The step up from amateur to pro is getting used to, and comfortable with... ASKING!

#### **4. Never Sell A Product Or Service... Sell A CONCEPT!**

This is a lovely, clever thing.

Remember the amazing "Think Different" campaign by Apple?

Instead of focusing on the technical specifications of their computers, the campaign was centred on the idea of creativity, innovation, and breaking away from the status quo.

The ads featured iconic figures such as Albert Einstein, Mahatma Gandhi, and Martin Luther King Jr. who were known for their creativity and outside-the-box thinking. The tagline "Think Different" encouraged people to think outside the confines of conventional wisdom and embrace their own creativity and individuality.

**But at the end of the day they were still  
selling bloody computers :)**

Very clever.

*Amateurs sell products and services*

*Pro marketers sell ideas and concepts.*

Your personal coaching program doesn't have to be labelled as that - you could call it the 'Financial Escape Pod' or 'Becoming You'

Dove sold a lot of soapy stuff with their "Real Beauty" campaign. The campaign was not focused on the features of Dove's products, but rather on the idea of redefining beauty standards and celebrating diversity.

Concepts are sexier than ideas...and they sell better too

**5. With social media, if you're scrolling through a feed and something - ANYTHING - causes you to stop and read more, screenshot it Immediately.**

This may sound like a throwaway thing but it's my favourite one of the five ideas outlined in this publication.

You know the whole thing about scrolling - when your thumb is moving faster than the speed of light, and the images on your feed are just a blur, and then suddenly you STOP!

Because something caught your eye.

It doesn't matter what it was.

It could be a headline, or a puppy, or a named person, a meme or a tortoise blowing bubbles.

The fact is that out of dozens, scores of images THAT ONE caused you to stop.

It wasn't co-incidence or a thumb cramp

You had a split second to view that image or post.

And it made you STOP.

**Reckon you should test using a similar image in your own Facebook ads?**

Yep, me too :)

## **(Case Study) \$11 Million in 1.5 Years from One Simple Marketing Strategy**

Meet Oliver Brocato, the 21-year-old entrepreneur who turned a small box of chocolates into a whopping \$11 million within just a year and a half.

How did he pull off this sweet success story?

Here's what he did:

**Groundbreaking Innovation: Get Ready for a Market Sensation!**

First things first, let's talk about Oliver's unique product, which he affectionately calls "Tabs" or "sex chocolate." Picture this: a minimalist brown box containing three tiny squares of chocolate that can be shared with a partner.

What's so special about it?

It claims to spice up the bedroom action, enhance sensations, and build sexual excitement. Ooh la la!

Now, whether this "sex chocolate" truly works as advertised isn't our focus here.

What matters is that Oliver recognized the potential for his product to go viral because it was, well, *controversial*.

It grabbed people's attention and ignited conversations on social media.

## **Marketing Wizardry: Strategies That Create Unstoppable Buzz!**

But here's where things get interesting, and it's a strategy you probably haven't tried yourself.

Oliver hired "UGC creators" to craft TikTok videos showcasing his product and share them on their very own "branded accounts."

What's UGC? It stands for "user-generated content."

These UGC creators are often micro-influencers with small to moderate social media followings. Some of them might not even have their own social media accounts; they're like everyday folks.

What makes UGC so effective is that it doesn't feel like you're watching a typical ad.

Oliver's masterstroke was in hiring just about *anyone* with a phone to make videos about his product. These creators would set up a TikTok account in the brand's name and post their videos there, sparing the business from managing all that content.

Oliver didn't give the creators strict video-making rules because, as he wisely put it, "you never know what will go viral." And guess what? Some of those videos did indeed go viral, racking up millions of views.

### **Mind-Bending Revelations: The Genius Behind the Success!**

Now, I know that posting a bunch of product videos on TikTok isn't exactly groundbreaking. But it's what Oliver Brocato did next that had my mind doing somersaults.

Those initial videos created by the UGC creators weren't trying to generate sales; they

were all about raising awareness of the product.

When folks on TikTok saw these UGC videos, they started flooding the comments section with questions like:

"Where can I buy this?"

"How does it work?"

And when viewers left questions, the UGC creators didn't just leave them hanging. They whipped up follow-up videos and used TikTok's nifty "respond to comments" feature to post them.

Now, here's the real "Aha!" moment:

When you post a video responding to a comment like this, it doesn't just disappear into the ether. It gets shown to the same folks who watched the original video. Yeah, you read that right.

Let's say a cool 2 million people watched the initial "awareness" video. Those same folks would also catch wind of the follow-up video, answering the commenter's questions.

It's like free retargeting and social proof bundled into one mesmerizing strategy.

I feel compelled to say that again...

***It's like free retargeting and social proof bundled into one mesmerizing strategy.***

Honestly, this approach seems way cooler than your run-of-the-mill TikTok ads (the ones most people casually swipe past). When a brand pops up to answer a viewer's question, it doesn't feel like an ad so you're more likely to stick around and watch.

Plus, when people see others getting curious about a product, they can't help but get curious themselves. Fear of missing out, anyone?

Just to drive home how powerful this is, Brocato spilled the beans about one of their "awareness" videos going viral on TikTok. It snagged a cool 30 million views and brought in \$40,000 in sales.

But here's the kicker: After several follow-up videos in response to viewer comments, their sales skyrocketed to \$130,000 within days, and they hit seven figures in sales for that month.

Mind = blown.

**Customized Triumph: Making the Magic Happen in Your World!**

After learning all this, I couldn't help but wonder how I could unleash this strategy in my own biz.

First, where do you find these UGC creators? It turns out there are over 4,000 UGC services on Fiverr, starting at just 10 bucks and going up to over a hundred per video.

And TikTok's got its very own Creator Marketplace, where you can hunt for video creators, shoot them collaboration invites, and track the results of your campaigns.

But I get it; not everyone's rolling in dough to hire creators. I mean, I'm all for spending smartly on tasks that'll boost my business, but my inner penny-pincher kicks in too.

So, I'm thinking, why not try making these videos myself to test out that "respond to comments" feature?

Who knows, I might just surprise myself.

## **Overcoming the Challenge of Not Knowing Where to Start**

I will show you how ChatGPT can help you... because I'm beginning to monetise the bugger but WITHOUT it having anything to do with my actual writing.

OK so my opinion is that Chat GPT is a crap writer...

It's boring, it's FAR too 'straight' with it's opinions and has guidelines that don't allow it

to include any profanity, sexiness or taking the piss out out of people

As a writer that's my idea of hell.

It's the equivalent of watching your grandad trying to get sexy.

Now this may change.

It probably will.

But as I write this I'm not impressed with the quality - in terms of entertainment, philosophical insight, humour, pathos, creativity and a dozen other things *and I would debate anyone who says ChatGPT is a good writer.*

BUT...

I use it.

Not in my writing.

I use it to break the ice.

Like a chat up line when you meet someone in a bar.

It can be corny and clumsy but it gets things moving.

It paves the way for the possibility of something happening.

And that's how I use ChatGPT

Here's an example of something I tried earlier.

Suppose I decide to write a book about making money online as an Amazon affiliate.

I fire up my computer and open my word processor.

And there it is...

Like a turd on the kitchen floor...

**The blank page of terror.**

I KNOW that I want to finish my book within (for example) three months

And I know I have a reasonable amount of time to dedicate to this activity.

But where the bloody hell do I start?

That's when I fire up ChatGPT

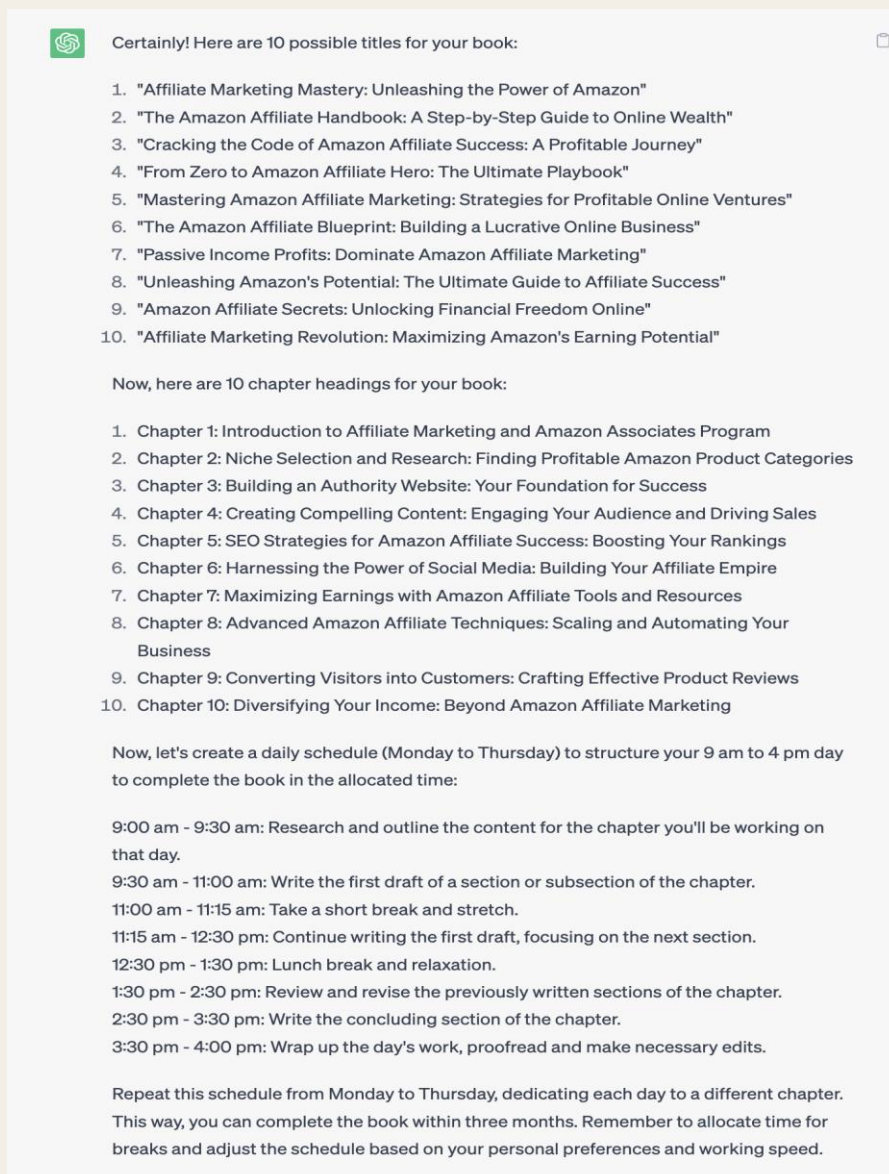
To break the ice.

To tell me 'Get your coat darling you've pulled'

## Here's the prompt I used with ChatGPT:

*"Could you write me 10 titles for my book about affiliate marketing? After that, give me 10 chapter headings for the book and structure how I have to work from 9 am to 4 pm to complete a book."*

And here is what it delivered:



Certainly! Here are 10 possible titles for your book:

1. "Affiliate Marketing Mastery: Unleashing the Power of Amazon"
2. "The Amazon Affiliate Handbook: A Step-by-Step Guide to Online Wealth"
3. "Cracking the Code of Amazon Affiliate Success: A Profitable Journey"
4. "From Zero to Amazon Affiliate Hero: The Ultimate Playbook"
5. "Mastering Amazon Affiliate Marketing: Strategies for Profitable Online Ventures"
6. "The Amazon Affiliate Blueprint: Building a Lucrative Online Business"
7. "Passive Income Profits: Dominate Amazon Affiliate Marketing"
8. "Unleashing Amazon's Potential: The Ultimate Guide to Affiliate Success"
9. "Amazon Affiliate Secrets: Unlocking Financial Freedom Online"
10. "Affiliate Marketing Revolution: Maximizing Amazon's Earning Potential"

Now, here are 10 chapter headings for your book:

1. Chapter 1: Introduction to Affiliate Marketing and Amazon Associates Program
2. Chapter 2: Niche Selection and Research: Finding Profitable Amazon Product Categories
3. Chapter 3: Building an Authority Website: Your Foundation for Success
4. Chapter 4: Creating Compelling Content: Engaging Your Audience and Driving Sales
5. Chapter 5: SEO Strategies for Amazon Affiliate Success: Boosting Your Rankings
6. Chapter 6: Harnessing the Power of Social Media: Building Your Affiliate Empire
7. Chapter 7: Maximizing Earnings with Amazon Affiliate Tools and Resources
8. Chapter 8: Advanced Amazon Affiliate Techniques: Scaling and Automating Your Business
9. Chapter 9: Converting Visitors into Customers: Crafting Effective Product Reviews
10. Chapter 10: Diversifying Your Income: Beyond Amazon Affiliate Marketing

Now, let's create a daily schedule (Monday to Thursday) to structure your 9 am to 4 pm day to complete the book in the allocated time:

9:00 am - 9:30 am: Research and outline the content for the chapter you'll be working on that day.  
9:30 am - 11:00 am: Write the first draft of a section or subsection of the chapter.  
11:00 am - 11:15 am: Take a short break and stretch.  
11:15 am - 12:30 pm: Continue writing the first draft, focusing on the next section.  
12:30 pm - 1:30 pm: Lunch break and relaxation.  
1:30 pm - 2:30 pm: Review and revise the previously written sections of the chapter.  
2:30 pm - 3:30 pm: Write the concluding section of the chapter.  
3:30 pm - 4:00 pm: Wrap up the day's work, proofread and make necessary edits.

Repeat this schedule from Monday to Thursday, dedicating each day to a different chapter. This way, you can complete the book within three months. Remember to allocate time for breaks and adjust the schedule based on your personal preferences and working speed.

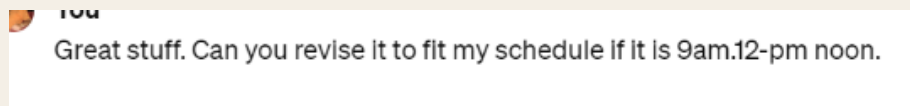
Firstly it's better than I expected.

Especially when it gave me an hour for lunch :)

But I changed my mind and decided I don't have 9-4 to work on the book.

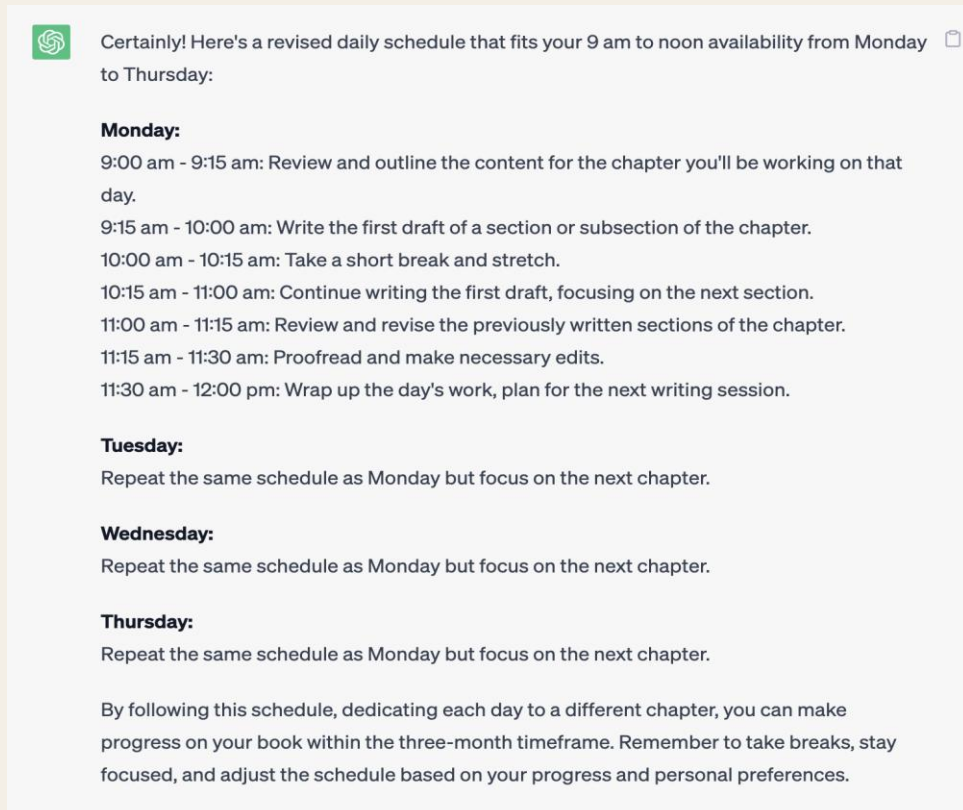
I want to finish it in the same timescale but just working 9-12pm noon.



So I asked:



Great stuff. Can you revise it to fit my schedule if it is 9am-12pm noon.

ChatGPT came back with:



 Certainly! Here's a revised daily schedule that fits your 9 am to noon availability from Monday to Thursday: 

**Monday:**  
9:00 am - 9:15 am: Review and outline the content for the chapter you'll be working on that day.  
9:15 am - 10:00 am: Write the first draft of a section or subsection of the chapter.  
10:00 am - 10:15 am: Take a short break and stretch.  
10:15 am - 11:00 am: Continue writing the first draft, focusing on the next section.  
11:00 am - 11:15 am: Review and revise the previously written sections of the chapter.  
11:15 am - 11:30 am: Proofread and make necessary edits.  
11:30 am - 12:00 pm: Wrap up the day's work, plan for the next writing session.

**Tuesday:**  
Repeat the same schedule as Monday but focus on the next chapter.

**Wednesday:**  
Repeat the same schedule as Monday but focus on the next chapter.

**Thursday:**  
Repeat the same schedule as Monday but focus on the next chapter.

By following this schedule, dedicating each day to a different chapter, you can make progress on your book within the three-month timeframe. Remember to take breaks, stay focused, and adjust the schedule based on your progress and personal preferences.

And for some reason it even put the day names in BOLD this time.

That kind of freaked me out because I've noticed it's started to do small things I didn't ask it to do.

Again the schedule isn't perfect.

But what a great starting point

NO BLANK PAGE OF DOOM.

I can revise the schedule as I go.

You see the power here?

**It gets me started.**

It kick-starts the the action

And that could as easily be a (real human) accountability parter, a motivational book or even one of those desk calendars that gives you an inspiring quote every day

*'If at first you don't succeed, skydiving isn't for you'*

But sometimes I use ChatGPT as the most basic of starting points that I can work from, adapt and make my own.

Not writing - not ever as far as I can see -  
but for grunt work like this?

Yep

And how about the follow for a 'getting  
started' idea?

A kicking-off point

I expanded my thinking...

I asked

TO

Once completed, if I made my book into a video course that sold for \$497 can you write me  
an email I could send to potential affiliates asking them to promote it for a 50% commission?

And the reply...



Subject: Join our Affiliate Program - Earn 50% Commission!



Dear [Affiliate's Name],

I hope you're doing well. I wanted to reach out with an exciting opportunity. We've just launched a video course called "[Your Video Course Title]" that reveals insider strategies for making money online with Amazon affiliate marketing.

As a respected influencer in the [relevant niche], your expertise makes you a perfect fit. Our course offers a step-by-step guide, actionable techniques, and real-life examples to maximize affiliate earnings.

Here's why you should promote our course:

- In-depth modules covering niche selection, content creation, SEO strategies, and more.
- Real-life case studies and practical examples.
- Exclusive access to resources, tools, and templates.
- Ongoing support and updates.

By promoting our course, you'll not only provide value to your audience but also earn a generous 50% commission. Priced at \$497, you'll earn \$248.50 per sale.

Joining is simple. Just sign up [Insert Affiliate Signup Link] to access your unique affiliate link and promotional materials. For questions, reach out to our affiliate manager at [Affiliate Manager Email].

We believe our course will deliver immense value to your audience, and we're excited to have you on board. Let's help people achieve their financial goals through Amazon affiliate marketing.

Thank you,  
[Your Name]  
[Your Title/Company]  
[Your Contact Information]

It's long-winded but I'd take that as a starting point over a blank page any day, wouldn't you?

You follow what I'm doing here?

**I'm using AI to get PAST the mental logjams that stop me starting a project.**

To overcome the blank pages, the lack of INITIAL ideas and the not knowing where the f\*ck to start.

The finished work - the book, the course, the affiliate email - would all be unrecognisable from the original ChatGPT responses.

But as an initial 'starting gun' to get you moving?

Well I think there's really something there.

## **What's Coming in Next Issue...**

Next month you'll discover:

- How a \$1 Product Can Launch Your Marketing Business
- Case Study: Earning \$5,000 Monthly from a \$9 Investment
- A Small Adjustment That Boosted My Monthly Income by Over \$1,000
- Seizing Opportunities: Riding the Latest Trends
- Outsmart Potential Copycats by Ripping Yourself Off First

- And more

Until next time - keep it smart, keep it simple, and keep going.

*Marjan Zemljic*