

TAKE YOUR LIFE BACK, LIVE YOUR PASSION
& BUILD FREEDOM ONLINE

5 MINUTE BUSINESS

5 MINUTE BUSINESS

GROWTH HACKING SECRETS REVEALED BY
A RESULTS-OBSESSED ONLINE SALES MASTER

MARK MIDDO

MARK MIDDO

THE MAN THE WORLD'S LARGEST BRANDS TURN TO FOR AN ONLINE SALES EXPLOSION

TAKE YOUR LIFE BACK, LIVE YOUR PASSION
& BUILD FREEDOM ONLINE

5 MINUTE BUSINESS

5 MINUTE BUSINESS

GROWTH HACKING SECRETS REVEALED BY
A RESULTS-OBSESSED ONLINE SALES MASTER

MARK MIDDO

MARK MIDDO

THE MAN THE WORLD'S LARGEST BRANDS TURN TO FOR AN ONLINE SALES EXPLOSION

First published for Mark Middo by

Publish-*Me!*

www.publish-me.com.au

PO Box 102 Double Bay

New South Wales 1360 Australia

info@publish-me.com.au

Phone: 02 9362 8441

copyright © 2013 Mark Middo

All rights reserved. Without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (including but not limited to electronic, mechanical, photocopying, or recording), without the prior written permission of both the copyright owner of the book.

For National Library of Australia

Cataloguing-in-Publication details see www.nla.gov.au

ISBN: 978-1-920681-39-5

5 MINUTE BUSINESS

MARK MIDDO

TABLE OF CONTENTS

Acknowledgements

Introduction

What exactly is a 5MB?
Is 5MB for me?
Principles of 5MB
What is growth hacking?
Using the psychology of influence to make sales
John, the shoemaker, Part I

Part 1: Build Your Castle

Bringing sexy back
Build rock solid 5MB foundations from the start
How to score yourself a million dollar piece of online real estate
Discover the secret to getting a \$50,000 website for \$50
Supercharge your 5MB for free
The quickest way to bring your 5MB idea to life
How to turn your visitors into cash
Create an online shop quickly and easily
The secret to getting Google to fall in love with your 5MB
John, the shoemaker, Part II

Part 2: Develop Your Content

You must create content to your perfect customer
The content trifecta

How to maximise traffic in your castle
Creating Content – 5MB Style
The secret to amazing blog posts
The secret to *awesome* podcasts
Create Spielberg-like video productions on a shoestring budget
John, the shoemaker, Part III

Part 3: Communicate to Dominate

How to get potential customers eating out of the palm of your hand
Your 5MB has a personality – let's find it
Select your communication weapons
How to boost your weapons for initial social proof
How to light spot fires around the Web
How to create an inferno of leads for your 5MB
How to create a 5MB fire ignition plan
John, the shoemaker, Part IV

Part 4: Bring Home The Cash

Sell your own product
Make money selling other people's products
Sell your own informational products
Advertising revenue
Selling your service
John, the shoemaker, Part V

Conclusion

Key technical terms

ACKNOWLEDGEMENTS

The first big thank you goes to you, dear reader. I hope you find this book inspiring, practical and easy to read and put into action.

Next I want to thank my family – Pete, Pauline, Sean and John – for always believing in me and backing me, even when things didn't go as planned.

Finally I would like to thank my business partner, Corey, for all the work he did to turn this thing into a reality.

Without any of you, this book would not be possible.

INTRODUCTION

A little word of warning before jumping into the book: these next few pages may uncover a few home truths for you. These are home truths that most people in this world never face because fear subdues them. They may hurt your brain, they may resonate with you and you might even be able to see yourself slipping into these traps. You may already be in one of these traps. Well, don't worry, this book is designed to get you thinking about these traps by identifying them, then showing you how to avoid or escape them.

These first few pages are essential, as they will give you a deeper understanding of where the principles outlined in this book are coming from.

Those who know me well know that I hate the idea of the 9 to 5 life model. I experienced it for six years and that was enough for me. To me it is modern-day slavery. You are programmed from an early age that going into debt young and spending every cent you have to buy your own house is a successful life – the dream. What you are not informed about with this 'success' model is that when you do buy your own home, you are locking yourself into a debt that requires a monthly payment, not to mention all the other expenses and responsibilities that come with owning a home. In order to pay off this debt you have to work for the next 30 years of your life.

There is a fundamental problem with this 'success' model because it drives fear. You now have a mortgage payment to worry about; you can't possibly leave your 'secure' job because of a monthly payment you need to make hanging over your head. You now realise most of your disposable income is accounted for.

What happens now? What happens is that any spare money you do have you spend on things you don't need because you are bombarded with slick advertising that makes you feel like you must have the latest gadget or designer fashion. Clever marketers know just how your brain works and can convince you psychologically that you need to have products to make

yourself feel better. This in turn creates scarcity. This fear and scarcity combined activates all types of nasty behavioural changes.

Fear and his brother, scarcity, although closely connected, are just a couple of drivers of the primitive and emotional areas of the brain also known as the 'R-Complex and Limbic System of the Triune Brain'. These are the lower areas of your brain. The higher area of your brain that you need to be using as much as possible is called the 'Neo-Cortex'. If you are interested in reading more about parts of the Triune Brain and the way it affects us in certain situations, read neurophysicist Paul MacLean's research into the three levels of our brain.

Activating those two lower areas of your brain means you lose creativity, your motivation to achieve and it also causes you to make bad decisions. You are also much more concerned about reproduction and social dominance because these parts of the brain drive basic primitive needs. What this does is create many of the conflicts that we have in social situations – at times I think we may as well have silverback gorillas wandering around the community. You are in fight or flight mode because subconsciously you feel like you are under threat. This is because there is a constant underlying feeling in the back of your mind of not having enough.

If you are stuck in these two areas of the brain, in order to stop yourself from thinking about your daily stresses of scarcity and doing a job you don't want to do, you distract yourself with entertainment such as pointless TV shows, constant social media monitoring and regular nightly news. These are like mind-numbing drugs. This behaviour keeps you distracted from what's really going on in your life and keeps you happy enough to live out your days, going through the monotonous grind of daily living. Rolling with the punches, paying your bills and going to work 9 to 5. Your only escape is a month's holiday each year or the odd long weekend.

I've grown to learn that it is crazy to think that you are actually congratulated when you spend every cent you have to get approved for a home loan. You are congratulated for committing the next 30 years of your life to working nine hours a day and paying the bank hundreds of thousands of dollars in interest. Don't get me wrong; I am not against investing in property. But there is a huge difference in acquiring a property as a quality growth asset and buying a bad piece of real estate, just because you want to

get an extra \$5000 from the government by the end of financial year, or because the media has told you now is a good time to buy. Trust me on this one, because I did exactly that when I was 21.

This common belief of ‘success’ is basically a suppression of our natural abilities to achieve greatness, and this is a burden on the human race. There are far too many people in the world who hate what they do, hate the situation they are in, but are too scared to make a change because they are comfortable – change is scary and it is all just too hard. There always seems to be an excuse not to make a change in their lives.

The Industrial Revolution and how it supports the lower brain

To set the record straight, I am not a conspiracy theorist who thinks that there are special powers that be who deliberately set things up like this to enslave us. I think it is just how the world has evolved, and it is mainly due to the evolution of the Industrial Revolution.

The Industrial Revolution is when businesses started to develop through machines replacing handmade processes. Back in the late 1700s, individuals with particular skills such as crafts would make a living selling their handmade products. For example, John, the shoemaker, would craft shoes by hand; he would make money for himself and his family selling these handcrafted shoes.

Basically, the Industrial Revolution was the creation of businesses that profit out of people’s skills by automating the processes of building products through large-scale manufacture. Simply put, it was about developing machines to create products that were once traditionally handmade so the turnaround time was faster and the price was cheaper than going to a local skilled person – a person building things by hand like John.

So now instead of selling his skills and selling the resources himself, John, the shoemaker, had to go work for Uncle Smith’s Shoe Company monitoring a machine that would mass-produce the shoes he once crafted by hand. John could now get a secure weekly income instead of having to sell his own skills, because he found he could no longer sell his resources as

well as Uncle Smith's Shoe Company. They could churn out better products at a faster pace and at a cheaper price.

Now John would go to work 9 to 5, have a lunch break and get his weekly wage so he could feed his family. However, now all of the profits would go to the 'Uncle Smith', the business owner. The economy boomed and the rest is history.

This worked well back then; people flourished and the standard of living increased incredibly. However, back then they were not facing problems such as inflation, which affects interest rates and the price of goods and services. They did not have to take out huge loans from the bank that took 30 years to pay off and still pay for all the daily things they have to pay for, such as petrol, food, utilities and high taxes.

Due to the revolution and new way of life, the systems that this new economy created were based around supporting this Industrial Age. The school systems were actually set up to get children ready for employment. We go to school 9 to 3, and we get a morning tea break, a lunch break, plus morning tea and lunch, which mirrors the 9 to 5.

We are also trained at an early age not to make mistakes, and we are graded poorly when we do. We get an F; we fail; we stay back a year. Mistakes cost business, if John, the shoemaker, made a mistake and broke something it would cost the company money. Mistakes are bad and frowned upon because mistakes equal lost profits.

However, an issue with mistakes being frowned upon is that it kills creativity. Mistakes are good: we learn from mistakes and we then get better. Mistakes should be encouraged as they teach our brain to look for answers and think outside the square, which is where creativity forms. If we are discouraged from making mistakes, we are not confident to try things, as we are worried about the repercussions more than the benefit of something working.

All these systems combined keep us using the lowest parts of our brain, the R-Complex and the Limbic System. Creativity is killed, resources are scarce and most of us are unfortunately not doing something we love each and every day.

The game has changed

What this says to me is that a lot of these old structures really support this Industrial Age. The problem that we are having now is that we are moving out of the Industrial Age, and we are now in the Information or Digital Age, which has been one of the biggest shifts in the history of civilisation.

This shift has also meant that the power is no longer in the hands of big businesses like it was during the Industrial Revolution.

John, the shoemaker, can now jump online, set up his 5 Minute Business find a company in China who can replicate his shoe designs and import his products for a fraction of the time and money spent to create them locally. He also doesn't have the overheads that Uncle Smith's Shoe Company has. Uncle Smith has eight staff to pay, a lease to pay on the building, and power, electricity, superannuation, accounting and advertising payments – the list goes on. John only has himself to worry about, a laptop and an Internet bill.

The power has shifted back from Uncle Smith to John, the shoemaker, the individual, who can now compete with bigger business by providing an equal or better product at a much lower price. He also has access to an abundance of free information that exists on the Web on how we can market his product better. Social media offers John the opportunity to reach more people for much less money and effort. Because people know, like and trust John they would much rather use his product than the shoes from Uncle Smith's Shoe Company, which, over the past 50 years, has never provided them any value or even acknowledged them as a loyal customer.

The Industrial Age is coming to a halt as more and more people are waking up to the fact that it is not as hard as you think to give yourself a lifestyle you deserve, where you no longer have to trade your precious time on this earth for money.

How can you transition from the Industrial Age?

At the risk of sounding like a motivational speaker, you need to understand that you can achieve anything and you can live a happier life tomorrow if you choose – you just need to put your mind to it. There are no excuses.

Look at Richard Branson. He found out he had dyslexia at a young age and was told he would never amount to anything; now he is one of the most awarded, successful businessmen of our time. The reason for this is that he had the drive and motivation to push himself to learn all he could (even with this learning disability), and then he would just get out and put his plans into action. If you have never been diagnosed with dyslexia, you are already ahead of Richard Branson when he started out. You just need to make the decision to take action, shake lazy habits and remove limiting beliefs.

Perhaps you are in the situation where you are too good to be great. Meaning that you are comfortable, so there is no need to try and achieve anything amazing with your life. If this is you, then ask yourself this question – what do you want to be remembered for? What legacy do you want to leave for your children? What do you want your children to say about you? If it's something great, then it is time to take action.

So how does this all fit in with 5 Minute Business?

The book was written to show you that there has never been a better time than now to do what you love and make money for doing it while living the life you want to lead. The way you can achieve this is by setting up your very own 5 Minute Business around something that you are passionate about. Then you must be prepared to learn all there is to know about it and continue to learn as time goes on. It is not enough to be passionate about something; you need to put in the effort as well. We are in the Information Age, so you can learn something inside and out in a short space of time if you are prepared to devote time and energy to it. By doing this, you start to use the higher area of your brain and no longer being driven by the lower parts (the R-Complex and Limbic System).

The reason I say there has never been a better time than now is because it has never been easier to set up a business and start to generate a revenue that you can live happily off while doing something that you enjoy.

Traditionally it has always been believed that businesses are expensive to set up, run and maintain. They make you no money, and you have to slog

away at the business for years before you start to see any profit. Equipment, machinery, staff and systems all cost way too much for any regular person.

In this day and age this can't be any further from the truth. Not only can a business be set up for a fraction of the traditional investment, but if it is set up correctly from the start, it can be a way for you to improve your lifestyle and enjoy a life free of stresses without trading your time for money.

A common belief over the past decade has been that to set up your business online you need to be a tech genius, knowing how to code and with an IQ of 150+. Again, today this couldn't be further from the truth. As long as you can read, follow instructions, type and click a mouse – you can set your business up online.

Freedom can really be built online; it is no longer a long-term, expensive process to get yourself started in business. I am not saying this process is going to be an easy ride, where you will get to lie on a beach in Thailand all day. I am saying that you can do something that you love each and every day, which is productive, fulfilling and allows you to have the flexibility that your life deserves.

If you are reading this expecting a get-rich-quick strategy, then stop reading now.

If you want to know how you can create a value business based around a passion that supports your life and gives you freedom, then let's begin ...

The day 5 Minute Business came to life

It was probably the wettest day of the year and for the past two weeks I had been making up excuses to leave my 9 to 5 job early, all because I wanted to get home and check the letterbox. It took me forever to get home that night; the traffic coming out of the city was horrendous because of the rain, and I felt as if I was moving five inches every five minutes. When I finally made it home I headed straight to my apartment's letterbox. Most of the time I check my mail once every few days; however, for the past two weeks I had been sprinting to it as soon as I got home. The rain was pouring and I was getting soaked, but I didn't care. I pulled out my key, jammed it into my mailbox and there it was, the cheque that I had been waiting for.

I remember thinking how ironic it was that I had made a large amount of money online, but I had to receive it via snail mail and by cheque. But, hey, I wasn't complaining. This is the moment when I realised it was all real, when I knew that freedom can really be built online. A six-figure cheque had been sent to me from something that I had put together in five minutes for less than \$300.

The full story ...

I was born in England, living the first five years of my life in a working-class town called Wigan. England, although a beautiful country, was not for us. So my family packed up our bags and headed to sunny Australia in search of a better life. We arrived in the middle of a freezing Melbourne winter in 1990 and moved to Langwarrin, a town about an hour south of Melbourne. Suddenly Wigan didn't seem so bad. However, we soon settled into the Aussie way of life – I started school and my parents landed good jobs.

My parents were both 9 to 5ers. My mother was a university lecturer and my father a social worker. From an early age I began observing them coming home late, constantly being stressed and moaning about their jobs. I would also observe my friends' parents and hear them complain about exactly the same things. It was like listening to a broken record over and over. I would always be thinking to myself, "Is this really all I have to look forward to? Surely there is something else to life?"

Because we hadn't come to Australia with a lot of cash, my parents had to work damn hard to finally get a loan from the bank to be able to buy their own house. Again, this idea of working hard to have to pay off a loan never really sat well with me. I was always wondering about the whole system. Questioning why things were the way they were and why people would repeat the same old clichés about life over and over and over again. I knew there had to be something else out there.

Luckily for me, with my Mum being a university professor, our family were early adopters of the Internet and because my father had always been a keen musician, I grew up around music and was a fairly reasonable guitar player. So when I came across a video of a Dutch DJ by the name of Tiësto

in the late 1990s, playing some of the most crazy stuff I had ever heard, surrounded by about 30 girls in Ibiza, I had found that something I was searching for.

With my newfound passion taking up most of my time, school was now on the backburner. I was an average student at best anyway. “Too much of a smart ass for your own good”, my Year 10 maths teacher Mr Oaks would say. So every night after school I would go home, jump on all the European dance forums and download all the tracks that the DJs were talking about. I started using a program called Sony Acid to make mix tapes, but I never had enough money to buy myself any real DJ equipment. This is when I started my first of many, many failed attempts to make money over the Internet. Sell my mix tapes, I thought; they’ll go like hot cakes, I thought.

I eventually gave up trying to sell my mix tapes and attempted to save enough money to buy some turntables. Turns out I would never end up saving enough money.

Luckily one of my mates, who had already left school and got a job, was happy to get me a new set of turntables on finance. Eighteen months without interest sounded like a good deal to me. If I thought school was already on the backburner, once I got the turntables school wasn’t on any burner at all. The burner was out. But although I hated it, I wanted to do the right thing by my parents so I stuck it out and finished school.

As soon as I finished, I started DJ’ing in clubs around my local area, and by the end of that summer I was playing at a fair few clubs around Melbourne. I was also doing quite a bit of promotion and event management and ended up running my own nightclub for a summer.

To cut a long story short, after a couple of years DJ’ing around clubs in Australia, I decided I couldn’t handle the lifestyle anymore. I was disenchanted with the whole scene and wondered whether it was all worth it. This was becoming a problem for me because although I always hated the 9 to 5 life model, I was still a driven and focused person. I had goals that I wanted to achieve in life. This is when I made the decision to follow in my parents’ footsteps, clean up my act and apply for university as a mature-aged student. I was accepted into a Bachelor of Commerce degree, and amid much confusion about where it was all heading, I began my journey into the 9 to 5 world.

I actually didn't mind university because I liked the lifestyle. I was also still DJ'ing on the side for some extra cash. Because I wasn't taking it so seriously, I was enjoying it a lot more. Over the next three years, everything slowed down a little as I drifted ever so slowly back into the 'real world'.

When I was in my final year of university, by chance my mother met the owner of a performance management software company up in the city, and he told her he was after a graduate university student to start work with his company. My mother suggested I apply, and soon enough I had landed my first real job in the corporate world.

Two really savvy entrepreneurs ran the company, and I instantly got along with them like a house on fire. They had built a few multi-million dollar companies in Australia and this was their third business. Soon I had worked myself up to a good position, managing a team of four. Kyle, one of the owners, was the guy I got along with the most. He looks a bit like Julian Assange – the only difference is that the US Government isn't after him.

In my first few months at The software company, while still quite green, I would ask Kyle questions and he would always just say, "Mark, get on Google and work it out; don't ask me". This instilled this amazing DIY work ethic into me, and I soon learned how to find out almost anything on the Internet. I had to try and figure out some obscure things for Kyle, so it wasn't long before I had mastered the resource that's known as Google.

The other thing about Kyle was that although he was running a multi-million dollar company, he was extremely tight when it came to spending. I would often spend half a day looking for a cheaper option to a product or service that I had suggested to him. Then I would find something and he would send me back to find something even cheaper. This caused me to not only source out the cheapest options, but also to figure out ways of 'hacking' cheap online tools and services so they looked like they fitted perfectly into our multi-million dollar company. (I elaborate on what I mean by 'hacking' or 'growth hacking' on page 28.)

I was now using these newly found skills to try all sorts of crazy online business ideas. I had figured out that you didn't need to be a tech whiz or have a big budget to knock up a website or try and sell stuff online. You just had to know how to find the right tools and figure out how to use them to your advantage. I was trying new business ventures every week – I think

that was the problem because I never stuck at anything long enough to see it get any traction.

Nonetheless, this whole new world was opening up to me. I remember one day I met a guy called Brett at a corporate networking group (don't miss those). He was about my age, dark haired, wore an expensive suit and walked with his chest puffed out.

“Hi, I'm Brett,” he said.

“G'day, champ. I'm Mark,” I replied.

He then went on to talk about himself for 15 minutes. During that time, he told me about this idea he had for a dating website. Well, it was a little more than an idea because he had spent \$10,000 getting the website custom built. When he showed it to me, I remember thinking it was up there with the worst websites I'd ever seen. I desperately wanted to show him the new website I had just created for \$150, along with a high level corporate logo for \$250, but even though his ego was larger than the room, Brett was a nice guy so I just raised a cheeky smile and left it at that.

The first year at The software company had gone by, and I had already moved into a digital marketing role. Although I wasn't qualified for the position, Kyle put me there because he knew I had a newfound passion for learning.

I stayed at The software company for the next four years. I continued to learn over that whole time, and it was amazing to have such great mentors to learn from. But just as I was heading for a big promotion, I started to get this feeling that something just wasn't right. I originally thought it was because I was getting bored with where I was and needed a change of scenery.

After a few months of thinking, I decided to take action and sought out a gun recruiter, also called Mark, to find me a new job. Turns out he was exactly that, an absolute gun because he immediately landed me an interview to look after digital at the Formula 1. I didn't think I had a chance in hell of getting the job, so I wasn't nervous at all when I went for the interview. It all seemed to go pretty well, though, and I remember leaving thinking that maybe I had a shot.

Two weeks passed, and I had all but forgotten about the Formula 1 job when I got a call from Mark. “It’s all yours, mate,” he said. Turns out my experience in running events and the fact I had some pretty awesome ideas to slice about \$100,000 out of their online budget got me over the line (thanks Kyle!). So I started at Formula 1 within a month.

The first few months at the Formula 1 were awesome. The vibe, the people, the money – it was all good. But it wasn’t long before the honeymoon period wore off and that familiar feeling started to creep back. I began asking myself the same questions. What’s this life all about? Why aren’t I motivated at work? Why am I tired all the time? Why am I feeling lethargic and constantly getting sick? I’m on a good wage. Why aren’t I happy?

About a year into my time at the Formula 1, I had started to become obsessed with foreign exchange (Forex) trading. I saw the amount of money people were making out of it and I wanted in. I wanted in because I had now decided that I wanted out of the 9 to 5. I was done; I knew that even though I had become sucked into the traps of that lifestyle for six years, I just didn’t belong there. So I did what I knew I was good at and learned everything there was to know about Forex.

After a while I had this idea to somehow build a piece of software that was a trading indicator to help online Forex traders, as it was something I thought would help me with my trading. I would then sell it from a simple website. I knew there was a market for it as I had been on different forums for a long time and no one had created anything like it. I also noticed that the market for these types of products looked really dodgy. It was all sell, sell, sell. Every Forex product looked like a trap, so I thought there would be a good opportunity if I created this product and differentiated it by being a cut above the rest.

I didn’t really know where to start, so I began by doing something that I was familiar with. I knocked up a website in about five minutes by using a pre-made template. This was a real website – not a fake, free hosted one like Wix or Weebly. The template cost me \$50, and the hosting was \$80 for the year. So \$130 and five minutes later, I had the framework for my Forex website. Once I saw the site there in front of me, my mindset completely changed. I could visualise this actually happening.

But now I had two problems: I had no idea how to build the software, and I didn't have a big budget to market it. I needed to find a way to look like I had invested a heap of cash, when really I was a one-man show in my bedroom. There had to be a solution.

I did a lot of research and eventually came up with a plan. I had figured out some ways to hack the branding design and get myself a high level, corporate-looking brand and website for under \$300. So I would outsource the building of the software and imitate the branding, as I had discovered a site called Elance where you can find contractors internationally to complete basically any job you needed. The building of the software would turn out to be as simple as my telling the contractor what I wanted it to do; he would build it and then charge me for his time. Because it was so simple, it ended up costing me only \$150.

Then to sell it I would put informative Forex news and tips on the site, then get down and dirty in forums and on blogs speaking about all the content on the site. Hopefully this would draw people back to the site where they would purchase the software.

So now it was time to get to work. I concentrated on making sure every piece of information I put on the site was practical and informative. It didn't have to be lengthy, just good quality. Every night after getting home from my 'real job' I would scour every corner of the Forex online world, communicating back and forward with people, spreading my message. After about three months, I was starting to see some fairly decent traffic of about 500 hits a day. I had been testing the software for the past month with great results, so now was the time to put it up.

I was selling the software for \$49, and after about a month I had sold 500 copies. I couldn't believe it – it was working. Once I started seeing some money roll in, I was even more motivated to put better content on the site. I knew that if I concentrated on helping every visitor who came to the site in some way, the sales would keep flowing.

After a couple of months of great sales and excellent reviews, a US company contacted me, wanting to buy the indicator. The offer it presented was too good to refuse for a guy of my age, so I took the money, turned the website into a blog and stopped the sales as per the company's request. That cheque I spoke about was now in the mail.

I knew that this was my ticket out of the 9 to 5 rut, and as soon as the cheque was in my hands, I quit Formula 1. It was as if a weight had been lifted off my shoulders, and I had made enough money to tie me over while I thought about what I was going to do next.

A few weeks later my best friend and now business partner Corey approached me with an idea. He said he had been thinking about it for ages, but he thought it would be too hard to pull off without a big budget.

His idea was for a house music event that was all about bringing back memories for people from when they first turned 18 and started going out and listening to house music. He always had this theory that there was a hidden magic about these years and no matter how many times people tried to relive them, they never could. So what he wanted to do was set up a website where people would vote for their favourite house songs from a certain era, then hold an event and get a DJ to play the top 50 in a countdown. It would be all about the music, with every song triggering memories from their younger days, while still getting better and better as the night went on.

“What do you want to call it? I asked. “Reminisce,” he replied. “Holy shit, dude, I think you are onto something; now watch this,” I quipped.

I jumped on his laptop, registered the domain <http://www.reminisce.dj>, bought some hosting, bought an event website template, installed that on the hosting with about five clicks, and in five minutes Reminisce was born. “Now, where do you want to get the voting system made? China, ok?” I asked.

He couldn't believe his eyes. “What the fuck, man. What the hell just happened?

“That, my friend, is what you call the 5 Minute Business,” I replied.

“You should write a book on that.”

“Maybe one day I will,” I said.

What exactly is a 5MB?

To get Reminisce off the ground we used exactly the same strategy as my Forex website. We outsourced everything, hacked online tools, loaded up

the site with heaps of valuable content and then got down and dirty sharing it across every platform known to man. We generated a buzz around the whole brand before we even held the event.

Two months later, we held the first event, a sold-out show at a venue for 1000 people. Five shows later we are close to running a nation-wide event, and who knows where it can go from here.

Does this mean we are millionaires? No. Does this mean we sit on the beach all day in exotic locations and never do any work? No.

Does it mean that we have freedom to do what we love every day and live our lives how *we* want to live them, not how our job or our business tells us to? Absolutely. We believe this is the new version of living the dream – doing something you love each and every day, not a dream based on possessions and material objects.

How can you call anything else ‘living the dream’? What if John Smith’s dream is to follow KISS around the world, attending every one of their concerts, and Joe Blogg’s dream is to make \$100,000 a year from home so he has more time to spend with his kids? If both succeed in their quest, then they are both living the dream. So what is your dream? Could you set up a 5MB to help you fulfil this dream?

After the first Reminisce event, I started thinking about how we managed to pull off something that was just an idea to begin with and also just what caused the success of the Forex software. I knew it wasn’t that I was a super smart tech guy, as I didn’t have the first clue about how to build the software or the Reminisce voting system. It wasn’t because I was a gun Web developer or coder, as I didn’t have the first clue about any of that. The fact that I knew how to figure things out online helped a lot, but that wasn’t the main reason.

Then one day it came to me. The reason for their success was the fact that I had little or no trouble getting over the biggest hurdle of all: getting started. In fact, it had only taken me five minutes to knock up both websites. The difference between me and most other people out there in the world with an idea wasn’t the fact that I was any smarter (remember I nearly didn’t finish school), it was the fact that I knew *how* to get started, and I knew how to get started *fast*. Once that barrier was removed, the wheels were in motion and everything else flowed.

I then looked for the similarities in the two campaigns. Here's what I came up with.

- They both had a niche market.
- I was passionate and knew a lot about both topics.
- They were both remarkable or had a Unique Selling Proposition (USP).
- I had hacked online tools to make them look like they had big money behind them.
- I used the same content system to market them both.
- They both took five minutes to set up.
- They could both be monetised in several different ways if I wanted to.

With these criteria in mind, I set about writing this book. I also set up a blog with Corey called 'Social Empire', hoping to create a community for people wanting to do what they love every day, while making damn good money out of it.

I have also created a few other 5MBs along the way, just to see where they end up. For example, Corey and I are going to the 2014 FIFA World Cup in Brazil. Corey's idea was to set up a blog for Australians going to the World Cup called 'Road To Brazil', then put heaps of informative content on there and try and create a community. We would figure out how to monetise if and when it took off. So we did the usual: registered the domain, got the logo done online for \$200, found a theme and set up the site.

Because of the buzz around the World Cup, it was super easy to get a large following. We netted 2000 Facebook likes and 500 email signups in the first week.

Was this because we are marketing gurus? No. It was because we were passionate about the topic, we knew there was a market for it and once we had the idea, we had the mindset that we could get it done for cheap and in minimal time.

Hopefully by now there are a million ideas running through your head for 5MBs that you could set up. Even better, a single million-dollar idea...

➤ For a list of sample 5MB ideas, head to <http://5minutebusiness.com/vault>

Is 5MB for me?

The 5MB is for you if:

- You are unhappy in a 9 to 5 job and you want to make a lot of money from your passion or interest, but don't have enough time or money to get started.
- You are happy in a 9 to 5 job, but would like to start a passion project on the side (once it takes off you may not be so happy in that job).
- You already run your own business but you feel like you are still working for someone, are sick of trading your time for money and want to start making passive income.
- You already run your own business but are sick of paying too much for advertising and just want more business for next to nothing.
- You want to look like you have spent \$50,000 on your 5MB when you have really spent \$500.
- You want to earn passive, recurring income from doing the things you love.

The 5MB is not for you if:

- You want a get rich quick strategy.
- You are not prepared to learn.
- You aren't prepared to fail at something at least once.
- You don't like Googling stuff.

Principles of 5MB

In this section, I am going to outline the main principles and values that the 5MB was built around. I will cover a few of the terms that I use and why they are important for you to understand. You'll also learn how the book is structured, then we will get started with the first exercise for you to find

what it is you are passionate about. This will form the foundation of your 5MB.

So first up, the most important piece of advice I will give you in this book comes in the form of two words. Those two words are ...

Google it. You heard me? GOOGLE IT!

There is no longer the question whether you can or can't do something. The only question is how long will it take you to find the answer on Google and then complete the steps to do it? If you have the patience, nothing is out of the question, so making yourself a little 5MB, putting some content on it and telling people to check it out should be child's play.

This is a situation that happens to me nearly every day: I get an email or phone call from a friend or reader of my content. They ask me one or a series of questions. I Google those questions, find out the answers and then email them back. They thank me and comment on how wise I am. Being smart is no longer about having superior knowledge; it's about being superior at finding other people's knowledge and using it to your advantage. Trust me, whatever problem you have, someone has had it before. It might take you five shots at rewording your question, but the answer is out there.

Obviously throughout this book I am going to try and be as clear, simple and as practical as possible. However, I'm not going to go into the minute details of every single thing, as this would be extremely difficult to read. That is what the training videos on the 5MB website are for. However, if you are still struggling to get a grasp on something, just Google it. Before you ever ask anyone for help for anything, you should make sure you have Googled it first. Finding an answer on Google and figuring it out for yourself is so much more rewarding than having someone tell you. It is also the right way to learn. Once you have found and solved a problem on Google, every time you have that problem in the future, you will remember the first time it happened to you and exactly how you figured it out.

Next, it is also important to realise that if you are going to use the 5MB framework for your new business, old business or side project, you need to follow it completely for it to be 100 per cent effective. What I mean by the framework is having all the pieces of the online puzzle together. The whole 5MB strategy needs to be in place. Sounds expensive, doesn't it?

Remember, it's going to look that way, too; lucky for you, it's not actually going to be expensive at all.

As with anything online, there are traps. You may be using a tool that you think is great, like the free website tool Wix. Little do you know this is doing you more harm than good. You may be using a free WordPress blog because everyone is talking about WordPress, but what you don't know is there are two types of WordPress and that one is the wrong one. I am here to show you all of the tricks I have developed to avoid these traps and leverage the right tools to create your perfect 5MB.

To begin with, you will discover how to find your passion, identify your market and then set up your 5MB correctly. Then you will pick up the tools and strategy you can use to grow your 5MB into a revenue-generating machine. The way you will start to do this is through the analogy that I came up with for the 5MB called the '3 Cs' – castle, content and communication. These are the three pieces of your 5MB puzzle and form the first three chapters of this book.

Castle

Your castle is the home base for your 5MB. It's more than your website or blog. It's your image, your branding, your email database and your product funnel. Here you will discover how you can build yourself a world-class looking, Google loving, cash generating fortress for less than \$500.

Content

Your 5MB is worth nothing without your valuable content stored in your castle. This is where you will learn to portray your passion around your 5MB and use it to turn yourself into a highly paid, highly respected and a highly sought after authority in your chosen niche. With a laptop, a smartphone and a \$200 microphone, you can now have as much power as the CNNs and BBCs of the world.

Communication

Communication is the rock star of your 5MB. He is the one who gets to have all the fun, always bringing people back to your castle to party. In communication you will pick up the tools to spread your content and your 5MB message like wildfire across the Web, then use it to draw people back to the place of most importance, your castle.

The final chapter in the book ‘Bring home the cash’ is the final chapter for a reason. I know you are probably going to flick straight to that chapter and read it first (if you haven’t already), and that’s fine. It’s great to see how you are going to turn your 5MB into dollars in the bank. But if you start trying to implement the monetisation methods before you have ticked off the ‘3 Cs’, you are going to struggle. Remember, you are the one who actually needs to decide what monetisation strategies to implement and when to implement them. The Bring home the cash chapter is simply there to give you options and guidance.

Game changer alerts

A term you will find often throughout the book and one that I want you to become very familiar with is the term that I like to use called ‘game changers’. These are online tools, websites, apps or even books that are the driving force behind the biggest change in business since the Industrial Revolution. The biggest game changer of all is the Internet itself, but if the Internet is the car then the game changers are the fuel. The driver? You.

There is a full list of game changers available on the 5MB website.

But first I want to introduce my two core game changers. I will refer to these often in the book, so my suggestion is that you read my short descriptions of them and then check them out for yourself. Both are free if you want to sign up.

Game changer alert #1 – oDesk

Outsourcing has been around for a long time, but has generally only been available to large corporations with the budget to set up an outsourcing operation. Enter the Internet, enter the digital revolution – enter oDesk. Through oDesk, you can hire contractors from all over the world to do jobs

and tasks for you. You can hire on a project-by-project basis, or you can put someone on to work a certain amount of hours per week. I generally have two to five contractors from oDesk working for me at any one time. I chat to them via Skype, they complete the work, log their hours and oDesk takes the payment directly from my PayPal. While they are working, oDesk takes screen shots automatically so I can make sure they are working honestly.

There are hundreds, probably thousands of outsourcing websites out there these days. So why do I use oDesk? Personally, I find it the easiest to use. You may like Elance or Freelancer and that's fine, but in this book I will be referring to oDesk when talking about outsourcing.

Hiring a contractor off oDesk is no different to hiring a local contractor. You will get good applicants and bad applicants. As long as you do your research, check their background and feedback, you will be able to find the right person for the job.

oDesk is one of the game changers that you can potentially leverage to bring your idea to life. Throughout the book I talk about living your passion and making money through sharing your knowledge, but perhaps you have an idea for an app. Well, if that's you then oDesk is the place to have it created and at a fraction of the price that you think you might traditionally have to pay.

With oDesk, the word 'local' has been replaced by 'global'. Ten years ago, when starting a business, your talent pool was limited to people from your local area. Now your local area is planet earth. You must take advantage of this to save yourself time and money for your 5MB. I will refer to oDesk often throughout the book, so perhaps take a few minutes a make yourself familiar with oDesk now. If your 5MB is based around an app you need created, why not post your job now?

➤ Check out the oDesk game changer here: <http://5minutebusiness.com/odesk>

Game changer alert # 2 – Fiverr

If you haven't heard of Fiverr, your life is about to change. Fiverr is an online market place where you can get just about anything for \$5 and is by far my favourite game changer. It is similar to oDesk, but the work is set up

in ‘gigs’, with all gigs being \$5. I could write a list of things you can buy off Fiverr but, seriously, there is no point. You just need to head to fiverr.com right now and check it all out for yourself.

One thing to keep in mind, there are potential traps that you can fall into when using Fiverr, oDesk, and every game changer I talk about throughout the book. This is why I have put a video for every game changer up on the 5MB website. Each video will run you through the best practices for using game changers and which traps to look out for.

➤ Check out the Fiverr game changer here: <http://5minutebusiness.com/fiverr>

5MB Gold Nugget

Keep an eye out for these little Gold Nuggets scattered throughout the book. Gold Nugget is a term I like to use for little tips or pieces of practical advice from books, articles, videos or speeches that I have used repeatedly.

For the first Gold Nugget of this book, I advise you to put down the book right now, head to <http://5minutebusiness.com/vault> and sign yourself up.

The 5MB Growth Hacker Vault is an exclusive community for people who have read this book. First of all, you will see the screen recording of me setting up a brand new 5MB. The 5MB Growth Hacker Vault is also the place where you will find links and video tutorials from all of the exercises in the book, plus walkthroughs on just about everything I talk about during the book. These tutorials are very important, as you will be able to copy every click I make in setting up and growing a 5MB. If there is something you don’t understand from this book, there’s a fair chance there will be a video about it on the 5MB website. If there’s not, that’s what Google is for.

Finally, if you are like some people who prefer to skim through content, no problem at all. First I would suggest reading each part of the ‘John, the shoemaker’ story. Then read through all of the dot point exercises, and once you have done that, head to <http://5minutebusiness.com/vault> to watch all of the tutorials. Then, don’t waste any time, just jump right in and start having a crack. You can always refer back to the book if you get stuck or need a few Gold Nuggets to get you back on track.

What is growth hacking?

You will have heard me use the term ‘hacking’ or ‘growth hacking’ during the beginning of this book. Growth hacking is the process of taking an innovative approach to increasing the growth rate of a product or service. A ‘growth hacker’ like myself only uses advertising and marketing methods that we can track the performance of to see if the method is converting into sales of the product or service. A growth hacker does not use traditional ways to promote a product, such as magazine adverts or radio ads, because these cannot be measured as to whether they have created sales or not. They are hit-and-hope methods for larger businesses that have the budget to pay for this type of distribution. The growth hackers niche is with start-up businesses, of finding ways to get in front of a highly targeted group of people for much less of a monetary investment – often it is completely free. All that is required is a time investment from the growth hacker.

Throughout this book we refer to hacking services to get the most out of them. When I use the term ‘hacking’ I am not talking about actually doing anything illegal by entering secure areas of these websites. I am talking about using them in an innovative way to get the most out of them. Like taking a shortcut or doing it in a different way than the norm.

So don’t stress; you won’t end up on the CIA’s most wanted list along with Julian Assange and John Snowden from using the techniques that I suggest throughout the book.

Using the psychology of influence to make sales

In the year 2000, a man called Dr Robert Cialdini wrote a book titled *Influence: The Psychology of Persuasion*, which is about the six principles of influencing human behaviour. What he discovered through years of research was that the human brain has an auto-response mechanism, which helps us make decisions. The reason is that the human brain absorbs so much information that in order for us to be able to move on with tasks, we need to trust our own judgement on decisions – a bit like instinct. This kind of information is essential to master in the 5MB methodology. You need to ensure you get more sales conversions from less money spent on marketing. This is vital for every 5MB.

The six main principles of influence that Cialdini identified are Consistency, Reciprocation, Social Proof, Liking, Authority and Scarcity. If you haven't read this book and are, or are going to be, in business, I highly recommend it. I will give a brief explanation of each principle, and throughout the book you will see how you can use each strategy to supercharge your 5MB and get more sales from less marketing spend.

The **Consistency** principle refers back to our need to be consistent with what we have done in the past, what we have agreed to and what we value. For example, if we agree to help a friend out, we will more than likely follow through with it as we have made that agreement.

The **Reciprocation** principle is that if someone gives us something we feel indebted and will more than likely give something back so we no longer feel in debt to that person.

Social Proof is the herd mentality. If we see lots of people do something, we automatically assume it's also worth doing. Like when a few cars move into another lane, we assume there is a crash in the lane so you move as well.

Liking basically means that we are more likely to be persuaded by someone that we warm to. Liking can mean the attractiveness of someone and that attractive person has an influential power over us, as attractiveness is often seen as a good thing. That's why you always see beautiful people on advertising. We also like people more if they are similar to us and have the same interests. Those are the types of people we are more likely to be persuaded by.

Authority means that we are more likely to do something if an authority figure directs us. If a policeman asked us to do something, we would do it. If a person who is an expert in a subject tells us something to do with that subject, we are more likely to listen to them.

Scarcity is the idea that you may miss out on something and that there is a limited number of whatever there is that you are buying. As humans we have this psychological urge of not wanting to miss out. I will show you how to leverage this for your online business. I do this personally for one of my businesses online through ticketing strategies. I will explain how to run timed offers on your website using special plugins, which don't cost much at all. You don't want to be communicating 'buy now' messages all the time as you will not grow your audience and it will only turn people off from buying products.

In the book I will share a few strategies that can help you create an aura of perceived scarcity online.

First Exercise:

The first step is to find the central purpose of your 5MB. What is it that you stand for? What are the things that really grind your gears that you could talk about for hours?

As I've already mentioned, one of the main challenges when being creative and coming up with ideas is getting started. This is usually because as humans we tend to look at a big project as a whole. We focus on the end goal and how much effort is required to get there. Right from the start, it seems like an insurmountable task, causing the door of creativity in our minds to slam shut.

The way to unlock this door is with a five-minute mind map. Five-minute mind mapping is the best way to get started on a project because it helps extract ideas out of your mind and onto the paper.

A five-minute mind map serves two purposes:

1. It will help you organise and prioritise your ideas.

2. It will help clear your mind, give you direction and enable you to take that all-important first step.

Your first five-minute mind map is going to be used to discover what industry or niche you can build your 5MB in. If you are already in business or think you already know, do it anyway. You may be surprised at what you discover.

If you don't know what a five-minute mind map is, you basically draw circles with text within them that connect to each other. Generally there is a central circle with an overarching theme. The best way to do a mind map is to grab a pen and turn a piece of paper on the side to landscape format. In the middle of the page, write down your central idea.

For example, for this I might write in the central circle 'Passions & Interests'; from there I would draw a line that connects to the central circle with another circle with the text within it that says music, as music is one of my passions.

I would then continue to draw all of my passions and interests on the five-minute mind map. Then I would go even further and draw offshoots from my interests: Music > Dance Music > Guitar.

Once you have mind-mapped all of your passions and interests, it's then time to find out what you see yourself leaping out of bed to do every day.

This passion/interest is the foundation of your 5MB.

Don't get too excited just yet, though. First you need to narrow your niche and then find out if there is a market out there for you to capture.

If you have several 5MB ideas, this is how you will decide which one to try first.

Write your answer here ...

Carving your niche

Hopefully you have already decided on your passion. Now it's time to find your niche within that passion, and then find your perfect customer for that niche. After that, we need to make sure that there are enough perfect customers out there for you.

When I talk about niche, I mean the slice of the market that you can own. There's an old saying – 'if you appeal to everybody, you appeal to nobody'. What this means is that if you target too broad a market, you leave too many variables on the table for people to then end up deciding not to do business with you. If you are offering the same product or service as 100 other people, your prices and perceived value are the only deciding factors that people will use.

It sounds obvious, but when you narrow down your passion and your 5MB, people will start to view you as a specialist in that area. What does this mean? Instead of busting your nut trying to chase business, business will chase you. When you try and deal with 100 per cent of the market, you get lost in the thousands of other businesses trying to do the same thing. When you grab a small corner and own it, magic things start to happen. The online world has become over-communicated, over-advertised and hyper-competitive. It's no longer possible to be better than the competition, so to solve that problem you and your 5MB need to be different from it.

Look at Reminisce, for example. Dance music, or EDM (electronic dance music) as it's now known, has become so saturated worldwide over the last five years. DJs who were once considered underground are now being played on commercial radio and collaborating with pop stars. So if we had started any old dance music brand, booked a few DJs and a venue and told people to come, I can guarantee you it would have bombed.

The spending budget for our first event was only \$6000 – that would rent you one laser for half an hour at a David Guetta show. Like I said, there's no way we could have been better, so we had to be different.

Instead, we identified that there were people in each city who were early adopters of dance music before it went mainstream. These people love nothing more than to talk about their glory days when they were out listening to real 'house' music – footloose and fancy free, without a care in the world. We discovered that it was the music that triggered these memories. So we decided to hold an event for people who listened to house

music in Melbourne in the late 1990s and early 2000s. Not only would they attend, they would vote to decide exactly what the DJ would play. Nobody had ever done anything like this before, so we literally had no competition. How about that for a niche?

After the first show, the brand was out there, and we could then expand our niches into different types of dance music, different cities and different eras.

So how do you find your niche? Let's do another 5MB mind map. This time write your market in the middle and write the ways in which you can create a subset within that market and how you can differentiate. This is also what makes you unique, which helps you uncover your USP. The reason you must have a unique selling proposition is to add remarkability to your 5MB.

You need to discover what you want to be known for, so when your 5MB comes up in conversation, people know exactly whom the other person is talking about. Again, using the Reminisce example, we may be talked about as, "that event where everyone votes and there's a countdown". Notice that it doesn't say anything about our market or niche, as that is separate. The fact that people vote is the one thing that differentiates us from everybody else. This is our USP.

Yours might be that you are a photographer, but you also have a passion for cycling. Every year you may follow the Tour De France around and take really unique shots of single riders with scenery in the background. You create revenue by selling your shots as prints and by advertising on your site. So you may be remarked as, "that guy that takes those awesome single shots at the Tour De France every year". This is your 5MB USP.

Next, you need to find out if there is a market for your niche. The fastest way to test if there is a market is to use the Google Keyword Planner. I'm going to dive into the Google Keyword Planner in more detail later on in the book, but basically it allows you to see how often key words and phrases are being searched within Google. Head to the Keyword Planner through Google Adwords and search for your niche and see how often it is being searched within Google.

If it isn't being searched at all, it's not the end of the world. If your product or service is unique or you are solving a problem with your 5MB,

you might be creating the niche, which is a great position to be in. This could be your USP, so in that case you need to test your idea by asking your target demographic if they would purchase the product or use your service.

Let's say you are an accountant working for a large construction company for the past 10 years. Over this time, you may have had a really monotonous, mind-numbing task that you always hated doing. So you have an idea to get a small program developed that automates this process. Your niche is 'accountants at construction companies' and your USP is that you remove the pain of manually doing task X.

Before you consider jumping on oDesk to see how much it would cost to get something like this made, you should test the waters first to see if there is a market for it. You could run a small campaign on Facebook, target some Google Ads or even just ask around your industry. You could write a 10-question survey, and as an incentive for people to complete the survey, offer a free copy of your program should you get it developed. You could ask what would be some essential features? How much would they pay for something like that? Let's say it saves them a few hours a week; something like that could be very valuable as you can attach a monetary value to what it is worth in productivity. Don't be scared to ask as many questions as possible, as it will give you a good indication whether there is a market for your idea or not.

Things are a bit simpler if you are creating a blog around a passion like a hobby because you know there is a market for what you are passionate about. If this is you, you don't need to worry too much about finding potential customers before you start building your castle or pumping out content.

With any of the ideas that you have for your 5MB, whether it's creating a blog, a product or selling your service, really try to think about the problem you are solving in the market. This is your key message that you need to be expressing in your communications. Identifying a problem and solving that problem for your chosen niche is how your 5MB will become profitable.

Finding your perfect customer

Once you have decided on that niche and have discovered there is a market for it, it is now time to kickstart the most important part of any marketing strategy, which is to find your perfect customer. Once you find your perfect customer, your 5MB will come to life.

So how do you find your perfect customer? You guessed it, with another 5MB mind map. First, write down what your niche is. Is it an industry or a type of person? Could it be tradesmen? Perhaps stay-at-home mums? Or are you focusing on an industry like accountancy. What is the age range? Gender? Once you have this information, it's time to narrow it down even further. Don't worry about only targeting one specific type of person. Remember, if you appeal to everybody, you appeal to nobody. There will always be customers from outside your target market, but if you appeal to an exact type of person, your leads and conversions from that exact person, and in general, will skyrocket.

From the age range you gave, what is your perfect customer's exact age? What does this person do for a living? What do they like to do in their spare time? What TV shows do they watch? What radio stations do they listen to? What are their goals in life? Do they have children? What are their morals and values?

Once you have answered these questions, it's time to give your perfect customer a name. At Social Empire, our perfect customer is Chris, a 26-year-old white-collar professional working in finance at ANZ Bank. He has a business related degree and he is sick and tired of slogging it out 9 to 5. Chris is keen to start up his own business. Chris is into fitness, investing and loves inspirational people like Tony Robbins. He loves people, and he's very clever and amazing at his job. Unfortunately he just doesn't quite have the marketing and technical nous to start a business on his own online. The great thing is, he is quick and eager to learn.

5MB Gold Nugget

A great trick to finding the specific demographics of your perfect customers is by using a website called Quantcast www.quantcast.com. Look for the websites that you think your

target customer is visiting, add this website URL into Quantcast and it will tell you the demographics of the website.

This tool is great for when you need to run advertising, so you can target the demographics of your perfect customer.

First thoughts on Bringing home the cash

Here we go! Time to cash in, time to party ...

No, just kidding, sorry about that. But we do need to talk money or “monetisation” for a little bit.

Obviously before thinking about the dollars flowing into the bank, you need to get your castle, content and communication in place. But before you do anything, you do need to have some idea about how you plan to monetise your 5MB. For example, if you plan to sell products online, you will need to whip yourself up an online store for your castle. Or if you want to create a blog around a passion of yours, you will need to choose a blog theme for your site.

As we have already mentioned, you will be able to monetise your 5MB in several different ways, but it is important to have an idea of your monetisation strategy at the start.

The best way is to do another five-minute mind map and think about all the ways you can make money from your site. Could you make advertising revenue? Could you sell products? Could you make informational products to sell, like ebooks? Could you sell a service like an online training course? Do you just want to generate leads for your existing business?

If you have absolutely no idea how you are going to monetise, but know you can create heaps of awesome content around your chosen niche, don't despair. As long as you follow the castle, content, communication philosophy, you will have plenty of eyes on your castle. This means there is a big slice of the advertising pie right there for you on the plate.

And don't worry, with millions of eyes leaving the TV screen for the computer or mobile screen every day, there's *plenty* of advertising revenue

for everyone. You just need to know how to turn those eyes into dollars in the bank and that's where the Bring Home The Cash chapter comes in.

Exercise:

From your passion in the first mind map, now you need to mind map some niches you can cover within that passion.

If you had a few passions or ideas for 5MBs, you will need to do a few mind maps.

Now do some research on your potential markets and perfect customer for these niches using the Google Keyword Planner and Quantcast.

Now choose your niche from your mind map. For example, you may put dog training as your market, then find your niche from that by adding Jack Russell training from the main circle.

Next, discover your perfect customer. First, write down what your niche is. Is it an industry or a type of person? Could it be tradesmen? Perhaps stay-at-home mums? Or are you focusing on an industry like accountancy. What is the age range? Gender?

So using the dog training example, we might put Dog Training -> then female dog owners -> age 25–35 and so on until you nail it down to a perfect customer.

The foundations of your 5MB are now set.



Head to <http://5minutebusiness.com/vault> for sample passion, niche and perfect customer research.

Write your answer here ...

John, the shoemaker, Part I

You have already been introduced to our friend John, the shoemaker. However, you need to know that John is going to be very prominent throughout the book. You see, back in the Industrial Revolution, John went on a trip to Mount Everest and went missing. Lucky for him, he was found by a couple of Tibetan Sherpas and was the first person to be successfully unfrozen and brought back to life in 2010 – like Encino Man, but from the Industrial Revolution. John was only 25 when he was frozen, and after thawing out he adjusted to his new surroundings quickly. He went straight to university, picked up a business degree and was snapped up by Nike due to his experience with shoes and his new business qualifications.

Now John is 28. He's a fairly ambitious lad, and lately he's been wondering if there is something more to life than slugging it out for Nike until he's 65? He's now reading *5 Minute Business* because he wants to do something more exciting with his life. Something exciting that doesn't involve climbing Mount Everest (once bitten, twice shy).

After each section, John is going to recollect his journey and what he has achieved by reading this book so far.

Just as a note, John is a pretty cool cat and he's not afraid to swear.

In the words of John, the shoemaker:

“Well, these last few years have been pretty crazy. One moment I was climbing Mount Everest, the next I was being poked and prodded in a white room with all these strange looking modern technologies a few hundred years later. It's fair to say I was surprised – but I accepted what had happened and decided I would make the most of my new situation and have a go at making myself useful in this new world.

Lucky I am pretty adaptable and a super fast learner – I knew I had to get myself up to speed and *fast*. So I did. I went to this place they call university to learn all about business, then I thought I would get a job in a business in a market that I am passionate about – shoes – like I did at Uncle Smith's Shoe Company. Uncle Smith's went broke a few years ago, apparently something to do with too many costs and they couldn't compete with the other shoe companies where everything was made offshore. So there was this new company that was apparently doing really well called Nike – so I applied with them.

They gave me a job and soon enough I had a desk, a nice new suit and I was dealing with customer service trying to work my way up to a management position.

It was about two years into my time at Nike, and I had just returned home from a long day at work. It was a beautiful summer's night and I was sitting on my balcony winding down with a glass of red. I was thinking to myself, this is what my life is. There is only four hours out of 24 each day that I get to do whatever I like. Most of the time it is just spent unwinding from a stressful day at work. Every day I wake up and my first thought is I wish I didn't have to go to work. Then Friday comes along and it's pure elation. Two days of freedom! In the blink of an eye, it's Monday again and Friday seems so far away. The two-week overseas holiday every year must be the only thing that keeps me sane.

What an absolute joke, I thought. I was lucky enough to be given life on this earth and I am giving away 80 per cent of it to make someone else money. I knew that I had a passion for what I did, but it was weakened by the fact that I was controlled by the company I worked for. I decided right then and there that it was time to take action. I knew I had better skills than anyone I worked with at Nike. I had basic computer skills and was willing to learn, and that's all I needed. It was time for me to do something remarkable on my own – create value and make a difference. I wanted to put some energy into a business that would benefit me. It was time to be selfish.

I wasn't going to jump the gun and quit my job straightaway, though. I knew I could start my own shoe business on the side and then make the leap of faith when the time was right.

That's when I found *the book 5 Minute Business*. I was in a bookshop during my lunch break and something drew me to this book. Maybe it was the awesome cover? Just by looking at it I knew that this was the thing that could help me achieve something better with my life. It was the answer to stop me from slaving away at this 9 to 5 job, helping other people become richer.

The first section really got me thinking. I knew I was passionate about shoes, but what could be my niche within the shoe market? How about custom runners for middle-aged men? I decided on this because I

discovered that there was definitely a market for it, and the market was definitely on the rise. I used the Google Keyword Planner and saw that ‘aged men’s runners’ got a fair few searches a month (more than 40,000), plus the trends on Google showed the search volume was on the rise.

I came up with a pretty good idea for my USP. My niche was obviously already unique, but I thought I could go even further. I thought I could not only make custom shoes for middle-aged men, but come up with a custom healthy living plan for them too. Each person who purchased a pair of shoes would fill out a survey about their lifestyle and when they finished, they would receive their custom plan in a PDF format. This would be all auto generated from the answers to the multi-choice questions. I knew that I could get something like this made up really cheaply. I just had to put the job up on this site called ‘oDesk’ and people would apply for it.

The very first thing I did was to find my perfect customer. I discovered my perfect customer was Greg, a 45-year-old father of two who used to be super fit and active, but has let fatherhood get the better of him and is now running a decent pot belly, due to a poor diet and no exercise. Greg would love to get fit again, but he just can’t seem to find the time.

I then did a bit of research on Greg to find out whether my custom shoes and my healthy living plan would be appealing to him. I used some targeted Facebook and Google Ads, a couple of sponsored Facebook posts and also Twitter Search to find people who fitted the bill of Greg. I then got them to fill out a simple form with some questions about my proposed product. This was on the promise that they would get a free pair of shoes and a healthy living plan, should I end up going to market.

The feedback was unanimous; my market was champing at the bit for my custom shoes. It was now time to come up with a name and then start building my castle.

It was showtime for big Johnny.

Part 1: BUILD YOUR CASTLE

It's time to build your very own castle. That's right, by the end of this chapter you will have a website that looks a million dollars and is set up on the best framework on the planet. You will also have a logo and branding that looks absolutely world class. Ten years ago this would have cost you upwards of \$5000. Today, if you go to the wrong people you may still pay that much. I'll tell you now you can do it all yourself and for less than \$500.

If right now you are saying to yourself, "Mark, there's no way I could actually build a website on my own". Well, you are probably correct, but guess what? Neither can I. Remember, I am not a Web designer or a Web developer. I still hire these people and pay for these skills, but in a completely different way to the traditional one. Look at it like this: What do you think a Web developer would prefer to do? Create a custom website and sell it to one client for \$5000 or use the Web to sell that same site as a template to 1000 clients around the world for \$50 each? Pretty simple maths I would say. There are hundreds of websites that sell websites *en masse*. You just need to know which site is best for your needs and what obstacles to look out for. Then it's as simple as a few clicks to install, make a few of your own tweaks and you are away.

I have spoken at length about game changing and the reality is that if you don't change with it, you are going to struggle in business. Many people put up this invisible barrier when it comes to technology because it is easier to just say it's too hard and then pay someone else to do it. But by reading this chapter, you will quickly discover how easy it is to do it yourself. You will learn how to learn fast and by doing that you will be miles ahead of your friends and your competitors whose minds are still stuck in the boring world of traditional business.

Remember, there are video walkthroughs for every exercise in this book. You may want to stop after every section and watch the video, or you

may want to read the whole thing and then watch all the videos at once. Just do whatever works best for you. Stick with me through this chapter and I promise you, you will never look back.

Bringing sexy back

Having your castle in place is not just about your website. It is vitally important to make sure your business is looking good in all aspects. The reason why this is so important is because, if you remember what I mentioned earlier, people make decisions subconsciously relying on their emotions (Limbic system and R-Complex) rather than weighing up the supporting facts for each product. This means that all your visual cues need to be consistent with your branding and the messages that you are trying to share. This is also the core of NeuroMarketing, because you are trying to appeal to all senses to get a customer to make a decision to buy your product or use your service. If only one thing is missing or out of whack, it will subconsciously turn the potential buyer away. They won't even know why; they will just know something doesn't feel right. How often have you made a decision to buy something because you felt good about a product or service over another?

For example, let's say for your 5MB you have decided to make unique, upmarket table centrepieces for weddings and sell them on your website. You go through and set everything up from start to finish: your website looks amazing, you have video footage with intros, images – the works. All your material looks great and lines up with your upmarket, classy feel except for your logo. You have got caught up in everything else and haven't really noticed that even though your logo is in a scripted font, it looks cheap.

You may have set up the rest of your castle, content, communication and monetisation strategy to perfection, but left out this one small factor. This is when your 5MB becomes a commodity rather than a value service because you are not representing your value in every way possible. Subconsciously customers will be thinking: “Do we want to go with the dodgy-looking expensive one or the better value supplier who's cheaper and looks similar?”

Long-time friend of mine Steve runs a local landscaping business. Steve is your typical laid-back tradesman. He works hard, is amazing at his job but doesn't have a great deal of marketing nous. It was a few years ago and we hadn't seen each other for a while when I received his call. He had seen I was running online courses and wanted a bit of advice. He came to me because his business was slowing down and he had a feeling it was to do with the fact that he didn't have a website.

The first thing I asked to see was all of his branding and marketing collateral. On closer inspection, I discovered that he had made his own logo in Microsoft Word using Clipart and that the branding on his work truck was completely different to everything else. By simply getting him a new logo and putting that consistently across all his marketing collateral, it completely transformed his business and he was closing more than 50 per cent more deals.

If you would like to see the transformation, along with heaps of others, head to <http://5minutebusiness.com/vault>

If you start off like Steve and just make a logo using a Times New Roman font and sticking a clip art image next to it, you give an instant negative image to the customer. It's an automatic turn off, and if you are a start-up business this is almost the death of your business before it begins.

For Reminisce, our brand is more important than any of my other businesses combined. We invested a lot in our look and we always talk about musical memories – this really resonates with our community. It gets them excited for our event. But it hasn't always been this way; our first logo and event flier was below standard. We rushed things and didn't invest enough time into our branding.

In hindsight, we were lucky to fill our event using that type of branding – we were lucky because we had a really unique concept and good people on board. Twelve months later we ran the same event, yet this time we stepped up the branding considerably and it looked really terrific. Not surprisingly we sold out the event and had to knock back promoters who wanted to be involved with us to sell tickets due to the demand. Again, if you would like to see the transformation, head to <http://www.5minutesbusiness.com/vault>

Even for my personal blog I have a brand for my name that I have had created. It is important to look good whether you are a business, event, website or personal brand. Investing in your foundations is essential and the cornerstone of your marketing.

Going back to the psychology of influence – liking is one of the main influence factors, so if you have an attractive image and brand you are going to subconsciously persuade people to use your product, service or follow your brand.

So how do you get a world-class brand for less than \$300?

Unless you are a big corporate company (even though I would argue that they should still use this method), gone are the days of hiring one designer, going backwards and forwards with concepts and changes and paying them for their time. This is expensive and also limits the creativity and opinions to a single person. On the other hand, using websites where hundreds of designers compete for your work can also be a problem. Often the quality of the designs is poor, and the designers don't get a proper feel for what you are after. So I have come up with a method to hack these websites and get a world-class brand for under \$300. I used this method to get the Social Empire and Reminisce logos and have seen many people use it with great results after attending my online workshops. Here it is:

First, you need to find world-class designers. The place to find these designers online is <http://dribbble.com>. Dribbble is the largest community of high-quality designers in the world. The problem is that they are really expensive; therefore you want to replicate their quality at a much cheaper price.

What you need to do is head to Dribbble and search through some high quality designs. Search for logos in your chosen industry and logos from the top ranked designers. You can even just type in the words 'small business logo', 'high-quality logo', 'Web logo' or anything like that. Just scroll through and get a feel for how you would like your logo to look. Click on designs that you like and save the images in a folder. Once you have 10 or

so images, have a search around on Google images for famous brands in your industry that you like. Save those images in the folder also.

Now have a look through your folder of saved images and make a shortlist of around five. Make sure you have one or two large brands in there, as you know that these are proven brands. Have a think about what you like and don't like from each of them.

Game changer alert #3 – design crowd

Now here's the hack. Head over to:
<http://5minutebusiness.com/designcrowd>

to post your job. Design Crowd is an online market place where you post your job, and designers from all over the world submit concepts and compete for your work. There are many talented designers on Design Crowd, but they don't have world-class creativity like the designers from Dribbble. This is no problem for you because you have already chosen logos that you love and which parts of each of them you want to replicate.

The absolute key to getting a design that looks world class is being extremely clear about what you want. Here is an excerpt from our Design Crowd brief for the Social Empire logo:

We want it to be simple and very Web 2.0. Very similar to Facebook & Mashable and the Promote logo we have uploaded. So just copy those.

Just the text with an icon that reads: 'SE'. Like how Facebook and Mashable have theirs and similar to the Promote logo we have included.

Please provide a few different colour variations; we like nice bright colours. Blue, orange, whatever is very modern and Web 2.0.

We would like nice subtle filters added similar to Facebook and Mashable.

You can see how clear we were that we wanted our logo to be very similar to the big tech brands Facebook and Mashable and also to match the quality of a ‘promote’ logo we had found on Dribbble. Looking at the final product, I can safely say our brand is up there with all of the heavyweights. It cost us a mere \$240.

When you are writing your brief, make sure you commit to the payment or you will not get many designs. Once you have submitted your brief, be sure to invite the top 10 designers from every country to your project. This will also net you a lot more designs. Once the designs start rolling in, you need to be ruthless. Eliminate the poor quality designs and give as much feedback as you possibly can about the good ones. Tell them what you like and don’t like from their designs; you can even upload photos and instruct them to “make it look like this, please”.

With the designs that you are considering, the idea is to make each designer know that you love the design and it is under consideration. This is so they put a lot of time into your work. Say things like, “I love this design and it could be the one; I just want to see it with more body and texture and maybe add a small filter across the top”.

What you are basically doing is leveraging the quality of Dribbble and using those designs to get other designers who are cheaper to give you a premium quality branding for less than \$300. Brilliant.

5MB Gold Nugget

Once you have selected your logo, it’s a good idea to commission the same designer to whip up some designs for your social media pages as well. A Facebook timeline and profile picture will only cost around \$75. The designer will be happy to re-size them for Twitter for you also. This will ensure you have consistent branding across all online platforms.

Exercise:

1. Do a five-minute mind map of what you want your branding to represent.
2. Be careful of pigeonholing yourself. Things may change, and you don't want to have to re-brand down the track.
3. Have a look through Dribbble and Google images for logos that you like. The idea is to know exactly what you want before putting the job on Design Crowd.
4. Post the job on Design Crowd and be as clear as you can in your brief. Invite the top 10 designers from each country to your project and don't forget to commit to the payment from the beginning.
5. Commission the winning designer to also design your social media images.



Check out the Design Crowd game changer here:

<http://5minutebusiness.com/designcrowd>

Website goals – what do you want them to do?

Before you start creating your website, it's important to set some goals for it first. What is it that you want the end user to do when they end up on your website? This will most likely tie in with the monetisation methods that you thought about earlier, which we will cover in the monetisation section.

Do you want visitors to your website to purchase a product you are selling? Maybe you would like them to sign up to your email list so you can sell to them later? Or perhaps you would like them to make an enquiry to become a lead for your service? If you are just planning on getting a lot of traffic and then making money through ad revenue, your end goal may be that you want them to connect with you on social media through buttons on your site, or maybe that they click an ad on your site.

Have a think about the end goal of your 5MB, and this will make it much easier to decide what type of website you want to create and how you can make your website so that it fits in with this end goal. Here is an excerpt from a 5MB plan from Bree, a personal trainer who completed one of our Social Empire online courses.

“The number one goal of my online strategy is for people to purchase my four-week personal training boot camp for \$299. I want to sell the boot camp to them in an email, one week after capturing their email address. I aim to capture their email address by creating content on my site in the form of informative blog posts. I will then share these blog posts on social media and search (high Google rankings). Once people are back on my website, they will see that they can receive my free ebook by subscribing to my newsletter. Because I have provided them with value, they are likely to want to connect with me and therefore provide me their email address.”

You can see how clear Bree is about what she wants to achieve with her website.

Exercise:

1. Fill in the blanks: “When a customer visits my site, I want them to ...”
2. If I was selling a product, I might write: “When a customer visits my website I want them to purchase one of my products.”
3. If I was selling a training course, it might be that I need to get them to sign up to a webinar so I can sell a full training course to them. In that case I would write, “When a customer visits my website, I want them to sign up to my free webinar”.

Build rock solid 5MB foundations from the start

In this section I am going to talk about the website in more detail. Your website forms the main part of your castle, so it is vitally important that your castle’s foundations are built properly from the start. Websites are the part of online marketing where the most traps lie, as they can be very

deceiving on face value. Here you will discover how to avoid all of these nasty traps and put yourself ahead of the pack at the outset.

When I first started working at the Formula 1, there was huge speculation around the event being held in Melbourne. Ticket sales had been declining year by year and the race was costing taxpayers more and more. I had walked straight into a firestorm and while there were many other aspects to the campaign, the online side of things was a huge area where they wanted to improve. I was given the job to head up the digital assault and, although it was daunting, I was up for the challenge.

Within a couple of days, I could see that the website in place was poorly built. It looked substandard and was always having technical issues; half of the site didn't even work properly. Also, if I wanted to update anything it was almost impossible. Each time I had to go to the developer who made it, which was extremely expensive. This wasn't ideal for an event that needed to constantly make changes as schedules would alter and content would need to be added on a regular basis. I was surprised that this was the case in such a large organisation.

So the first task was to change the website. I then began to do a lot of research about putting the correct foundations in place for the site to be able to change with the constantly shifting digital world. This is where I originally came up with the 'castle, content, communication' methodology. I worked out that the Formula 1 website had plenty of content; it just had a very poor site to house the content, which was in turn affecting their ability to communicate the content and draw people to their site. It was all about getting the three pieces of the puzzle together.

We launched the new site about three months before the race, right when our marketing campaign was starting. Once the site was live, I could then track the statistics and compare them from the previous year. The difference that the new site made was huge. With the new site framework installed, we increased traffic by more 100 per cent in one year. The increase in online ticket sales due to the increase in traffic was extremely high. We had one of our biggest years ever in 2011 and one of the main reasons was that the website was so much stronger.

Although the speculation over the race's future never stops, it has eased somewhat over the past two years. I was glad to have made a difference in

such a worldwide event, all by putting a solid castle in place.

To really simplify it, I like to use this analogy. If you were looking to buy a house, would you buy a house made out of sticks, straw or brick?

We all know the lesson from the three little pigs, but not many of us actually apply the same theory to online. The problem is because we ‘don’t know what we don’t know’.

We don’t know which houses are made out of straw in the online world and which are made out of brick. What really gets me angry is seeing people who have paid \$10,000 for a straw house, when you can actually get a brick mansion for a fraction of that price.

Whether you pay \$10,000 or \$100, if you buy a website made from straw, it will end up costing you more and more money down the track. This is because if you want to make changes to it, unfortunately you are stuck with the original developer who created it. Therefore you have to pay them to make changes to your website, which gets expensive. It will also cost you money in the opportunity costs of the potential business that a well-built site could have brought in for you.

Possibly the biggest problem with having a poorly built website is that it affects your search rankings greatly. In this book I will primarily focus on Google. Google doesn’t like to show straw houses to its searchers in comparison to well-built castles. This is because, like any other company, Google must provide the best possible service in order for their users to keep coming back. If people are searching topics and Google is sending them to poor websites, they are not going to come back.

One of the critical mistakes that people make is that once they hit number one of Google for their business name, they think the job is done. It is very easy to get picked up on Google for your business name, but this is for people searching your business, which indicates they already know about you. However, on the Internet you want people to find you who aren’t necessarily looking for your business, but for a search term around a service that your business offers. You need your blog posts, pages and all the content from your site to be showing up in search results.

For example, let’s say you are working in finance, but are into spirit and vitality, and helping people achieve both is your passion. You have decided

you have had enough of your 9 to 5 job and start your 5MB called ‘Love Life Vitality’ on the side by creating helpful videos for people on your website and then selling them your eight-week vitality course afterwards. What you do is set yourself up a free Wix website, put your content on there, and then two weeks later you see you are number one on Google for Love Life Vitality and you leave it at that.

You may be getting 10 site hits a day from people searching for your business, but you are missing out on the other 1000 people in your area searching for ‘how to decrease stress’ or ‘how to increase vitality’. You have no chance of showing up on Google for these searches because you have a poorly built castle in the form of a free website builder.

You can see it is absolutely vital that you get yourself into a dream home first before spending a lot of money and wasting time on a website made out of straw. Your website should make you money, not cost you money, so we will jump into how to make that happen for you, by doing it the right way from the start.

How to score yourself a million dollar piece of online real estate

The first step in building your website is to get yourself a domain name and some Web hosting. I want to give you a brief explanation of the difference between the two. This is as technical as the book will get; if you can understand this, you can understand everything in *5 Minute Business*, so stick with me.

Using the real estate analogy, you can look at it like this:

Domain name: Your address.

Web hosting: Your land.

Website: The house that is built on your land.

Domain names are just a mask for the computer’s IP address. An IP address looks like 102.345.457.25 and is the computer’s home address so you can find it online through your browser. The domain name just saves you from

having to type in the IP address of 102.345.457.25 into the Web browser because we are unlikely to remember that. But we will remember www.yoursite.com much easier.

There are hundreds of websites where you can purchase domains. The most popular and the one I recommend is Go Daddy. They have the biggest range of domains and the best support. Make sure you don't buy Web hosting with them, however, as its hosting is not good value for money.

5MB Gold Nugget

When choosing your domain, follow the KISS (Keep It Simple Stupid) rule. Try and keep the domain name as close to your business name as possible and then purchase a few variations of that (.com /.com.au /.tv etc). If the domains are already taken, you will need to get creative. Keep it as simple and easy to remember as possible.

Good Domain: www.lovelifevitality.com

Bad Domain: www.suzies-love-life-vitality-.com

Here are two examples of some website domains that may wish to have their time again when selecting their domain name:

Where you can find the agent that represents any celebrity:

www.whorepresents.com

The design website called:

www.speedofart.com

So how do you find a premium piece of land?

Web hosting is where your site is saved online on a Web hosting company's server. A server is a computer that is always on, your computer connects to it and your Web browser displays your site on it because that's where it is saved. It displays your website through the domain name www.yoursite.com

Most people don't actually realise that your Web hosting can affect your search rankings. If Google has indexed your site, and it is taking visitors a long time to hit pages on it, Google will rank your site as lower quality and pull you down the rankings. Remember, Google needs to provide its users with the highest quality search results, otherwise they may use another search engine.

There are many other reasons why you need to use a quality host for your site. With a bad host, your site will often go down or you will lose your email. At the beginning this may not be a huge deal, but when your 5MB is raging and you are getting 1000 hits a day, your site going down for an hour could mean \$5000 in lost revenue for you.

This exact thing happened to someone who had completed our online course at Social Empire. This guy was a glazier and had set up his 5MB to take 24/7 emergency repair bookings online. He had five employees and everything was completely automated – all he had to do was make sure his site was always running smoothly. Because he had chosen to go with a notoriously bad Web host, his site would often go down and he would have no way of taking online bookings. I eventually helped him move his site to HostGator, but not before he lost approximately \$10,000 in revenue.

This is why I recommend using HostGator for your 5MB Web hosting. These guys are based in the US, but they are a very cheap and very reliable host with great 24/7 support.

As I said, there are plenty of quality hosts out there, and if you already have hosting with someone else, or your friend swears by a certain host, then you should stick with them. HostGator is simply my recommendation as I host all my sites with them and they have always given me instant results on Google. Also, I have always had pleasant experiences using their support. Check out Hostgator here: <http://5minutebusiness.com/hostgator>

Exercise:

1. Buy your domain name through Go Daddy. Head to:
<http://5minutebusiness.com/godaddy>

2. Sign up for Web hosting with HostGator at: <http://fiveminutebusiness.com/hostgator>. Use the domain name that you just purchased through Go Daddy.
3. For an online demonstration of how to set up your domain and Web hosting, head to: <http://5minutebusiness.com/vault/>

So now that you have some premium land, it's time to build your castle

Discover the secret to getting a \$50,000 website for \$50

These days a website is your business, especially if you are planning on funnelling all your marketing to your website. So in this section you are going to discover the secret to a premium website that looks like it cost \$50,000 for just \$50.

To create a custom designed website there are two elements. First, there is design and, second, there is the development. A creative person comes up with the concept or design for your site, and a developer then turns it into a website through coding it up or, as we call it at Social Empire, going into the 'matrix'.

Traditionally when getting a website built you would follow these steps. First, a designer would design the page through Adobe Photoshop or Adobe Fireworks. Then they would cut up all the elements into smaller images so the developer can start to code it into a HTML file (a website file).

When creating a HTML file, developers use a program like Adobe Dreamweaver, which just writes the code for them.

They can create .html files in note pad, but that is even more prehistoric because it is very time consuming. You have to code every line manually. It would take a developer a few weeks to do this stuff, depending on the size of the site and its functionality. This is basically how developers create a website from scratch, and these are called custom HTML sites.

Sounds like too much work? That's because it is, and it's very expensive.

Game changer alert #4 – WordPress

The great news is that there is a far better and faster way to get all of this done for you in a matter of minutes. You do this through using a content management system called WordPress. This is a pre-made HTML template, so all the coding is done for you. It is also created so you can just log in to the site through an admin area and make changes to the content easily and instantly. Much of WordPress is as simple as creating a document in Microsoft Word.

Traditionally, to make changes to a website you had to manually alter the HTML file of a page and re-upload it to the Web hosting. This was annoying and time consuming, and if you weren't a developer it was nearly impossible to do. That's why content management systems like WordPress were made to make it easy for any regular Joe like you and me to make changes to our websites.

A lot of people are still stuck in the old world and are spending way too much with developers and designers making constant changes to an old platform that is expensive, time consuming and no longer ideal.

Why we use WordPress?

WordPress is by far the most popular and easiest to use content management system on the planet. One in six websites in the world are built on the WordPress platform. Google also loves a WordPress site as they are built extremely well.

WordPress is an open source CMS and has a huge online network of developers. An open source platform means that any developer has access to the code, so they can find bugs and iron things out. It basically means anyone has full control of the source code. This causes it to just keep getting better and better. It is also much easier to find developers due to the vast network of professionals who use it and are familiar with it.

The WordPress framework is also really clean and fast, which is a factor in site speed, not just the server. If you have a website that has code that is poorly created or too big, then it will not be ranked well by Google search. There was proof of this in the Formula 1 example. Because the site didn't work properly it was really slow, which affected its rank. As soon as we fixed it, it was like a light was switched on and in came the traffic. All of the sites I have built are on WordPress and all of them manage to find their way to the top of Google with the right plugins, structure and content in place.

WordPress.com and WordPress.org?

This is where WordPress can get confusing, as there are unfortunately two types of WordPress. One is a version that is free, hosted by WordPress. This means it's on the WordPress server and you get a site like yourblog.wordpress.com. You can point your own domain to it, but it is still hosted in the WordPress network, which is not what you want.

The version you need is the full downloadable version, which you install on your own hosting that you have purchased with HostGator. This means that you have your own land and all you are doing is using WordPress to manage your website. If you are on WordPress.com then you are renting in the land of WordPress, similar to the free website builders like Wix from which you will never escape.

If this seems a little confusing, don't stress. Once you have bought your hosting, it's just two clicks to install the right version of WordPress and there is a full tutorial on <http://5minutebusiness.com/vault>

5MB Gold Nugget

Avoid these free sign up websites/blogs that are available online where you do not get your own Web hosting. These are like housing commission apartments out in the desert. This includes services like Wix and Blogspot. When you sign up for a free blog through these services you get what you pay for – nothing. They

are networks of other blogs, so you are stuck there, and you will struggle to get out and be seen by the larger online audience.

Some more reasons to avoid these are:

- You have no customisation ability, so you can't really make your blog look like you want it to.
- You do not own the website – the free website network does. It is pretty much the same as starting your own Facebook page; Facebook could take it down at any time and take your content. The same applies for a free website.
- The SEO on these are not as good as your own site. You will not be indexed as well by Google. Google puts priority on those who have built their own websites and own the content themselves on a good server. If you use a free blog service, you become part of the blog network noise and the million of other accounts on their Web server.
- Last, but definitely not least, these sites are a lot harder to monetise for many reasons. You are doomed before you even start.

Exercise:

1. Install WordPress on your hosting through your HostGator login.
2. It's as easy as a couple of clicks, and you have a website framework installed.
3. Once you have installed WordPress, simply type /wp-admin at the end of your domain name to bring up the login screen and log into your new WordPress backend.
4. Visit: <http://5minutebusiness.com/vault>. There is a tutorial on how to set it all up.

So how do you get a professionally designed site with WordPress for less than \$100?

Most Web developers and Web designers will swear black and blue that you shouldn't do what I am about to tell you to do, but I'll let you in on a little secret. That's only because it puts them out of a job.

You see the great thing about WordPress is that you can buy themes online for around \$50. A theme is a pre-made website that you can customise to look how you want it. Most of the time you can look at two sites with the same theme and you can't tell that they are the same template. The theme is really just about the functionality of the site.

Most of the themes look amazing. Your site will look like it cost \$10,000 when in fact you have only invested \$50. The people who create these themes are professional designers who are some of the most highly respected Web designers in the world. Creating themes is a great revenue source for them as they can sell one beautifully designed site on a mass scale. Some of them make up to \$100,000 from each one, so it is definitely worth their time. It's a situation where everyone leverages the power of the Web and wins. It's game-changing stuff.

Game changer alert #5 – ThemeForest

The best place to get your theme is from ThemeForest, which is one of the largest market places for professionally designed website themes.

When you are selecting your theme, you need to have a checklist where your theme must tick every box. This means going back to your overall 5MB message, niche, perfect customer – the works. You also must know exactly how you plan to monetise your 5MB.

First, do a five-minute mind map of everything you have learned so far about your website. Write down your goals for your site. Do you want it to be professional, playful or elegant? Do you want to sell products from it? Perhaps your 5MB runs events where you will need to have an upcoming events calendar on the site? Do you want to sell tickets to these events directly from the site? Are you a visual brand that will rely on a lot of images to wow your audience? All of these factors are vitally important when selecting a theme.

Check out this game changer here:
<http://5minutebusiness.com/themeForest>

5MB Gold Nugget

Also apply the KISS rule when selecting your theme. If you have 10 social media profiles connected, sliders, videos and images all on the home page, people won't even know where to start and they will just leave. Remember, the goal is to get them to sign up to your email list, purchase a product or make an enquiry, so make it as easy and as obvious as possible for them to do that. Don't leave them with too many options.

Here are some more crucial tips for purchasing your theme from ThemeForest:

- Make sure you click WordPress on the ThemeForest home page before you start searching. You would hate to buy a theme and then find out it's not a WordPress theme when installing it.
- When looking through themes, click 'live preview', and you will be taken into a live preview of exactly what it will be like to use that theme as your website.
- Make sure you check the comments and rating before buying, just to make sure nobody has had any major problems or bugs with the theme.
- *Never* buy a theme that is not responsive, which leads us onto our next topic.

How to look good on every device in the world

Early on, the main issue when browsing the Web on smartphones was that you had to zoom in and out all the time because the site was built for a much larger screen. So along came mobile sites, which obviously came at an extra cost and were only good for the particular device they were built for.

What we have now are sites that are responsive, meaning that they will automatically scale to whatever size screen they are on. This makes the user experience much more pleasant, and with mobile and tablet users

skyrocketing every day, it is an absolute must that you buy a theme that is responsive. There are two ways to tell if a theme is responsive. First, it will say ‘responsive design’ on the theme page. Second, when you are in the live preview of the theme, grab the edge of your browser and start dragging it across to make the screen smaller. You will see the responsiveness in action as the site will change and scale as you move the screen.

Apart from the poor user experience, sites that aren’t responsive will also be ranked lower when people search Google on their mobiles. Google won’t want to show you a site that isn’t mobile optimised. Therefore Google will show mobile optimised sites above non-optimised sites to please its searchers.

This was a huge mistake that I made when selecting the first two themes for Reminisce (yes, I did it twice). The problem was that we didn’t actually know we had a problem until we changed to a responsive theme. For the first event with a responsive theme we received double the amount of votes. We couldn’t figure out why until we had a good look into it and found that people were trying to vote from their mobile but couldn’t. They were also searching for Reminisce Melbourne on their mobile and couldn’t find us because we didn’t have a responsive theme.

If your website isn’t optimised for a mobile device, then you are potentially missing out on a lot of traffic to your site, which will continue to increase in the future.

In a nutshell, make sure you buy a responsive theme or don’t buy a theme at all.

Exercise:

1. Buy a WordPress theme from ThemeForest. Search for keywords related to your industry.
2. If you are going to be selling products with your 5MB through an online store, make sure you search for e-commerce themes.
3. Download the theme to your computer.

4. Read through the documentation that comes with the theme. This will give you all the information you need for installing and using the theme.
5. Install the theme through your WordPress backend by clicking Appearance > Themes.



All these resources, including a theme installation tutorial, are listed at:
<http://5minutebusiness.com/vault>

5MB Gold Nugget

When installing your theme, install the demo or dummy content that comes with it. The documentation with the theme will show you how to do this.

When you install the demo content, it makes the site look exactly the same as the demo site that you saw on ThemeForest. It is much easier to edit this content that already exists than to create it all from scratch. All you need to do is replace the dummy text with your text, delete parts that you don't want and change the images. All of a sudden you have a beautifully designed website in no time at all.

Supercharge your 5MB for free

One of the best things about WordPress is that you can install free plugins with only a couple of clicks, which means you can customise the site and add functionality without having to spend thousands on a developer. For example, let's say you are a soccer fanatic and you particularly love the World Cup. You have a 5MB where every World Cup you run a small tour and you get your following by putting content on your blog. You may want to install a countdown clock on your sidebar to show how long before the World Cup starts. All you would need to do is search for countdown in the plugin section of your WordPress backend, and you will find there is a free

countdown plugin. Within two to five minutes, you will have the timer on your site.

If you had a custom site and needed your developer to do that, you would obviously have to pay development costs and wait for God knows how long for them to do it.

The range of plugins is huge and it's growing larger by the day. There are thousands of developers out there, so the possibilities are endless.

Here is the list of the core free plugins I always install on my websites:

WordPress SEO Yoast – The SEO plugin I suggest actually rates all your pages and posts with a green, yellow or red light. Obviously the red tells you that your page is bad for SEO. It tells you exactly what you need to change to make each page green.

WP-SmushIt – This will optimise the images on your website so they load faster. This is important to Google because if your website takes a long time to load, then that means Google might rank you lower in search results.

BackUpWordPress – Backs up your WordPress automatically every week or month. This is essential. I nearly lost everything because I accidentally deleted the database of my site. Get this plugin because it will save you one day, like it saved me.

Contact Form 7 – So you can add an enquiry form onto your site to get leads.

Contact form database extension – So those email enquiries get collected into a central database, and you don't lose email addresses.

WP Total Cache – This plugin will make sure your site runs really fast. Super important for SEO, and it's how Google picks up your site.

SEO Smart Links – Creates links inside your posts to other pages within your website. Google for SEO as link structure with keywords is important.

Login LockDown – There are a lot of malicious tools around that send attacks to content management systems attempting to login until it gets the right password. This little plugin ensures that each computer only gets three attempts at logging in.

AWeber Plugin – Allows you to install popups and sidebars to create an opt-in to your email database.

Here are Premium Plugins I also install, but which have costs associated with them (at least at the time of writing):

Scarcity Samurai – For creating timed offers, which in turn sells your product by creating scarcity (\$99).

Backup Buddy – A more advanced back-up system that makes it easier to move sites, scans your site for malware and has an abundance of options to keep your site safe (\$75).

The quickest way to bring your 5MB idea to life

Depending on the nature of your 5MB, you may have a great idea, but you think it may be impossible to create it and bring it to life due to the expense. Perhaps it is an app or some kind of web service.

For example, let's say you have an idea of this revolutionary new booking system that you think could really help out restaurants. You have been in the hospitality industry for years; you know a lot of people in the industry, and this booking system idea you have is an absolute game changer.

Problem is you have absolutely no idea how to bring it to life. You have spoken to a few Web developers and they have told you they can create you something but it will cost \$20,000 to develop. This stops you from taking action because the cost associated with developing the system is just too great for you to take on at the moment.

This is where you can potentially leverage WordPress. You could jump onto our game changer oDesk, post the job explaining exactly what you are after, and a WordPress developer can build you a custom WordPress Plugin to bring your idea to life fast and at a fraction of the price that you thought it would cost to get your custom system developed.

Why would you do this and why not just go and spend the money on the custom system straightaway? By creating a custom WordPress plugin you can bring your idea to life fast and cost effectively and start generating

money from it. Then later, if you have proof of concept and it is making money, you can then upgrade the system.

This strategy has worked well for a number of online projects I have had, more specifically for the Reminisce event. I had the original voting system created as a WordPress Plugin. Once the event had proof of concept and I had started generating money, I invested some of the revenue in a better app built completely through Facebook.

This, my friend, is a pure growth hack.

How to turn your visitors into cash

Now that you have set up your castle on the best possible foundations through WordPress, added some value through some initial content and essential plugins, it's time to set up the most important lead-generating technique in your 5MB – the email capture.

Every major research campaign that has been completed on online conversions shows that even though it is believed by many to be on the decline, email is still the highest converting form of online marketing. Here is a quote from marketingcharts.com in January 2013, referring to a recent research campaign into the best converting online marketing techniques.

“The study, which examined more than 62 million visits, 215 million page views and 350,000 leads from more than 600 small – and medium-sized B2B websites during 2012, found email’s conversion rate to be 81% higher than the average (2.89% vs. 1.6%) and 42% higher than the next-best performer, referrals (2.04%).

“Paid search (1.96%) also had an above-average conversion rate, with direct traffic (1.64%) closer to the mean. Organic search (1.45%) and social media (1.22%) were the lowest-rated in this regard.”

It is believed that a database of 10,000 emails is worth more than \$100,000 a year to your business, so the sooner you start collecting, the better.

If you are selling information products for your 5MB, such as ebooks, training courses and so on, or you are selling your service or plan to make money from affiliates, you need to get into the mindset of building your email list and selling to them, not selling direct from your site or, even worse, your social media pages. If you plan to have an online store, you still need to try and collect emails, so you can let repeat customers know of new products and deals. If your prospects have been warmed up with a heap of valuable content from you, you have already built a relationship with them. So when it comes time to buy, they are good to go. The email capture is the first stage of what is called a ‘product funnel’, which is a term you may already be familiar with. The rest of the product funnel will be covered in the monetisation section.

So how do you capture these prized email addresses?

A few years ago, a simple ‘subscribe to our newsletter’ form was enough to capture most people’s email addresses. However, now people have become very cautious about giving out their email details, so websites have started to offer free gifts like ebooks in exchange for people’s email. This activates the reciprocity principle from *Influence: The Psychology of Persuasion* by giving away a free gift to receive the email address. This has become standard practice over the past few years, and people are becoming more aware of it. However, there are a couple of strategies you can use to make sure you snag that email address.

After much research and testing, here are my top two tips for getting people to ‘opt-in’ to your newsletter.

1. Make sure that what you are giving away is truly awesome. ‘Bob’s 10 tips for online marketing’ ebook isn’t going to cut it anymore. Build a great product, put a monetary value on it and then give it away. It will come back to you tenfold in the long run.
2. Set up your giveaway so people receive it in a series of emails, over a period of time. This stops them instantly opting out as soon as they download your product. It then gives you time to build a relationship with them and provide them with a mountain of value. Your unsubscribe rate will plummet by using this technique.

Here's the good news – you can set up your opt-in so everything is automated. You can schedule as many emails to go out to each new subscriber as you like and choose exactly when you would like them to go out.

Game changer alert #6 – AWeber

AWeber is an email marketing service that allows you to store email addresses and contacts, and then automatically email them from the platform using some really professional looking templates.

This is how AWeber was once set up on my blog, which converted like crazy:

Someone puts in their name and email details to receive my ‘Seven-part training course on how to double your business productivity’.

Then for the next week, AWeber automatically sends them one video per day containing a walkthrough on how to use an online tool to save them a lot of time in their business.

Once the seven days are finished, AWeber sends an email asking if the person got some value out of the videos and if they are interested in purchasing a product from me. Because they had just been given a mountain of value for the past seven days they were already warmed up and ready to buy.

The best part about it is that the emails are from my personal email address and because the person has given their name at the opt-in stage, it says the person's name at the start and at the end of the email.

It really depends on the goals of your website, but you may do something similar. Towards the end, you may want to request a meeting, sign them up for a free webinar or get them to sign up to a training program of yours.

I also send out an email once a month to keep in contact. The goal is to provide as much practical value as possible to your email list. This keeps them engaged with your brand and top of mind for future opportunities.

Check out this game changer here: <http://5minutebusiness.com/aweber>

5MB Gold Nugget

The best place to put database capture forms is on the top right sidebar. This is because people read from left to right – therefore the action areas are top right as this is the last thing people read. The other reason is because the top right of the sidebar is one of the first things they will see when they land on your page.

There has been a lot of research into landing page optimisation and what works best. It really depends on what you are trying to achieve from your website; for example, things are different if you are trying to generate leads or if you were trying to sell a product. If you want to read more about website conversions, then I highly recommend Tim Ash's book called *Landing Page Optimization*.

Exercise:

1. Download all the essential plugins by selecting plugins > add new from the WordPress backend.
2. Sign up with AWeber.
3. Get yourself a copy of the AWeber plugin.
4. Install AWeber plugin and integrate it with your website, which is quite easy to do.



View the full video tutorial at: <http://5minutebusiness.com/vault>

Create an online shop quickly and easily

If you aren't planning on monetising your 5MB by selling products from your website, I would still highly recommend reading this section. If you have the right system in place, selling products online is a great way to

generate cashflow. As you already know, the great thing is that there is a niche out there for everyone.

To most people, setting up an online store can be daunting, and if you use the wrong platform or go down the wrong path, this may very well be the case. Security is obviously the number one issue – your store must also work seamlessly and, not only that, look super professional. No one buys from online stores that look a bit suspect.

Traditionally, setting up an online store was very technical, expensive and time consuming. Today there are many platforms that you can use to build your very own online store. There are plenty of good ones, plenty of bad ones and a couple of game-changing ones. Shopify is a great platform and a game changer in itself, but you are going to be building your online store on the best type of game changer – a free one.

Game changer alert #7 – WooCommerce

WooCommerce is a free WordPress plugin that you install from the backend, just like any other WordPress plugin. The plugin was built to make it as easy as possible for people to set up and manage their online stores. Despite being super easy to use, it has all the functionality that an online store should, plus much, much more.

Features such as the ability to add coupons or promotional codes, create timed offers, have different shipping methods and prices for individual products, and have automatic tax calculators for international purchases make WooCommerce stand out from the rest. All of this may sound a little overwhelming, but as with all game changers, WooCommerce makes it a simple task for anyone.

To install WooCommerce is as simple as two clicks, update the settings, upload the images for products, enter pricing details and add your PayPal address so payments go to you.

Although there are more and more payment processing apps popping up every day, PayPal is still the most secure. The main benefit of PayPal is that people trust it, so they are more likely to make a purchase if they know PayPal is involved.

Through WooCommerce, you can have a fully functional online store up and running in five minutes. Even if you only have a couple of products, why not download the plugin, put them up and see how you go.

If you are a start-up 5MB and you are selling products that are more than \$499, I wouldn't try to sell these directly from your online store to begin with. It is very unlikely you will sell expensive products to a random visitor at a price of \$2000. This is because the mental pain barrier for purchases of expensive products goes up considerably. It is also much more difficult to portray the value of your product from a computer screen than it is in person or on the phone.

An established brand with a good reputation is able to sell at higher prices as they have goodwill in the market place – users know, like and trust them. Most people, however, are unwilling to fork over that much money online to a start-up online business.

Therefore, if you are a start-up business with a core product that is relatively expensive, this is when you should rethink your online strategy. Rather than have an online store, try to generate leads instead of selling this product directly from your website.

Try to get users into your product funnel where you can communicate through email and build a relationship. Then once they have consumed your content you will have a better chance of selling a higher priced product to them.

Tracking sales and conversions

From the very moment you create your online store, it is essential to track where your sales are coming from. This is especially important for a 5MB because marketing spend and time resources can be really tight and you need to know the best place to invest your advertising dollars.

That is why I recommend WooCommerce as a WordPress plugin because it looks after all of the payment process internally so you can begin to track where your conversions are coming from.

As an example of why this is so important, let's say in your 5MB you make and sell your own scented candles. You have been making them for family and friends for a while but have only just discovered how easy it is

for you to set up your castle online, start pumping out content and selling a boatload of candles. To start off, you might run \$100 worth of Google AdWords, \$100 worth of Facebook ads, \$100 worth of email marketing and you may do a lot of tweeting to people through Twitter, which takes a bit of time. If you don't have your sales tracking set up properly, you will have no idea where your sales are coming from and you may continue to use this online advertising strategy.

However, if you use WooCommerce and have Google Analytics (I will explain Google Analytics in the next few sections) set up properly, you might see that Google AdWords is converting 0 customers and is effectively a waste of \$100, that email marketing is the most effective and that Facebook is a close second. You also see that Twitter is getting you nothing and is taking up a lot of time.

Knowing these stats, you might say, okay, I am going to spend much less time on Twitter and spend more time trying to build my email list, dump Google AdWords and invest an extra \$100 into both Facebook and email marketing as these are giving me the best returns. Next thing you know, your sales start to increase. Over a couple of months you test, then tweak, test, then tweak. Next minute you are sold out of stock because you have increased your sales tenfold. Better fire up the stove and get melting the wax.

Exercise:

1. First, set up your business PayPal account. This is just like setting up a new bank account.
2. Click plugins > Add new to install WooCommerce on your WordPress site.
3. Have a play with the settings. Start very basic with just images, a description and a price for your products.
4. Test, tweak, learn, repeat. Test, tweak, learn, repeat.
5. Demo strategies and full video tutorial of how to create your online store including conversion tracking is available at:

Creating scarcity through your website

One of the most effective strategies that I have used to generate sales from my online stores, or leads from my websites, is to create scarcity around my products or services. Scarcity is a key influence factor in *Influence: The Psychology of Persuasion*, and this is a perfect example of how you can use the scarcity principle to your advantage.

Remember, you are marketing on a budget so you want to make sure every visitor counts. There is no better way to cause action than by offering some kind of incentive for taking action now.

If you are selling products, you could offer a discount that only lasts for a certain time. If you need to create leads, why not offer a free consultation that only lasts for a short time while they are on the site.

If you are thinking that this strategy sounds great but it's going to be very difficult to keep track of, then you are correct. This is especially true if you have a lot of products on your online store. Lucky for you, there is a plugin to take care of all the hassle (I told you there was a plugin for everything).

Game changer alert # 8 – Scarcity Samurai

The easy way to create scarcity on your website is through a plugin called Scarcity Samurai, which I briefly mentioned earlier. This allows you to set up timed offers of products at a discounted price by showing an active countdown timer on the page. For example, your timer might say “this offer expires in 10 minutes” and the clock will start counting down from 10 minutes. The use of this timer increases sales dramatically because it creates urgency and scarcity in the potential buyer's mind. It could only be a discount of a few dollars, but remember people buy on emotion and justify with logic. This means that they will buy your discounted product, and then justify it to themselves by reminding themselves that they got a

good deal. Does this sound familiar to you? (Don't worry – we are all guilty of it!)

An example of how we used this effectively for our last Reminisce event was through the voting system. After a user had voted for their favourite songs, they were taken straight to the ticket page where we used Scarcity Samurai to offer a discount code. The user had 10 minutes to use this code to buy a ticket and receive \$5 off. Because they were already engaged with our brand by voting and had the perceived scarcity of a discount, 75 per cent of people who were taken to this page bought a ticket. Compare this to the previous event when only 28 per cent of people bought a ticket straight after voting. This is because of an auto-generated response mechanism in people's brains that says "just do it later". By taking this away through Scarcity Samurai, we more than doubled our sales.

This is only one example of how Scarcity Samurai can be used to increase sales. The possibilities are endless with this tool. Again, it's all a matter of testing and tweaking, testing and tweaking.

➤ Check out this game changer here: <http://5minutebusiness.com/scarcity>

Exercise:

1. Get yourself a copy of Scarcity Samurai from the plugins section of your WordPress backend.
2. Plan some pricing strategies, which create scarcity leveraging this tool.
3. Test, tweak, learn, repeat. Test, tweak, learn, repeat.

➤ Full video tutorial on Scarcity Samurai is available at: <http://5minutebusiness.com/vault>

The secret to getting Google to fall in love with your 5MB

SEO is easily the most speculative part of the online world. "I want my site to be on the top of Google" is the most common request that I receive. Now

there is absolutely no point wasting space in this book explaining to you the basics of SEO because, first, it's really boring and, second, you can easily do your own research on Google itself.

There are far more people in the world more educated on SEO than myself and some of them may even disagree with my framework. There are also thousands of advanced SEO techniques and structures that you can use, along with all of the technical jargon that goes along with it. But this is *5 Minute Business*. Here you will discover a framework that gets you almost instant results. As I mentioned earlier in the book, this is a framework that I have used to get results for my businesses. You can argue with rules and theories, but you can't argue with results. Before I outline the framework in a step-by-step exercise, I will give you an overview of the principles behind it.

Although it's becoming increasingly difficult, there are still many ways to manipulate Google. The problem with doing this is Google can ruin your strategy with a single tweak to their algorithm. You may have spent a year and \$10,000 getting your site to the top, one update and you are back to square one.

Google will keep changing their search algorithms for as long as they exist. They will continue to try and stay in front of people who work out ways to manipulate them. As you know, they must provide their users with the best quality search results. This means providing genuine search results, not ones that have been manipulated by companies willing to spend the most money on SEO. What this says to me is that to make sure you are always on Google's good side, you must manipulate them as little as possible.

It's all about setting your site up correctly from the start, using all of the tools and products that Google recommends and then putting out as much genuinely awesome content as possible. I always focus on creating a quality website because by doing this not only will Google always see you in a better light and continue to rank your site well, but other websites will also want to link to you because of your great content. This is a main factor in Google search rankings – how many other quality sites link to yours. If you do this, you will always be on Google's good side, no matter how many times they change their algorithm.

Where the secret lies, though, is in your niche. If you have done your research and selected your niche carefully, you should have little or no competition. Couple that with the fact you are going to have a well-built castle, awesome content and huge traffic and buzz around your 5MB, that number one spot will be all yours.

An example of this is a story I was told by a financial adviser who attended a seminar I was holding in Melbourne. The story was of a rival financial adviser based in Sydney, but with offices in every state, who thought he would get ahead of the game in the early to mid 2000s and invest \$50,000 into SEO for his website. He chose his keywords and then targeted every single suburb in the whole of Australia. No joke, every single one. He had the list of suburbs in the footer of his homepage, which was obviously a mile long. Whenever someone searched financial advice, no matter which suburb, he would come up trumps.

Because he was generating so much revenue from Google, good old customer service went out the window and he adopted a 'tag 'em and bag 'em' type approach.

When Google started making some big changes to their search algorithm, his rankings plummeted and so did his business, to the point where he is now just working on his own, trying to drum back up a customer base, without a lot of luck.

You can see why spending heaps of time and money on SEO is, in fact, a waste of time and money. Bearing this in mind, here is your 5MB SEO framework.

First of all, Google's obviously the main man when it comes to search engines, so you should always use any Google product that can be integrated with your site. I suggest making a Gmail account to use for all of your Google products if you don't have one already. This will automatically create a Google+ profile for you. If you already have a Google+ profile, you can just use that.

Google Webmaster

Google Webmaster is a powerful tool you can use to get all kinds of information to help your site move up the rankings. If you are new to

Google Webmaster, I recommend you only use it to ‘verify’ your site with Google, along with submitting your site map. Once you have finished this book and your 5MB is well underway, you can look at expanding your Google Webmaster knowledge.

Verifying your site with Google is basically just giving Google a heads up that you are online. Google will see that you are a WordPress site with fast hosting and awesome content. Instantly it will give you a gold star. By verifying your site and submitting a sitemap, any changes and new content you create is indexed by Google a whole lot faster. Verifying your site is as simple as going to Google Webmaster, signing up and following the prompts. Similarly, submitting your site map sounds like a technical task, but it literally takes 30 seconds, as you will see in the video tutorial on the Growth Hacker Vault area of the 5MB website.

By using Google Webmaster, you are basically telling Google you are a good responsible Webmaster who is open about the inner details of your online activities. You create a direct communication channel with your site to Google and Mr Google will ultimately think you are awesome and rank your site higher.

Google Analytics

Google Analytics is a free reporting tool for your website that gives in-depth analytics into users who visit your site. There are other more advanced reporting tools out there, but Google Analytics will give you everything you need for your 5MB and more. You can track traffic numbers, where your traffic is coming from, what people are typing into Google before they land on your site, which pages they are landing on and how long they are spending on them, plus heaps, heaps more. Starting with Google Analytics is as simple as signing up and then pasting a code they will give you into your WordPress backend.

Google+ Profile

Although the jury is still out on the importance of using Google+ as a social network, it is vitally important if you want your website to rank well in

searches and is a cornerstone of this strategy.

The reason it is so important is because Google is now giving preference in search rankings to bloggers who use the Google+ platform and integrate it with their blog. They do this by setting themselves up as an author of the blog. There could be many reasons for why they are doing this, but I think it is a combination of a few. By giving search preference to people with a presence on Google+, they obviously leave people with no choice other than to use the platform in some way. I believe they are also trying ‘socialise’ search, meaning that they will give preference to bloggers with a large following over large companies with large SEO budgets. This goes back to the point I made earlier about Google giving the most genuine search results. The great thing is that a lot of people don’t know this yet, so you can take advantage of it for your 5MB.

I have tested this strategy myself, and since I set myself up as an author of my blogs – Middo, Social Empire and Reminisce – our search traffic has gone through the roof. I now teach everyone to set up a new Gmail account with a Google+ profile and integrate it with their sites.

All you need to do is go to the users section in your WordPress backend and paste in your Google+ profile URL where it says Google+. After that you just put the link to your site in the ‘contributor to’ section of your Google+ profile. You will see it automatically link up and you are done.

Selecting game-changing keywords

When setting up your website, in particular your home page and static pages (such as the About us), what you need to do is select some good keywords that not only get search traffic, but are highly targeted to your niche.

Game changer alert # 9 – Google Keyword Planner

This is where the Google Keyword Planner comes into play. The Google Keyword Planner allows you to see how much certain keywords are getting searched in Google per month. Search for keywords related to your 5MB, and you will get a list of key phrases that get searched the most each month.

The goal is to have a think about what sorts of things people may type into Google before they would buy your product or hire your services.

What you want to do is choose a keyword or key phrase that is closely connected to the niche you have chosen for your 5MB. Then make sure that it is getting searched a lot of times locally but has low competition. Local monthly searches are the number of monthly searches in your country and global is obviously in the whole world. After that you just add your locality to it and, bingo, you have your chosen key phrase that you are going to target.

For example, let's say you are a personal trainer from South Melbourne and have decided to start your 5MB and run four-week fitness boot camps for young mums. If you jump on the Google Keyword Planner you can first type in 'fitness boot camps' to see what comes up. You may find that exact key phrase has 50,000 local searches but high competition. However, you may see that 'daytime fitness boot camps' gets 20,000 and has low competition.

Because you have done your research you know that young mums will be free during the day as their kids are at school, and you know this is perfect for you. Then you just add 'South Melbourne' to the end of 'daytime fitness boot camps', so 'daytime fitness boot camps South Melbourne' is now your initial key phrase to target. You will still get hits from all over, but by adding South Melbourne that will help you own the South Melbourne niche.

Game changer alert #10 – Yoast SEO Plugin

Once you have selected this key phrase, add that to the title of your homepage through WordPress SEO Yoast. Also add that keyword somewhere within the text of the homepage a couple of times, especially at the start of your text. WordPress SEO Yoast will guide you through this process.

Once your keywords are in place, you may want to supercharge your rankings by building backlinks to your website. Backlinks are when other good quality websites link to yours, which therefore builds the perceived authority with Google. Because Google sees that you have links back to

your website, it then assumes you are a good website and ranks you higher in search. However, as a word of warning, there are many traps when it comes to backlinking as it is one of the most policed ranking factors by Google due to being one of the most easily manipulated. Therefore you must head to <http://5minutebusiness.com/vault> for updated details on how to successfully build quality backlinks to your website that will not get you in trouble with Google.

Exercise:

1. You must have a good quality Web host. HostGator is up there with the best cheaper options, so you have that covered.
2. You must use a quality content management system that Google knows is clean, fast and reliable. You have that 100 per cent covered with WordPress as Google favours WordPress over any other CMS.
3. If you don't have one already, make a Google account to use for all of your Google products. This will automatically create a Google+ profile for you.
4. Fill out all of the information you possibly can in your Google+ profile, and add around 100 people to your circles so you get some to add you back.
5. Create a page for your business or website from your personal Google+ profile. If you are a local business, make sure you sign up to Google local and verify your address by getting the postcard sent to you. Again, fill out as much information as you can and get your page looking really good.
6. Verify your site with Google by signing up to Google Webmaster and following the prompts.
7. Install Google Analytics on your site by signing up and then following the prompts.
8. Set yourself as an author of your website through the Google Authorship page.

9. Grab the Google +1 button code from the 5MB website and paste it in the footer section of your website by selecting Appearance > Widgets in your WordPress backend. This will enable people to give you ‘plus ones’ on Google from a button on your footer.
10. Select the keyword or phrase for your website by using the Google Keyword Planner. If you are a local business, make sure you add the top three locations that you wish to service.
11. Place the keyword in the title section of your website by using the Yoast SEO plugin in your WordPress backend. Also put it in the left-hand footer widget by selecting Appearance > Widgets.
12. Add in all the content you possibly can to your site. Text and images should be on every page. Try and place your chosen keyword throughout the content at least once on each page.
13. Use the Yoast SEO plugin to get a green SEO light for every page on your site.
14. Now jump on oDesk and find yourself an SEO contractor to run a campaign for your 5MB.
15. The most important part of all – start creating content through your blog by answering questions that people are typing into Google. This will be covered next in the Content chapter.



Full video tutorials for all of these steps are at: <http://5minutebusiness.com/vault>

John, the shoemaker, Part II

So the first thing that I had to do once I found my niche market and my perfect customer was to decide on a name. I did this by doing a five-minute mind map of what I wanted my brand to represent. I decided on ‘Fit Fast Footwear’ so if I ever changed my niche, I wouldn’t be stuck with a name that only appealed to 40-year-old males. After that I looked on Dribbble for some logos that I liked and then researched a lot of other footwear brands logos too. I saved about five logos that I liked. Then I headed over to Design Crowd and posted a logo design job. I was very clear about what I

wanted, and I made sure I communicated with the designers every day. For every design that I thought had potential, I stroked the ego of the designer so I knew that I would squeeze out every last drop of effort from them. Once I had the logo I wanted, I got the designer to make me a Facebook timeline while he was at it.

I then went to Go Daddy and bought my domain name. I chose www.fitfastfootwear.com and I grabbed '.com.au' and '.tv' while I was at it. Then I headed over to HostGator and got some Web hosting by using the domain I had just bought. Through HostGator I installed WordPress within just two clicks. I couldn't believe how easy it was.

Then I went straight to ThemeForest and found myself a WordPress theme that was compatible with WooCommerce because I wanted to sell my shoes from my website. It literally took me five minutes to download and then install the theme on my WordPress. I uploaded the dummy content with about five clicks, and all of a sudden I had a website. I just had to change all of the content into my own words, upload my new logo and choose the colour scheme I wanted.

After the initial set up, it took me a while to get the site perfect. I had to fiddle with a few things and there was a bit of going backwards and forwards. It was really all about trial and error. I discovered that most of WordPress is drag and drop, but sometimes things looked funny when I changed them. If I couldn't figure it out, I would just Google the problem and there would always be someone talking in a forum about having the same problem. I managed to get the answer nearly every time.

After that I signed up with an email program called AWeber and integrated that with my site. It was as simple as downloading a plugin and then dropping it in the widgets section. I set up a deal that everyone who signed up to my newsletter would get 20 per cent off their first shoe purchase. I then grabbed a copy of Scarcity Samurai so I could create timed offers to encourage people to buy straightaway. It was at about this point I felt a bit overwhelmed with everything, so I had a break from it for about a week.

After the week, I was raring to go – I unleashed all of the Google products I possibly could on my website. I knew Google gave preference to people who did this so it was an absolute no brainer. I then chose some

keywords for my site by using the Google Keyword Planner. I found that 'aged men's runners' was getting 40,000 local searches per month with low competition. I made my keyword 'aged men's runners Melbourne' and then put it in the title of my site.

The framework for my castle was now complete. It was time to start adding value to it through all of my awesome content. It was March at this stage, and I was still working at Nike, but my aim was to leave my job on 30 June and start fresh in the new financial year. I was amazed at what I had achieved so far and so pumped for what the future had in store for me. This was only the beginning.

Part 2: DEVELOP YOUR CONTENT

Up until about the past 10 years or so, content has only come to you filtered through traditional media like TV, radio and newspapers. The problem with this was that you would only receive information that either had some kind of hidden agenda behind it, or was negative in some way. As I mentioned at the beginning of the book, nothing on mainstream news is put up there to benefit you at all. It is only there for either of two reasons: to make money or to drive fear. This lines up perfectly with the theory that greed and fear are the two things that make the world go round.

Try and think of the last time you heard something positive on mainstream news. I bet I can guess exactly what it was. It would have been a 20-second clip about a fireman saving a cat from a tree, and it would have been right at the end of the news, just before the weather. These little feel-good stories are just injected in there at the end so they are the last things you remember to give you a reason to watch the next night. As I said earlier, I am not a conspiracy theorist, but I am a huge advocate for not consuming any information from mainstream media whatsoever.

Here is a simple scientific explanation of why you should avoid it. As humans we have a neuron in our brain called the ‘mirror neuron’, which mimics exactly what we can see another person doing but within our brain. So, for example, if I see someone crying, the same neurons that are firing in their brain (negative emotions) would also be firing in my brain as if I were crying myself (even though I wasn’t). As a lot of spiritualists would suggest, this is our empathy.

Empathy is a very important human characteristic. If I saw a friend crying, I would feel for them and comfort them in some way. I could positively influence their feelings because I show my empathy towards their issues and help them get over their troubles.

However, by watching the news I am firing off these negative mirror neurons with no way that I can have an impact on people whom I am mirroring emotions for. If I see bad things happening in Kenya, the people affected aren't in my sphere of influence for me to be able to make a positive emotional impact on. This then creates an emotional weight in my brain that I do not release and I keep just adding to through more and more negative news. This keeps you using the lower part of the brain because it activates your emotions.

If you are sceptical about this, I urge you to try it for one month. No reading newspapers, watching the news on TV or listening to commercial radio. I can absolutely guarantee you that after one month your head will be clearer, you will be more driven, focused and you will be able to learn 10 times faster than you have ever imagined. The best part is, because you won't be wasting time filling your mind with junk, you will have much more time to dedicate to what it is you are trying to achieve with your 5MB. Instead of spending an hour watching and reading mainstream news each day, invest that time in reading news about your topic of your 5MB or researching how you can market it better. This is an investment in yourself and is something you have control over, rather than an investment in negative world issues that you have absolutely no control of. There is something so liberating about hearing a conversation about a terrible story that is going around mainstream media and knowing absolutely nothing about it. It happens to me all the time and the first time it happens to you, I hope you will think about this exact moment as you raise a cheeky smile.

By now you can probably see where I am headed with this. Yes, with the explosion of the Internet and social media, the power has shifted from the mainstream media outlets, right back into your hands. I explained earlier how Google has given the power back to the people by giving preference to bloggers in its search rankings and this is no coincidence. Perhaps Google knows that a huge part of the fall of the Industrial Revolution is the fall of mainstream media. It won't be long until you have complete control over what you watch on TV or which articles you read. It will just be a choice of what information you choose to consume over the Internet.

What does this mean for your 5MB?

It means that you now have more power than ever before. Through the advent of platforms such as YouTube, WordPress, Podomatic, iTunes and the hundreds of other content platforms out there, you now hold as much power as every TV presenter, network boss or CEO. By leveraging these platforms to create valuable content for your 5MB, you will begin to position yourself as a key person of influence in your chosen niche. People will start asking for your advice, they will want to start paying you for your time and advertisers will want to pay you to have ads on your site, you will start getting invited to speak at events and attend industry parties, along with heaps of other amazing things. If you're selling a service with your 5MB, I would highly recommend reading Daniel Priestley's book *Become a Key Person of Influence*.

Creating content for your business has replaced sales calls, newspaper ads and direct marketing. Many of the more traditional business type people will argue that cold calling and cold marketing still have a place in the world, but trust me, that crap is dead. Look at it this way: a few years ago, John, the shoemaker, would have bought the BBQ that Greg, the salesman from Barbeques Galore, was trying to sell him. This is because Greg would have had superior knowledge of all the features that the BBQ had and he would have known which words to use and how to close the deal. But now, John, the shoemaker, has already done his research on Google. He has found an article from a local home handyman site that tells him that Greg's BBQ isn't the best value for money. He can get nearly exactly the same BBQ for half the price from another store. It is a common occurrence these days that the buyer has more information on the product than the salesman.

So what you need to do is take a step back in the process and become the person who provides the buyer with the information.

If you ask anyone who has ever ran any business where most of their leads come from, they will tell you that 80 per cent of the time they come from word of mouth. Well, word of mouth is now on steroids. Yes, word of mouth is now hanging out with Lance Armstrong. Through creating content you have the opportunity to create a word-of-mouth machine that generates more qualified leads than you can handle. Does that sound game changing enough for you?

Content adds value to your castle in so many ways. Here are my top five:

- The more updated content you have on your website, the higher your site will rank overall on Google. This is a no brainer and obviously means free exposure for your business.
- The more blog posts you create on your site, the more bait you have out to hook people back into your castle.
- Content is a huge factor in the psychology of influence. By providing content you are building trust and therefore showing that you are an authority in the field. Authority is one of the key laws of influence. The longer you go on creating content and putting your thoughts and opinions out there, the more of an authoritative figure you will become.
- You are also activating the law of reciprocity through providing value to people. Because you have provided them with something through the form of valuable content, there is a subconscious seed planted deep in their mind to some day repay you for that gesture.
- Content also adds remarkability to your 5MB. People love to tell their friends about things to not only to help them out, but it also makes the person feel good because they have a position of power by holding the information over their friend. For example, I love telling people to read *The 4-Hour Workweek* by Tim Ferriss. Why? I have absolutely nothing to do with the book, but it subconsciously gives me a position of power because I am telling them something that they didn't already know. As soon as you create valuable content, you are giving yourself the opportunity to be remarkable. This is true word of mouth on steroids.

I will give you a very simple, personal example of how creating content has worked for me before. I did some research using the Google Keyword Planner to find some keywords around restaurants. I saw that Facebook marketing for restaurants was getting a lot of searches, so I wrote a blog article called 'Five Hot Tips on Facebook Marketing for Restaurants'. I gave away as much value as possible in this blog article and it took me

nearly half a day to put together. Ten years ago this would have been called ‘giving away my intellectual property’.

But this value came back to me tenfold because I had many restaurants sign up to my online course after opting in to my email list after they landed on the blog post from Google. I created several leads from people who were not only from the industry that I was targeting, but who were actually asking Google for help. And Google kindly pointed them in my direction. How is your cold call list looking now?

This is just one example of the hundreds of different ways that you can provide value to people through content. You could start your own weekly TV show on YouTube where you review products or give practical demonstrations or you could launch a monthly radio show on iTunes where you interview guests from your chosen industry. It doesn’t matter *how* you start, it only matters *when* you start.

At the beginning of this chapter you will discover how to pick the best type of content for you to start with, you will then learn about the content trifecta and the best practices around creating all three. Then, in true 5MB style, you will pick up the tools to hack your productivity and content creating abilities, allowing you to create content in quick time and on a very strict budget. You will discover some of my favourite game changers and how to use them to turn yourself into a key person of influence in your niche. So enough of the chitchat – let’s get into it ...

Exercise:

1. Make a pact with yourself to stop consuming any mainstream news for one month. No watching the news on TV or reading the paper. If you must listen to commercial radio because you love Justin Bieber so much, make sure you switch off when the news comes on.
2. Instead of the news, sign up to the following websites and read everything they put out.

<http://www.smartpassiveincome.com/>

<http://socialtriggers.com/>

<http://www.fourhourworkweek.com/blog/>

3. Start doing your own research into how you can help your potential customers with content. Get on Google, survey your current customers if you have any, ask your friends, find out anything you can about potential problems people may be having before needing a service or product like yours. Do a five-minute mind map and list them all.

You must create content to your perfect customer

Whenever you are creating content of any kind, you need to have your perfect customer in mind. Think of everything you have discovered about them, their job, their personality, their friends, family, interests – everything. If you are creating a video, pretend you are talking to them when you talk to the camera. If you are creating a blog post, visualise your perfect customer in your head and write your post specifically for them.

What this will do is create a deeply seeded relationship between you and your perfect customer. They will be able to feel that you are speaking directly to them with your content. You will solve their problems time after time and the value of this is immeasurable.

The content trifecta

Now, I think I coined the ‘content trifecta’ term from Derek Halpern, owner of Social Triggers. As I just mentioned in the previous exercise, I highly recommend checking out socialtriggers.com if you want get some amazing online marketing content. Derek is the man when it comes to converting visitors into customers, fast.

So, usually people who start to create content solely focus on one type and this greatly decreases their exposure potential. So how can you maximise this potential?

First, you need to think about the different ways people consume content. This is through listening, reading and watching. Everyone consumes differently. Not everyone likes to read. Let's take the news, for example – some people much prefer to listen to the radio for their news while some watch the TV in the morning to catch the morning news. Some people religiously get the newspaper every single morning. It's just how some people prefer their content, as it is easier for them to absorb.

So taking that into consideration, what pieces of content should you eventually aim to provide? You guessed it: video, audio and written content. I like to call this the 'content trifecta'. If you tick off all three parts of the content trifecta, you will gain the maximum exposure for your 5MB.

The reason I say, "eventually aim to provide" is because when you are just at the beginning of your 5MB journey, I don't recommend you try to create all three types of content. Some people will be able to, but most of you will have one type you can create with ease, one that you don't mind and one that you hate.

First impressions last, so as you begin to put yourself out there, you need to be doing it in a way that you feel the most comfortable. This will shine through in your content and help you build that instant relationship with your fans.

Let's say you have decided to take the punt at living the ultimate dream and having your 5MB as a travel blog. You plan to monetise through sponsorship and ad revenue. You might be a natural in front of the camera but not be able to write to save your life. It's obvious you need to start by creating awesome video content from all of your adventures. This would probably mean that you are also comfortable creating audio content. If you tried to create written content to begin with and it was poor, this would be a bad representation of your 5MB and put you behind the eight ball from day one.

On the other hand, if you were a grammatical superstar and a great storyteller, but couldn't string two words together in front of a camera, it would be best to stick to blog posts to begin with. You could really draw people in with your creative writing skills.

Once your 5MB is well underway with a well-built castle, a big base of your favourite content and you are even seeing a couple of bucks come

back in, then you can look at branching out and tackling that dreaded video camera or confusing blog post. This will ensure that you are covering all bases and getting your 5MB out to as many eyes and/or ears as possible.

How to maximise traffic in your castle

When we first started Reminisce, we were creating a lot of video content on YouTube and also putting DJ mixes and mashups on SoundCloud. Our goal was to provide rich content to our target market. The idea was that they would then check out our new concept, become potential fans and hopefully attend our events. This was the right idea, but we were making one huge mistake, we were sharing the YouTube or SoundCloud link direct to our social media platforms.

We were sending people to YouTube where they would then view the video and disappear off into the wilderness of YouTube. Probably not before making YouTube a few bucks by clicking on some ads. We soon figured out that the best option was to put every piece of content we created, whether it was a podcast, live set or a video, on our site as a blog post. We would then share that blog post around to all of our platforms and email list.

Now we were sending our fans back to our castle where we could then remind them that they needed to buy a ticket through the use of links and buttons. If we instead, for example, just provided a link to a SoundCloud we would have lost all of those potential ticket sales, because the user would be on the SoundCloud site where we couldn't put those strategic links to buy tickets. It would be like having a garage sale and putting the wrong address on the flier.

As I wrote at the start of the book, you can see why it is essential to put every piece of content that you create up as a blog post on your castle. If you create a YouTube video, grab the 'embed' code from the video and put it in the post. Then write a little bit about the video and include some links to more content, products, an email sign up, or anything that will direct your potential customers where you want them to go. You can do exactly the same with a podcast.

Exercise:

1. Use a five-minute mind map to list all the challenges you can think of for your perfect customer. This will form the foundations of your content schedule.
2. Discover your favourite type of content to create. If you are unsure, try all three and see what comes most naturally. If you are comfortable with all three, you are miles ahead of most others, including myself, so well done.

Creating Content – 5MB Style

Right now, you are probably thinking to yourself, “Yes, I know I have to create content, Mark, but it sounds like it’s going to take forever and I just don’t have the time”. This is why, before you pick up the tools to create each type of content, I want to set a framework for you to follow whether it be written, video or audio content that you are creating. If you follow this framework, use these techniques and leverage these upcoming game changers, you will become a lean, mean, content generating machine.

First of all, you need to get into the habit of creating content in batches, and then make a content schedule to share this with your networks. It’s like how chefs always prep their food, so when it comes time to cook, all they need to do is cook it up and it’s ready to go. This is what you want to achieve with your content. Do all of the work at the start, build a good base of content and share that out in a drip-feed fashion. This way you are not only going to save time physically, but mentally as well. Speaking for myself, I know that I need to be in the zone when I create content, that’s why I only do it one day per week.

Every Tuesday, my business partner, Corey, and I write blog posts and create videos. We usually spend around four hours a week doing this. Then all we need to do is slot the content into our content plan and we are away.

In the Communication chapter, you will discover how you can do this by putting your pre-created content on autopilot.

Now, there are also a couple of game-changing ways to hack your content creating abilities. Here they are:

- If you are uncomfortable with writing, the alternative is to record your voice on a program like QuickTime, save the recording and get a transcriber from oDesk (one of our core game changers) to type everything up for you. Depending on how much you record, you could get away with this for as little as \$20 a week. The best thing is, you now also have yourself a podcast.

Game changer alert #11 – Camtasia

If you love creating videos but don't have time to create a podcast, you can use a program called Camtasia to rip out the audio. You can then just pop that up as a podcast. Camtasia will only cost you \$99 if you are a Mac user; if you are a Windows user it will set you back around \$200. Camtasia is the most popular video editing software for beginners – you can also use Camtasia to edit your 5MB video recordings with ease. If you are doing any type of training or selling online courses or equivalent, you can use it to record your voice while recording your computer screen. As you can see, it is well worth the investment.

Exercise:

1. You have already discovered which type of content you like to create. Now see if you can use any of the hacks to create at least two out of the three types of content to begin with.
2. Buy Camtasia. The sooner you start learning how to use it, the better.
3. Of course, there is a full video tutorial of Camtasia at <http://5minutebusiness.com/vault>. It was made using Camtasia.

The secret to amazing blog posts

Written content is the most consumed content on the Web, followed closely by video, images, then audio. The important thing about written content is it is a deciding factor in search rankings. Search rankings are central to your 5MB success, so if you have decided to focus on video or audio content early on, I would highly recommend you write up some dot point 'show notes' from your YouTube video or podcast that will help get you enough written content in your post to generate some good search rankings.

The other main benefit of written content is because any type of publishing gives you credibility and authority. As you already know, it's important to establish authority in your field, as this is one of the key principles in *Influence: The Psychology of Persuasion*.

It's almost like writing a book, as soon as you are known as a writer of a blog you are seen in a different light, you are seen as a thought leader and a knowledgeable person. All of a sudden your respect is much higher.

Blogging best practices

There are many, many traps you can fall into when blogging. It can also become a very time-consuming task, which is what you want to avoid in your 5MB. Bearing in mind everything we have discussed so far about hacking your content creating and solving problems for people with blog posts, here is a framework for you to follow when you begin writing blog posts for your 5MB.

First, use your research that you did a few exercises ago to come up with a list of questions that your perfect customer will be typing into Google. Then use the Google Keyword Planner to find keywords or phrases that have a high volume of local monthly searches (minimum 5000) but have low competition. As we spoke about in castle, low competition is vital as it means there are not many other people targeting these keywords, making it a lot easier for your blog post to go to number one for this search.

Let's have a look at the personal trainer analogy again. Let's say you have started your 5MB and have built your castle and are ready to load it up with content to share out. After surveying your current clients and maybe

asking around on social media, you find that a lot of women are looking to tone up their legs coming into summer. This is when you would jump on the Google Keyword Planner and maybe type ‘leg exercises for women’. You may find that there is high competition for that term, but you will see that Google will give you a big list of relative searches where you would see that ‘thigh exercises for women’ gets 15,000 local monthly searches and has low competition. Bingo, this now becomes your key word or key phrase.

Now, you do a five-minute mind map (yes, another one) to get all of your ideas around thigh exercises for women onto paper. Make sure you do a quick Google search to pick up any ideas or to see if someone has written a similar post.

All that’s left to do is write your blog post. Make sure you use the Yoast SEO plugin at the bottom of your post to place your key phrase everywhere it needs to be. The Yoast plugin will coach you the whole way. It’s just about getting that all-important green light.

You will notice that this is a very similar strategy to when you selected the keywords for the title of your website. These were your overall keywords to target, whereas with this strategy you are targeting keywords with individual blog posts.

5MB Gold Nugget

You would have seen a lot of articles around the Web with a numbered title such as “Seven steps to freedom” or “10 tips to make more money” etc. This is a proven technique for engaging potential readers with your headline. Because you are basically mapping out the article for them before they even look at it, they know what they are going to get before they read it, but this also intrigues them to read more. People are wary of having to scroll through an article to find bits of practical information, so simplifying it for them by giving them numbered steps is good practice. It also helps people remember information in blocks. Try to write some of your blog posts this way, test which ones get the most engagement for you and then focus on those.

A few more tips to make sure your blog posts are engaging and easy to read:

- Whether using the numbered steps method or not, be sure to use captivating titles such as “Discover the Secret to ...” – these always get readers’ attention. For more information on writing good copy and headlines, I highly recommend Robert W Bly’s book *The Copywriter’s Handbook*.
- Make sure you inject your personality into your writing. Don’t be scared to write how you speak – the more passion the better. If you try to dumb it down, it will seem dry and people will be turned away.
- Use short paragraphs.
- Straightaway address the problem you are going to solve for the reader. There is a fair chance they have come to your blog post from a question they have asked in Google, so you need to be clear you are going to answer it from the start.
- Break up your blog post with bullet points and images.
- Use bold to highlight important points; this will jump out to people who are just skimming.
- For the perfect example of a great blog post, check out:
<http://5minutebusiness.com/vault>

5MB Gold Nugget

After writing your blog post, go back over it and add in ‘calls to action’ in order to send people where you would like them to go. For example, you could put in ‘subscribe to my email list here’ or ‘for more information, check out blog post X’ links throughout the post. This will increase your chances of turning the visitor into a prospect tenfold. It is also important to have links in your blog posts for SEO.

Exercise:

1. Think of five topics or questions that you think your audience wants to know regarding your product or service, then look up the best keywords using the Google Keyword Planner. Now write five blog posts around those topics.
2. Do this within the next two weeks.
3. Once you have finished, publish them on your blog to give yourself a base of content.
4. Try to write at least one blog post per week to begin with. It is then up to your personal situation to how many posts you put up.
5. Remember, quality trumps quantity every time in blogging, so make sure you are solving problems and answering questions for people with every post.
6. Don't forget to head to <http://5minutebusiness.com/vault> to watch the video walkthroughs on how to create the perfect blog post.
7. Well done. You have now added some serious value to your castle.

The secret to *awesome* podcasts

Because of the fast-paced world of today, many people choose to kill two birds with one stone and listen to audio instead of reading. People will listen on the radio in their car or perhaps on their phone when they are walking. This is where you can take advantage of creating a podcast. As people often have nothing else to distract them when they are listening to a podcast, you will find they will be as engaged in your content as they can be. There is also minimal risk of distractions.

So what exactly should you put in your podcasts? The answer is exactly the same as what you would put in your blog posts: answers to questions. As we discussed, before you can record a podcast on your own, just detailing some practical steps for people, you can do interviews with others

in your industry or discuss key topics. You could even review one product extensively with each show; it really depends on the nature of your 5MB. The only thing that is an absolute must is to make sure the content is as practical as possible. People must be able to go away and implement something you have told them.

With this in mind, you need to decide what your podcast is going to be all about and what value you are going to give to people who listen to it.

You can even use the same technique with the Google Keyword Planner, as this will give you a great idea of what people are searching for.

The other terrific thing about podcasts is that people can subscribe to them; this means they automatically download each time you post a new episode. The power of this feature is often underestimated. Let's say you have created a 5MB based around life coaching and personal development. You monetise this by selling online products, such as ebooks and video courses. You have a very successful monthly podcast that is only 12 months old but already has 1000 subscribers. This means that as soon as you upload your latest episode, 1000 people will have your podcast on their smartphone. Now here's what you could do:

You might write a new ebook to sell on your site for \$14.95. You could then create a deal at the end of the podcast where you give the listeners a special offer of \$9.95 for the ebook plus the bonus of your last ebook for free. If you use the game changer 'Scarcity Samurai' to time the offer for one week, you may get 10–20 per cent conversion from it. That's \$1000–\$2000, just for recording a 30-minute podcast and writing a 15-page ebook. You don't want to do this on every podcast or you will lose subscribers due to selling too often, but this could coincide perfectly with a promotion that you run on a monthly basis.

Creating podcasts 5MB style

When you're thinking of a podcast, if you're thinking of a home studio with expensive equipment, you need to get your head out of the boring world of traditional business! All you need these days is a computer of any kind and a \$90 Sennheiser headset with microphone. Alternatively, if you are going to be doing the podcast with another person in the room, you can get a

studio quality podcast USB microphone called the Yeti from Blue for around \$100. Remember, if you have awesome content nobody is going to care if they can hear a bit of background static or an echo. You will get high-quality recordings with the Sennheiser or Yeti anyway.

What you use to record your podcast will depend on how your podcast is going to be set up. Here are the options:

1. If you are talking alone on the podcast, you can use the free program called QuickTime. Just plug in your headset or Yeti, hit record and start talking.
2. If you are interviewing someone, you can use Skype and a program that costs about \$20 called Call Recorder. Once again, just plug in the headset, call the person on Skype, hit record and start talking.
3. If you want to put up the audio from a video as a podcast, as I mentioned before you can use Camtasia to rip out the audio and then render it as an MP3.

Don't worry if you stuff up during the recording process because you have bought Camtasia. You can use this to edit the audio and make a professional sounding podcast.

If you want to listen to a great podcast to give yourself some inspiration and to see how it's done by a professional, search for Michael Stelzner's podcast called 'Social Media Examiner' on iTunes. Michael gives away some amazingly valuable content on a weekly basis, so have a listen to that for the great content and to unlock some awesome podcast ideas. Stelzner is a true benchmark in podcasting.

Game changer alert #12 – Audio Jungle

To cap off your professional sounding podcast, head over to AudioJungle and get a podcast intro and outro for around \$15. There are thousands to choose from, which can sometimes be an issue because you may take a lot longer than five minutes to choose. The best way to narrow it down is to think about your target market. If your 5MB is about gardening and your podcast is monthly gardening tips, you're not going to be looking for a big

epic intro with blaring music. You just need to find something that will set the mood of your podcast. This will make your podcast sound really professional for a fraction of the cost of doing it in a studio.

Once you have edited your podcast in Camtasia and put your intro and outro in place, all you need to do is export the audio as an MP3.

Now that you have the compiled MP3 of your podcast, you need to upload it to a podcasting service. The one I suggested earlier is Podomatic. It's easy to use and allows you to upload them for free until you hit a space limit. But it's a great way to get started.

➤ Check out this game changer here: <http://5minutebusiness.com/audiojungle>

5MB Gold Nugget

The artwork for your podcast is important because people will be viewing it on their smartphone nearly every time they are listening to you. As we discussed in the branding section, you need to be consistent across all channels. All you need to do is head to Fiverr and buy a gig for someone to make a podcast artwork for you. Just send them your logo with the colour scheme you would like, and they will do the rest. Again this relates back to liking as a factor in Influence: The Psychology of Persuasion. People are drawn to things that look good; therefore you need to present as a cut above the rest. This is a way to achieve it all for \$5.

Once your podcast is popular, you will probably think it's worth upgrading to a premium package with Podomatic.

The final step is to get your podcast onto iTunes, as that is where most people will subscribe to it. It's actually relatively easy to do; just go to iTunes and head to the podcast area where it says 'publish podcast'. You will need to get the RSS link from your Podomatic account, as that will automatically create your podcast into an RSS feed.

Put the RSS feed into the area where you submit your iTunes podcast and you are away. It might take a couple of days to appear on iTunes, but

once it does, you will be the owner of an official podcast that people will be able to subscribe to.

Exercise:

1. Do a five-minute mind map to work out the goal of your podcast channel and then plan your first five podcasts.
2. Purchase yourself a Sennheiser SC230 Monaural Corded Headset or Blue Yeti USB Microphone.
3. Grab a suitable podcast intro from AudioJungle.
4. Head to Fiverr and get yourself a podcast artwork made with your logo and colours.
5. Sign up for Podomatic, fill in all your details, use their page builder to design your podcast page and upload your artwork.
6. Make sure you add as many tags as possible using words that describe your business.
7. Record your first podcast, put it together in Camtasia and publish it on Podomatic. Make sure you publish it on iTunes as well.
8. Make sure you create a blog post about it and embed the Podomatic link on the blog post.



All these resources and more can be found at: <http://5minutebusiness.com/vault>

Create Spielberg-like video productions on a shoestring budget

Video content may not apply to every 5MB, but even if you don't intend to use video content to begin with, it's important to learn how to create it as it's fast becoming one of the most consumed types of content on the Internet. This is due to a few different factors. One is that the speed of the Internet is becoming faster and faster, so waiting for a video to load will become a thing of the past. Another reason is that due to game changers

popping up left, right and centre, it's becoming easier and easier for anyone to create amazing video content. The great thing about video content is that you can express the widest range of emotions. Body language and tonality used together can engage someone more than you can imagine.

If you decide to have a crack at video content, you should follow the same framework to come up with your content as your blogs and podcasts. Research some questions that people are typing into Google, get on the Keyword Planner to find some keywords, then do a five-minute mind map and come up with a list of video topics to answer those questions. Again, your videos need to be as practical as possible. They don't need to be an hour, or even half an hour long. A practical, five-minute video you make that solves a really tricky problem for people in your industry can make you thousands just from site traffic alone.

Now you need to come up with a name for your show. Adding TV to the end of your 5MB name is a pretty safe bet. It's nice and simple and keeps everything consistent, but it's up to you what you call it. Once you have your name, you need to start your YouTube channel. There are lots of other video platforms out there that you can use and some may be more popular among the niche that you have chosen. But that is for you to find out through your own research, so in the case of this book, I am just going to talk about YouTube. You can use your Google account that you opened earlier to set up your YouTube channel. Make sure you spend the five minutes it takes to fill out all the info on your channel and get yourself a good-looking header and profile picture. Again, make sure it's consistent with the rest of your branding identity.

Now that the set up is out of the way, here is how we create video content for Social Empire and Reminisce, and how I created all the video content for the 5MB website. There are a few different options, depending on your budget.

First, the camera we use is a Kodak Play Touch, which costs around \$250. However, you can easily get a professional-looking recording using a smartphone with a good camera. Now you will need an external microphone, as the sound coming straight from a camera or phone is terrible. I know I said before that as long as you have good content the rest doesn't matter, but if they can't even hear what you're saying, then you're

going to be in trouble. You can get a lapel microphone off eBay for about \$100, but what we use is a bluetooth wireless Microphone. You can pick one of these up for about \$200.

Once you've got your camera, microphone and something to hold the camera such as a tripod, it's time to get recording.

If you haven't done much recording on camera before, the best option is to practise and keep practising. At the start it will seem very unnatural and you will make a lot of mistakes, which is completely normal. The best advice I can give is to just start talking. You have already done your preparation, so you know what question or problem you want your video to answer or solve. Don't try to think too much about what you are going to say. Just first say what comes naturally, watch what you have done, evaluate and improve. Keep on going until you get it right.

Finally, try to be passionate about what you are talking about and do your recordings in small chunks. Don't get too worked up on presenting the whole two minutes speaking straight up, then mess up at the last bit and think you need to do it all again. Camtasia allows you to do transitions, so viewers won't notice you've cut and spliced it together. Just make sure you mark where you stand or sit and that you don't move the camera. This is so it looks as natural as possible when you edit the video.

When creating video content, as long as you are passionate about your topic and you are producing great content, viewers won't care that it isn't a big budget product. Often the fact that the video is real and raw means it generally seems more real to the viewer and builds more rapport.

5MB Gold Nugget

Yes, it's my favourite game changer again – Fiverr. This time you are going to get your video intro and outro done. All you need to do is search 'logo reveal or video intro' in Fiverr and watch the hundreds of demo intros and outros. My tip is to go for something short, around six to eight seconds. You will be amazed at how many people will be too impatient to sit through a 20-second video and click away before the video even begins, so make sure you don't give them the opportunity to do that.

You can put all your calls to action in your outro – just make sure you select a video where you can add a few lines of text. Once you have selected your videos, just pay the \$5 and upload your logo. The person who created the gig will do the rest.

Once you have recorded your video, it's time to get stuck into Camtasia again. Simply drag your video recordings and intro/outro in there and get playing. You can add music by dragging it in, too. It's extremely easy. If you are struggling, there are tutorials on the 5MB website.

Creating video walkthroughs

As I mentioned earlier, even if you don't want to get in front of a camera, you can still use Camtasia to record your screen and create video walkthroughs for people. This may be how to use your product or how to perform certain tasks online. I believe video walkthroughs are the most practical type of content, which is why I have done so many for the 5MB website.

Exercise:

1. Do your research and come up with five titles for videos you can create.
2. Come up with a name for your show and start your YouTube channel.
3. Get your recording set up. A smartphone with a lapel microphone is more than enough to get going.
4. Record your first video. Remember it doesn't have to be scripted or unnatural – just be yourself as if you were talking to someone in person.
5. If you are just going to create video walkthroughs, use your Sennheiser headset, open Camtasia and hit record.

6. Head to Fiverr and find a cool intro and outro video for \$5. Search for logo reveal as the keywords in the search area.
7. Use Camtasia to put your video together.
8. Publish it on YouTube, then create a blog post about it on your blog – make sure you embed the video on that.



All these resources can be found at: <http://5minutebusiness.com/vault>

John, the shoemaker, Part III

From March through to May, work was a drag as usual. The only thing that kept me going was the excitement of Fit Fast Footwear. I actually felt like I was living a double life. The eight hours of work during the day seemed to go on forever. But as soon as I got home it was go-time, and I would work for another four or five hours.

Most of the time I spent on Fit Fast Footwear was used to create content. I knew I needed to add value to my castle through the vehicle of content. The challenge was working out what type and then also having the confidence to put myself out there for the world to see.

Then I decided to go with blog posts and videos as my preferred content mediums to begin with and would maybe look at doing a podcast once my 5MB was flowing. At the start, I didn't realise how much content I could create. I soon found out that the possibilities were endless.

With this in mind I decided to create a five-part blog series called 'Five Quick Exercises for Dads'. The reason I called it this is because I found by using the Google Keyword Planner that 'quick exercises for Dads' was getting searched 15,000 times per month with low competition. I used a lot of images in the blog posts, giving demonstrations of how the exercises were done. I made sure I used the Yoast SEO plugin to coach me through optimising my posts and made sure I received a green light for all of them.

After I had written the five blog posts, I then did a five-minute mind map to come up with an angle for my YouTube show. I came up with an idea to do case studies on men just like Greg, my perfect customer. I would

interview them about their story, give them a free pair of my runners, give them one of my custom healthy living plans and then send them on their way. I would then catch up with them in a month's time to see how they were going. I thought this would be a great way to provide value to people, while still driving traffic to my site and pushing sales of my shoes.

It only took me five minutes to set up my YouTube channel, order my lapel mike off eBay and buy a copy of Camtasia. I just used my phone to record the videos to start with – that was all I needed. After practising in front of the camera for a while, I started to feel comfortable, so I ended up recording the five interviews in one day. That night after work, I jumped on Fiverr and ordered myself an intro and outro for my videos for a total of \$10.

Once my Fiverr gig was delivered, I used Camtasia to edit the videos by putting the intro and outro in, added some background music and a few cuts to the raw footage. When I first started using Camtasia I was slow, but I soon improved. I still have heaps to learn, and I'm sure there are things that I don't even know about yet, but I'll get there.

If I was really struggling, there was always trusty Google, along with the 5MB website.

Once I had finished the five videos, I exported them all and uploaded them to YouTube. I also made sure my website link was in the description of the YouTube video. Then I grabbed the embed code from the YouTube page and embedded each video into a blog post, then wrote some 'show notes' underneath to clear things up for people, also to help for SEO. I now had a total of 10 blog posts, five written and five videos. I set up my blog categories and set up the menus so they were easy to find.

I had now stocked my castle full of some of the most valuable content you could wish for. I had answered my perfect customer Greg's questions and solved his problems. Next step, get my content in front of him.

Ooohh, baby, it was getting exciting.

PART 3: COMMUNICATE TO DOMINATE

By making it this far in the book, you should now have a grasp of the amount of power you hold in your hands through using game-changing online tools to build your castle and put yourself out there with content. Everything should be starting to make sense. You should be actually starting to visualise your 5MB generating you some serious revenue. The importance of getting your castle in place, along with a good base of content that you will continue to build, cannot be underestimated.

However, communication is where the real party starts. If castle and content are the responsible ones, the must-have pieces of the puzzle, then communication is the rock star. He is the extrovert, the life of the party, the one who brings the crowd back to your castle. Communication, my friend, is the milkshake that brings all the boys to the yard.

Boys = Site traffic

Yard = Castle

So what exactly is communication?

Social media is the obvious communication channel, along with search. The other types of communication you should focus on to begin your 5MB are forum posting and blog commenting. By focusing on these four channels, you will give yourself the best opportunity to draw people back to your castle and get them to connect with you.

In this chapter you will pick up the tools to become a master of communication without too much effort. But do not despair; as with all 5MB techniques, your bank account doesn't need to be involved a lot either.

Every strategy and technique I will talk about will not involve paid advertising in any way. Don't misunderstand me – there is definitely a place for this. For example, you can use an awesome little ad strategy to get

yourself 1000 highly targeted, super engaged fans on Facebook within two weeks. This only costs \$10 a day to do. However, it's a lot better to understand how you can grow your fan bases for free, before moving onto cheap paid strategies to really supercharge your campaigns.

You have already learned how to communicate your content through search in the chapter on content, and at the end of this chapter you will pick up an awesome strategy to outsource the *process* of forum posting and blog commenting. (This alone will drive *huge* amounts of targeted traffic to your site.) Therefore, 90 per cent of this chapter will be covering social media.

Now, I'm also not going to explain why you should use social media and how it has changed the world. You already know that and, if you don't, you can Google it and find out for yourself.

The best way to describe communication – whether it's social media, blog commenting, posting on forums or any other form – is that you are, in essence, lighting spot fires. You are using game-changing platforms to scour the Web with a box of matches lighting little spot fires for your 5MB. Some of them will spread rapidly, some of them will burn slowly and some will go out. But as long as you keep lighting them, your spot fires will eventually meet to create a giant inferno of loyal fans of your 5MB. Remember talking about word of mouth on steroids? Remember how word of mouth is hanging out with Lance Armstrong due to all of the content creating platforms? Well, now social media has joined in and, guess what, he has brought Ben Johnson along with him.

So throughout this chapter, you will discover the strategy to create this inferno of fans. These fans will like you on Facebook, follow you on Twitter, read your blog posts and sign up to your email list. They will follow anything you do, hanging on your every word. The most important thing is that you will not need to sell your products or services to them on social media, as they will sell themselves through the monetisation system you will discover in the next chapter.

As you can see, we are getting very close to the pointy end. It's not party time yet, but it is definitely pre-drinks.

It's time to put some hustle behind this muscle, so let's go ...

**Just a note, when I am speaking in social media terms saying fans, followers, likes, re-tweets etc, I am just speaking in general. So if I say fans, it doesn't necessarily mean I am talking about Facebook. I try to not go into specifics of each platform as things change over time. The actual specific strategies will be constantly updated on the 5MB website.*

How to get potential customers eating out of the palm of your hand

Most people will tell you that the first thing you need to do is to write out a boring ass plan for the online communications of your business. I say good luck to them because they are missing the whole point of it. All of these game-changing platforms like Facebook, Twitter, LinkedIn and Instagram have given us the opportunity to do something for free that used to cost thousands and be called 'market research'. Yes, you can now listen for free. As for the plan? At some stage during this chapter, I will show you how to write one in five minutes.

So what's first? Well, first, you must find your inner stalker. That's right; no more creeping through your ex's photos on Facebook. Instead you want to be searching around social media to spy on your perfect customer. The way to do this is to work out some Facebook pages or Twitter accounts that your perfect customer is a fan or follower of.

For example, remember that for Social Empire our perfect customer is Chris, the 26-year-old white collar professional working in finance at ANZ Bank. Bearing that in mind, we found around 10 people who fitted Chris's description on social media and asked them for a survey. We found that all of them had similar interests and not, surprisingly, liked a lot of the same pages. We then looked over those pages and found the best time to post, which types of posts received the most engagement and which types of posts they shared and so on.

Game changer alert #13 – Sprout Social

A game-changing tool you can use to spy on your perfect customer is a tool that you have most likely heard of called ‘Sprout Social’. Tools such as Sprout Social allow you to search for key words that are being discussed by users in their social media messages. Sprout Social trawls through all the social media messages with keywords listing those discussions so you can see who has said what.

For example, let’s say for your 5MB you have decided to teach people in their 20s how to save and grow their money. You have just reached the end of your 20s and watched most of your mates fall into debt and struggle to climb back out. You don’t consider yourself as ‘rich’ but you have always been a top-notch saver and have set yourself up pretty well. So you jump on Sprout Social and search for terms that people in their 20s may use when talking about this topic. It may be just things like ‘credit card debt’ or ‘pay off credit card’. Maybe you could write ‘save cash’ or ‘save for my trip’. You could even get really creative and type ‘poor weekend’ because you know a common term is something like ‘I’m so poor this weekend’.

This will list all the tweets and all the topics that are being talked about around these terms.

You might want to search for MasterCard or Visa or some of the big banks to see what users are saying about them and see how you can market to them through leveraging what they have been talking about.

If you know a certain product is popular from the voice of social media, you can leverage that by mentioning that brand. Perhaps there is a hashtag that is constantly being used in conjunction with the messages, so you know to integrate these into your messages as well.

Search on Twitter is also essential for this. Go to <http://search.twitter.com> and you can search for keywords, which are getting tweeted about in your area. This allows you to really peer into the minds and conversations of your target demographic so you are a more aware and ready when you start to join in the conversations.

After scouring social media, it’s time to turn your attention to forums and blogs. There is no secret sauce recipe to this part – just sign up to every forum and blog relating to your 5MB and get reading. You don’t need to start interacting yet. See what people are saying and how they are talking to each other and take note of it. The secret sauce recipe will come at the end

of the chapter where you'll find an awesome strategy I discovered for outsourcing your blog and forum communicating, without actually outsourcing it.

Exercise:

1. Stalk the heck out of your perfect customer on social media. Facebook and Twitter are the big two; then you can look around on smaller networks like Instagram, Pinterest etc. You should start to get an idea of the types of networks your perfect customer likes to use.
2. Sign up for Sprout Social and get searching. Just type keywords around your chosen niche.
3. Sign up to all of the forums and blogs relating to your 5MB and scour them for as much information as possible.

5MB Gold Nugget

Amongst all your stalking, you will find many pains and problems that your perfect customer will have. As I mentioned in the content section, make sure you keep adding these to your list of blog posts you are going to create. Social media and forums are absolute gold mines for content ideas.

Once you have found out which pages your perfect customer is interacting with, what type of content they like to share, when they are most active online, among other things, you can really start to use this information to your advantage. The first thing you can do with it is to use it to develop the personality of your 5MB.

Your 5MB has a personality – let's find it

How you portray your brand across all platforms is essential to your success. If you can discover the inner personality of your 5MB and stay consistent with that through all of your communications, you will be giving those spot fires we talked about the best opportunity to turn into a towering inferno.

This is because each time you light a spot fire, what you are doing is sharing your message and company personality with someone who is from your target market. Most of the time, they will check you out at the very least. If they like what they see, they will connect with you. The fire is then alight. If the next week they see something you have posted that contradicts the reason they liked you in the first place, the fire may then be extinguished.

Let's look at a brand such as Google. Their brand personality I feel is very techy, innovative and powerful. Therefore their brand communication through social media needs to have that tonality and everything they share, do and say must evolve around this personality. Let's look at some of the tweets from the Google Twitter account:

From Google:

“Heads up: we're pushing a new Panda data refresh that noticeably affects only ~1% of queries worldwide.”

“At #ISTE discussing the Web's potential for education & introducing some new features for schools using Chromebooks.”

Very professional, techy, innovative and powerful are the words that come to mind.

Now let's look at a personal brand such as Paris Hilton. This is an extreme polar opposite, but a bit of fun to compare the tonality. The Paris Hilton brand personality is one that is attempting (and I mean it when I say attempting) to be sexy, classy and perhaps a bit ditsy. Let's look at some of the Paris Hilton brand tweets (it is unlikely she does many of the tweets).

From Paris Hilton:

“So nice to see so many of my Brazilian fans outside my hotel. Thank you all for your letters and gifts. So sweet! Love you all so much! 😊xo”

“On my way to the @MTV@ #MovieAwards with my beautiful sis @NickyHilton. Both rocking sexy @MarcoSquared dresses, loves it! 😊xo”

“Going to bed. Tweet dreams everyone. Love Paris 😊xo”

Now let’s imagine Google tweeted like Paris Hilton does. It might go a little something like:

“Heads up babes: pushing a sexy new panda data refresh that only affects ~1% queries worldwide. Can’t wait!! Love Google 😊xo”

Just doesn’t feel right, does it?

This is an extreme example, but it’s interesting to note how a different tonality can affect the brand personality through social media communication. This type of example would be blatantly obvious to most people that this isn’t the way Google should communicate, but it’s often overlooked by people, even by many large brands.

You can be one step ahead of the competition by working out the personality of your 5MB. So how do you discover the personality of your 5MB? It should be a combination of three things:

- Your 5MB central purpose
- The personality of your perfect customer
- Your own personality.

You already have the first two on paper and probably have a fair idea about your own personality. What you need to do, though, is find out what it is about your personality that makes you fascinating to people. Once you do that, you can use these triggers to your advantage.

Game changer alert #14 – the Fascination Advantage Test

This is where the ‘Fascination Advantage Test’ by Sally Hogshead comes in. I heard about this test on Derek Halpern’s Social Triggers podcast about a year ago and thought it sounded worthwhile to check out. I took the test (I think it was around \$40), which was just a series of questions about myself in everyday scenarios. The results were amazing, and I found out that my two fascination triggers are ‘mystique’ and ‘prestige’. I then received this huge report on how to use the triggers to influence people, how to sell my products and services, which famous people had the same triggers as me, plus a heap of other interesting information.

Whether you take the test or not, the easiest way to hone in on your 5MB personality is to do another five-minute mind map.

Exercise:

1. Take the Fascination Advantage Test.
2. Write down your 5MB central purpose from the start of the book.
3. Start your five-minute mind map with your fascination triggers. Or if you didn’t take the test, simply write down parts of your personality that you have received compliments on in the past.
4. Then write a few of the main personality traits of your perfect customer.

If your personality traits are close to your 5MB central purpose and your perfect customer’s personality, that’s great. You know you just need to be yourself, focus on your fascination triggers and don’t steer away from that. Put as much passion as possible into everything you do and, provided you have a niche and you have your castle and content in place, you can’t lose.

However, if you and your perfect customer’s personalities are different, you can also use this to your advantage. Let’s go back to the personal

trainer analogy. You may be a fit, energetic, happy-go-lucky, 37-year-old extrovert, whereas your perfect customer may be an overweight, slightly depressed 50-year-old male who wants to change their life but is too scared to make that first call and book in a session. If you acknowledge this in some of your messages by showing a more caring approach, you may resonate with them and they will want to connect with you.

This is just one example of how you can use the personality of your 5MB to your advantage. Once you have discovered it, it must be in the back of your mind with every communication you make and every message you send out. If what you're sharing doesn't line up with your 5MB personality, don't share it.

Always go by this rule: When in doubt, chuck it out.

While I'm at it, stick to one more rule: On social media in general, keep it light-hearted.

Now that you have found your 5MB personality, it's time to select your communication weapons of choice.

Select your communication weapons

You have already signed up to all of the forums and blogs relating to your 5MB. You have also stalked your perfect customer to the point where you know what they eat for breakfast every morning. Now you are going to use this information to select which social media platforms you will use at the start of your 5MB journey.

Now, this is one of the main questions in emails I get from people: "Mark, can you just quickly tell me which social media networks I should use to start off?" That's like asking 'how long is a piece of string?' My reply is always the same, "Use Facebook. As for the others, they are for your target market to decide."

Facebook is the only platform that you must use. Then I recommend using two others to begin with. As I said, you need to use your research to pick these. Let's say you are starting your own delivery-only florist business, targeting inner city corporates. You may have jumped on Twitter and searched every term relating to topics like flowers, florists, birthday

gifts and last-minute gifts. You may have found that nobody is talking about this sort of stuff at all. You may have also found a few other florists on Twitter and found that they are not doing very well. There could be many reasons for this, but it's fair to say that Twitter would not be a good place for you to start off.

On the other hand, you may have done a similar thing on Instagram and seen a hive of activity. You may have also seen that another florist in a different area uses a special hashtag to create daily specials that people love. It looks like Instagram is for you. Bang, you have selected another weapon.

Exercise:

1. Start a Facebook page for your 5MB. You have most likely already done this.
2. Use your research to select at least two more social media platforms to use for your 5MB.
3. If you are using Twitter or Instagram, come up with your own hashtags to attach to all your messages. You could even have a few different ones for different types of content. This is the best way to get your content to go viral on these platforms.



Head to <http://5minutebusiness.com/vault> for full tutorials on how to optimise your social media weapons on setup.

How to boost your weapons for initial social proof

Social proof is another factor in Caudini's *Influence: The Psychology of Persuasion*. Just to recap, social proof is when people do something because a lot of other people are doing it. It's the herd mentality and is a big driver of influencing behaviour. You can probably think of a few times when you have done this yourself. You may see a photo on Facebook that you think is funny. You then see it has been up for an hour and has no likes.

The chances of your liking it will then diminish because you come to the conclusion that nobody else thinks it's funny; therefore you do not want to be seen as the only one.

So how do you get a following to give your potential fans the social proof they need to join your community?

There are several strategies you can use to supercharge your pages initially to get instant social proof. I debated whether to explain them in this book or just to make videos for you to follow on the 5MB website. The reason for this is that new platforms are popping up every day, along with many changes to existing platforms. So the strategies that work this year, may not work next year. That's why I have decided to keep it all on the 5MB website.

➤ Head to <http://5minutebusiness.com/vault> and watch the tutorials on how to give your chosen communication weapons that initial social proof.

How to light spot fires around the Web

First of all, if your 5MB has remarkability, a well-chosen niche and a USP like we discussed at the start of this book, it will automatically start to create spot fires everywhere. This is providing that you are putting out consistent, valuable, light-hearted content that you are passionate about. It will start to go viral because people will start sharing and engaging with your content through likes, comments, shares, re-tweets, replies, hashtags and so on. Once people see their friends engaging with you, this creates that social proof needed and all of a sudden a few of your spot fires have just formed a bonfire.

But now it's time to grab your box of matches and start manually lighting spot fires around the Web. This is the first step in the process of growing your 5MB organically. Now there is no quick solution or tool you can use for this part. You need to post on your own pages, schedule content and post links back to your castle. There are plenty of ways to automate this, which you will discover in the coming pages. But manually lighting your spot fires – that's all you, baby.

There are many ways to do this, but I want to focus on two. The first is communicating with influencers in your industry – the people in the inner sanctum. This is how you leverage other brands to get exposure to larger distribution networks without spending ridiculous amounts of money on advertising.

Now I am not saying communicate with celebrities and hope they share your content with others. For example, let's say you started your 5MB around creating hearty recipes for families who have diabetic children. I am not saying communicate with Jamie Oliver every day and hope for the best. They do not have to be celebrities in the eyes of your customers, but they do need to be thought leaders in your industry. They need to be the people your customers listen to.

Who do you look up to in your industry? Who do you get inspiration from? Do a five-minute mind map to help you discover the main people who influence your industry. These people could just be local success stories and their network could be a goldmine for you to tap into. Since the boom of social media, these people are not as far away as they used to be. What's a simple way to find them? Simply use the search function within your social media network of choice for keywords related to your topic. The most influential people will be displayed first for you to like or follow. Remember, they were once where you are and there is a good possibility that they will communicate back with you. When they do, you are leveraging their whole database of like-minded people.

Here's an example of how this has worked for me before. We were coming up to a big Reminisce event last year and we wanted to be creative and get leverage from some famous DJs. As you know, our brand is all about people voting for songs, so we tweeted out a question to our fans. This is what it said:

“What's your favourite @ericprydz song of all time?”

Because we put his @ tag in the tweet, Eric saw the tweet and re-tweeted it. Now instead of going out to only our followers, the tweet went out to Eric's 250,000 followers. Then it got really crazy. First of all, we started this huge worldwide Twitter debate about the best Eric Prydz song.

We ended up with about 20 more re-tweets, so God knows how many people saw the tweet. We also had people from all over the world putting our Twitter name in their tweets. We ended up snagging about 1000 followers.

Not only that, but I jumped on Google Analytics and there were people from every corner of the globe on our site. We had about 700 at any one time for about an hour. People were signing up to our email list and sending us emails to run parties overseas, our YouTube vids got heaps more views, our Facebook likes went up by about 500 – the list goes on.

We created a raging inferno of fans for our brand all from one tiny tweet that didn't cost a cent. When things like this happen, I think about those poor people paying thousands for traditional advertising such as television, billboards and the like. They might be paying \$10,000 a month for a million eyes on their business, but we just got 250,000 on ours in an hour for free. To say that is game changing is an understatement.

If you can think of creative ways to get your content shared like this, then you will start to get some real traction from social media.

Along with leveraging their database, there is a real possibility of striking up a relationship with the influencer you are communicating with. Even something as little as a follow or a re-tweet can lead to the start of a successful business venture. It has happened to me, and I have seen it happen to others so many times. You may not catch their attention until the third time you re-tweet them or the 10th time you comment on their post. You may never catch their attention, but as Bruce Springsteen says, you can't start a fire without a spark.

One thing to keep in mind is to try and keep a balance. Remember everything in moderation. Don't communicate too often as you could come across as desperate. Don't fish for replies either and *never* ask for likes or re-tweets. Just make valuable comments to show that you are an esteemed part of their community.

If you do this consistently, and as long as you have all of the other pieces of your 5MB puzzle together, after a while you will start to notice a shift in the landscape. You will begin noticing random people communicating with you, asking you for advice and giving you praise. That's right, you will start to become an influencer in your industry. With

your attractive branding, well-built, well-structured castle and passionate, practical content, you will develop the authority required to become an influencer. Once this happens, your spot fires will turn to bonfires very quickly and the sky will be the limit for you.

5MB Gold Nugget

Do not start lighting spot fires unless you have everything in place first. Let's say you are doing a gluten-free blog for your 5MB. You get all excited and build your blog, put some content on there and then launch it. You start using Twitter and following all of your influencers. You happen to catch the attention of one of them with a really funny reply to one of their tweets. They click on your Twitter page and see a shocking logo that you've made yourself. It's all over, red rover. You have just lost the chance to perhaps guest post on their blog because you were missing a crucial piece of the puzzle.

Now, the second way to manually light your spot fires is to communicate with the fans and followers of these influencers, along with other people from your target market. For social media, this one is really simple. Every follow, re-tweet, like, comment and share you do to someone from your target market is a spot fire. You have already picked all of the pages that you need to be communicating with. Now you need to get stalking again, but do it regularly. Search on Twitter for terms relating to your 5MB, get on Sprout Social and type in keywords, like all pages from your target market on Facebook and flick through the feed. Join in the conversation and start lighting those fires.

You don't need to make references to your own 5MB or your own content. All that you want to do is get involved in the conversations. This could be by answering questions, offering practical advice, offering your opinion on a topic or simply joining in a joke or acknowledging a funny image that someone has put up.

Exercise:

1. Follow all of your influencers' pages on your chosen networks.
2. If on Twitter, use the lists function to make a list.
3. Start communicating with them; join in their conversation.
4. Think of some creative ways to create some viral content like we did for Reminisce.
5. Start communicating with people from your target market, and start lighting those fires.
6. Make sure your castle is in place correctly before you do this.

That's great for social media, but what about forums? Isn't that extremely time consuming?

The one advantage that forums have over social media is that you can find a group of people who are talking about *exactly* what it is that you are offering in your 5MB. You will get a much higher conversion of people clicking through to your castle in forums (make sure you have a link to your castle in your signature).

However, the time disadvantage is sifting through the information and then coming up with a helpful response to many of the questions. Most forums are a lot more formal than social media, so people usually expect longer, more informative posts. Last year I discovered an awesome strategy from Australian entrepreneur Pete Williams that you can use to outsource the process of forum posting. So here it is:

Exercise:

1. If you haven't already, hire a virtual assistant from oDesk. You should be able to get one for around \$4 an hour. Make sure you check their previous work, English test, feedback, etc.

2. Find the top 3 forums that you wish to communicate with and give your virtual assistant access to them.
3. Over the period of a week, go through and communicate with people on the forums, answering their questions and joining their conversations.
4. Get your virtual assistant to monitor the types of questions you are answering.
5. Now what you do is get your virtual assistant to scour the forums each day for some questions for you to answer.
6. Get them to send you a maximum of 5 questions per day in a single email.
7. When you receive the email, all you do is just open Quicktime, hit record and voice record answers to the questions.
8. Attach the recording in your reply and your work is done.
9. Your VA will then write the answers out in the forums for you.
10. This should take you no longer than 5 minutes a day and take your VA no longer than an hour or so.
11. You have just saved yourself 55 minutes of precious time a day for \$4.

If you keep this up and join in five forum conversations each day, you will quickly see your site traffic, opt-ins and sales start to increase. People who communicate in forums are often the people who are on the lookout for the latest product, idea, service or info product. As long as you have all the pieces of your 5MB puzzle together, you will definitely see results.

A good example of this forum strategy working a treat is a good friend of mine Emma who started a women's fashion label called 'Emmajane' a couple of years ago. Obviously fashion is one of the most blogged about things on earth, so Emma knew from the word go that blogs and forums were going to be vital in launching her label. The problem was that because she was doing everything herself to begin with, she struggled to make time to sit down and light her spot fires.

One night about a year later I was having a chat to her at one of her season launches, and I was asking her how things were going. She said her brand was going great locally, but she was struggling to grow interstate and internationally. This is when I told her about the outsourcing strategy I had just discovered. She thought it was an amazing idea, but was initially a bit wary as to how the whole thing would work. Nonetheless, I set her up on oDesk and got her started.

Because she put in some initial research as to what forums and blogs she should target, she started to get instant traction. Her site hits and sales started to increase and gradually she grew her brand interstate and even started making some international sales. Now the strategy is part of her routine and is partly responsible for the success of her fashion label.

You may find yourself in a similar situation where you just cannot allocate the time to get your fire lighter on in forums and blogs. This is where you bring game changer #1 oDesk onto the field and make it happen.

How to create an inferno of leads for your 5MB

Now it's time to turn your attention to getting your content to spread outwards like wildfire through social media.

Remember, the goals for your communications are first to drive people back to your castle so they turn into customers, and, second, to grow your fan base, both without spending advertising money. This instantly gives you two types of content to share. Posts with links back to your castle and posts that grow your fan base. There is of course some crossover; you should still be aiming for people to share and comment on posts that you do that contain links to your own content back on your castle. You should also hope that sharing out viral content – such as images – to grow your fan base would result in more people checking you out and ending up back on your castle. The only difference is each post you do should have an individual goal in mind.

So first, let's look at posts that will grow your fan base. These are tweets, Facebook posts, Instagram uploads or Pinterest pins, for example. They are posts that you want to be seen by as many people as possible,

therefore putting your 5MB out there to as many eyes as possible. The goal is just to get things like “John likes [your 5MB] status” or “Bree shared [your 5MB] photo” or “Barry re-tweeted [your 5MB] showing up in people’s feeds. You are leveraging other people’s networks to get your 5MB to go viral. Again, this is word of mouth on steroids.

These types of posts don’t have to be content that you have created. If you have found a few funny memes or seen a photo that your fans will resonate with, think is funny and maybe even share, then put them out there. It’s all about getting that buzz around your page.

The goal is to get people to want to share things. Remember how we talked about people wanting to be the first person to tell people about something interesting and how it was a key factor of influence? You should aim to do the same with your content sharing. If you put out a hilarious but appropriate image, people are going to want to make themselves look good by sharing it. Remember, social media is all about the ego and each person that engages with your content in any way is fuelling those spot fires for you.

To begin with, you should focus on the two types of posts that grow fans:

Images

A picture tells a thousands words. It also gets the most engagement on social media. Whether it’s a meme, a photo of something to do with your 5MB, a picture of people or any other photo for that matter, you give your post the most chance to go viral by using an image. Generally speaking, Facebook is the only platform where you have a choice of what content to share. You can post an image to Twitter, but it doesn’t have the same effect because it can’t grab people’s attention in the newsfeed like Facebook does.

I have done so much testing on a lot of Facebook posts and found that for pure reach (how many people see the post), images win hands down. This is because they capture people’s attention quicker and can evoke a wider range of emotions in people. People are just more inclined to engage with photos, it’s as simple as that.

Let's say your 5MB is all about mountain bike riding. You monetise through importing and selling mountain bike parts, along with sponsors on your site and paid product reviews. You have 1000 likes on your Facebook page, but really want to start pushing out some viral posts to gain more likes. This will eventually transform into sending more people back to your castle, meaning more revenue for your business.

What you decide to do is share an awesome photo of Hall Ranch in Colorado (a world mountain biking mecca). Even though Facebook will only show this photo to 16 per cent of your fans for free (so in your case 160 people), you could end up with 2000 people seeing the photo. This is because each time someone engages with your photo, it will then show up in their News Feed. You could get 30 likes, 10 comments and three shares from the initial 160 people who see the post. That's 43 engagements. If each one has 200 friends, that's a potential reach of 8000. Even though the photo doesn't say anything about your 5MB, the name and link back to your page is with it everywhere it goes.

Again, this does not cost you one cent. I can hear that fire crackling already.

Questions

Simply asking your fans a short question is another brilliant way to get your posts to go viral. Why? Questions promote response – it's that simple. Looking at the mountain bike example again, you could ask a simple question such as, "Do you prefer a duely or a hardtail (single or dual suspension)?" Because this is such a hotly debated topic in mountain biking, you will get a lot of responses and start that virality around the post that you are searching for.

Exercise:

1. Search around Google Images and social media for some shareable images relating to your 5MB and stash them in a folder. Pinterest,

Digg, Reddit and Stumbleupon are also great places to find good images.

2. Make another folder called 'shared' to put images you have already shared. This way you won't share the same thing twice.
3. Do a five-minute mind map for debatable topics around your 5MB. Come up with a list of at least 10 questions you can ask.
4. Repeat this exercise every month.

Now we need to look at posts with the goal to draw people back to your castle. This is as 'salesy' as you are going to get on social media and you won't seem salesy at all. All you are doing is helping your fans with rich, practical content in the form of blog posts.

Remember, if you are sharing a new video or podcast that you have created, you must write a blog post about it, embed the video or podcast in the blog and then post the link to that on social media. As we discussed, every single person that comes to your castle adds value to it. Whether from sales conversions, ad revenue or affiliate links, it doesn't matter. If you keep people on Facebook or send them to YouTube, what you are doing is taking revenue from yourself and sending it to the big boys.

When sharing your blog posts, I have come up with a method to follow through a lot of testing. Use this, master it yourself and you will notice more and more people clicking through to your castle. It's called the AVA method, which stands for Attention, Value, Action:

Attention: First you must get the person's attention before they even think about clicking on your post. You have only a millisecond to do this, so it is vital to get it right. Begin by using enticing words like 'Discover the SECRET' or '5 EASY steps' instead of 'How To'. Make sure you put the enticing words in caps.

Value: Once you have the person's attention, they need to know exactly what value they are going to get out of reading your post. They don't care what it contains; they only care about what they can learn by

reading it. You may write ‘Discover the SECRET, saving 85% on your accounting’. That’s some serious value right there.

Action: This is the kicker and many people don’t do it because they think it is obvious. You need to tell the person what they need to do to get this value; you need to give them a parting call to action. Now your post will read, “Click here to discover the SECRET to saving 85% on your accounting”. If you have a podcast or something for them to download, make sure you use the word ‘download’. People love free downloads, no matter what they are.

With the AVA method you get people’s attention, provide them with some awesome value and then give them a clear path to receiving that value.

5MB Gold Nugget

When sharing your own blog posts on social media (and anywhere online) with a link back to your castle, always use Bitly links. With Bitly links, you paste the link you are going to share in a box, and it will then give you a special link to use instead of the one you pasted in. This will still link to the same place, but you will be able to go back into your Bitly account at any time and check how many people have clicked the link. The power of this is huge. You can sign up to Bitly for free and once you do, you won’t know how you ever lived without it!

Automation

As you have probably already discovered, all this content sharing, communicating and spot fire lighting can start to take up a lot of time. As you know, this is what we try to steer away from in the 5MB. There are a few ways to combat this. First, there are two game changers to use and, second, making a five-minute content plan and doing your spot fire lighting in batches will also save you loads of time.

Game changer alert #15 – Feedly

I touched on Feedly in the content chapter when talking about not reading the newspaper. Feedly is an amazing tool for sourcing your social media content and reading news as it allows you to subscribe to news from almost any website in your industry. This will minimise the time spent on sourcing content to share from your pages. It will also help you keep on top of everything that's going on in your industry and help you keep learning all the time. You can select a topic, search for it and hundreds of different sites will be listed that you can subscribe to. Through Feedly, all the sites' news will be aggregated into a single newsfeed, so you can pick and choose which content to share with your community.

You will never miss out on any news in your industry any longer, and you can send out this content with a click of a button.

All you need to do is sign up for Feedly (which is free). Search for news sources and subscribe to news websites in your industry. Just search for keywords related to your 5MB. You can also make subheadings to sort your news into. For example, I have headings such as Entrepreneurship, Dance Music, Lifestyle Design, Travel, Finance, etc. All of my news is then automatically sorted into those topics.

Let's say that you have decided to start your 5MB on guitar playing. You would first type 'guitar' into the search function and see what comes up. You may pick out 10 that you like from there. You could then start searching for individual guitar brands, guitarists or even popular music brands or websites. You may end up with a list of 30 newsfeeds, all based around guitar. You can then go and organise them even further into subgroups, so when it's fire lighting time you have all of the information you need at your disposal.

Exercise:

1. Sign up for Feedly. <http://feedly.com>
2. Start subscribing to feeds through Feedly that relate to the topic of your 5MB.

Game changer alert #16 – Buffer

There's a fair chance you already know that there are tools that you can use to automate your social media posts. There are literally hundreds of them. You can use them to set up all your content to go out at certain times without having to lift a finger.

Remember, though, these tools are only useful for spreading your 5MB fire outwards from your pages. The spot fire lighting that is replying, re-tweeting, liking, commenting and so on should all be done in real time by you. The rest, however, can be easily automated.

Personally, the tool I use is Buffer, and I combine that with Feedly. If you already use another tool, that's not a problem. I just love Buffer because it is so clean, simple and the browser extension is awesome. What I mean by this is that when you install Buffer, it will automatically put a little Buffer icon in all these little places around your browser. Pretty much anywhere there is content, there will be a small Buffer icon. This means that if you see a piece of content you like, you can click the Buffer icon and it will automatically put that into your 'Buffer' or schedule.

Not only that, but you can also see how many people have clicked on your links shared through Buffer just like Bitly links. This means you can start to get an idea on what types of content your community is clicking. This is great information as you can start to tailor your messages for your community because you will start to see trends in the topics of the content you are sharing.

The goal of using Buffer, however, is to make it not seem automated at all. You see, as soon as people get a sniff that you are automating things, they will stop communicating with you because they feel they are communicating with a machine, not a real person. This is why it is important to put time into setting your content in Buffer. Communicate as you normally would. Ask questions to promote response, refer to the current day (just make sure you Buffer it to go out on the correct day) and make sure you are still proving value and sticking to the personality of your 5MB.

If you start just whizzing through Feedly and Buffering anything that seems half interesting and leaving the text as the article heading, your 5MB will get a robotic feel to it. In 5MB world, robots = fire extinguishers.

Remember: although there is a crossover, there are only two types of content. Content that draws people back to your castle and content that grows your fan base. Once you find a good balance for these, you will really start those fires burning. This is where your 5MB ignition plan comes to the fore.

How to create a 5MB fire ignition plan

Now is the correct time to make your plan. There would be no point making a plan at the start like everyone suggests. How would you know what platforms to use, what to share, when to share it, or any other vital information like that? I can tell you now, if you make a plan at the start you will spend hours on it and never end up using it anyway, or you will just end up writing a new one, like this one.

Usually the first question is how often should I share content? Back to the old ‘how long is a piece of string’ question. This all depends on the nature of your 5MB. Let’s say your 5MB is based around English Premier League soccer. Throughout the season you may Buffer 10 tweets a day but then die down to two to three in the off-season. However, on Facebook you may do five posts a day mid-season and only one in the off-season. It all depends on the amount of content you have at your disposal. As long as you are posting something every day on each platform, your fires will continue to burn. If it’s one Facebook post, one tweet and one Instagram photo, that’s fine.

Remember, it’s all about testing and tweaking, testing and tweaking.

Okay, so you have already got your chosen weapons and all your data on your perfect customer and you know you need a balance of the two types of content. Now it’s time to map out your plan. Here is a sample plan to give you an idea. Your daily plan should include lighting fires; your weekly plan should be your Buffer schedule mapped out.

Daily Plan

- Forum posting and blog commenting – five minutes (using outsourcing strategy).
- Lighting spot fires – one hour (up to you how long; the more spot fires, the more chance of it turning into an inferno).

Weekly Buffer Plan

Buffer all of your content once a week. Allow a certain amount of time to find the content and Buffer it up, usually about two hours. Remember that you need a balance of the two different types of content. Bearing that in mind, your weekly Buffer schedule may look something like this:

Day	Facebook	Twitter
Monday	Light-hearted photo	Light-hearted question
	<i>Link to your own blog post</i>	Article from an influencer
Tuesday	Engaging question	<i>Link to your own blog post</i>
	Article from an influencer	Engaging question
Wednesday	<i>Link to your own blog post</i>	Article from an influencer
	Engaging photo	<i>Link to your own blog post</i>
Thursday	Light-hearted question	Engaging question
	Article from an influencer	<i>Link to your own blog post</i>
Friday	<i>Link to your own blog post</i>	Article from an influencer
	Light-hearted image	Light-hearted question
Saturday		
		Light-hearted question
Sunday		
		Light-hearted question

Please keep in mind that this is only a sample. Your Buffer schedule will depend entirely on the nature of your 5MB, the amount of content you have at your disposal, which platforms you are using and what type of content your perfect customer likes to consume.

Exercise:

1. Sign up for Buffer app at: <http://bufferapp.com>
2. Install the extension on your browser. If you use Internet Explorer, take a good hard look at yourself and then download Google Chrome and use that.
3. Map out your five-minute fire ignition plan and get lighting.

5MB Gold Nugget

Depending on the nature of your 5MB, you will generally find that Buffering content on the weekend usually gets less traction – people are much more active on social media during the week as it is a distraction from what they are doing. On the weekend people are generally more active and happier, so they are on social media a lot less. Make sure that you save your best content, such as your own, for during the week. If you are going to post on the weekend, keep it very light-hearted, such as an image or a meme.

John, the shoemaker, Part IV

“From about May onwards, things started to get really hectic for me at Nike and I can’t describe how hard it was for me to stay motivated. As I said previously, I felt like I was living a double life. I had now become really familiar with WordPress and was improving my site all the time, along with keeping the content fresh. I felt it was the perfect time to pull the trigger and start lighting the spot fires for Fit Fast Footwear.

Before I launched straight into it, I decided the best thing to do was to search around social media, forums and blogs to really have a listen to what Greg, my perfect customer, was saying. This way I could tailor my messages to suit him, post content when he was online and communicate with him as much as possible.

Then one day, just randomly, I came across this awesome test called the ‘Fascination Advantage Test’. I took the test and it really helped me to find out what it was about my personality that fascinated people. My two main triggers were passion and trust, which meant that people were drawn to the passion in my speech and also that people instantly trusted me. The test also told me how I could use these triggers to influence people. It was pretty awesome.

I used the results of this test, along with my 5MB mission statement and the research I had done on Greg, my perfect customer, to unlock the inner personality of my 5MB. I discovered that Fit Fast Footwear was a family brand with a light-hearted nature. Even though there was a focus on fitness and health, I was still going to acknowledge the people who weren’t quite there yet with their fitness, as this was my target market. Because my perfect customer was Greg, the 45-year-old dad who used to be into sport, I knew Fit Fast Footwear also had to have a blokey nature to it.

Once I had discovered that, I selected my communication weapons of choice. I went for Facebook, Twitter and Instagram to begin with on social media. I knew that there weren’t going to be many Gregs on Instagram or Twitter, so I knew to target my content to a slightly younger market on there, hopefully grabbing the attention of Greg’s kids. I knew Facebook was going to be the big one for me. Then I narrowed the forums and blogs I had previously subscribed to down to three.

I knew then that I wanted an immediate boost for all of my pages, to get that initial social proof that I needed. I really wanted to get to 1000 likes on Facebook as fast as I could, while still making sure they were from my target market. So I jumped onto <http://5minutebusiness.com/vault> and watched a few of the strategies and just copied them. They worked a treat.

I then went and found all of the influencers in my industry and liked them on Facebook, followed them on Twitter and put them in a list, then followed them on Instagram too. After that I started connecting with them, along with people from my target market. I was really all about lighting those spot fires that would eventually one day turn into a raging inferno.

Then I wanted to start growing my pages outwardly, so I began sharing images and asking questions to really boost that engagement on the pages.

It was then time to start putting out my own content using the AVA method, making sure I was using Bitly links and sending it out at the right time.

It was all starting to take up a lot of time, so I signed up to Feedly and Buffer to help automate the process as much as possible, without making my messages seem like they were actually automated.

After that it was a quick five-minute communication plan and I was done. The reason I did the plan at the end is because I needed to test and try things to see what worked and what didn't before I went planning the types of posts and content I was going to share. This little trick worked a treat. Now I stick to my communication plan, no problem at all.

After a few months, I was really starting to see some buzz around my Fit Fast Footwear. I had netted 1500 likes on Facebook – Instagram and Twitter were a little slower, but I knew that they would continue to build. There was plenty of traffic starting to come through to my castle, but I knew the party was just getting started. It was now time to monetise this bad boy.

Part 4:

BRING HOME THE CASH

If you have made it this far and completed all the exercises, first of all I want you to know you are totally awesome. Second, you're also well on your way to a successful 5MB. I'm sure you've had your ups and downs, been at your wit's end with frustration and probably called me a few names along the way. This is great; it means you are learning a lot.

So it's at this stage of your 5MB journey that I'd love to hear your story so far. This is because 'castle, content and communication' are the interesting parts of the journey. Bringing home the cash or "monetisation" is just a by-product of the first three, because if you haven't got them down pat, you will never be able to monetise. However, if you have nailed them, the cash will flow. You just need to plan, test and tweak it.

For some of you this may be relatively straightforward. For John, the shoemaker, he sells shoes. So he needs his visitors to buy shoes from his website; he takes orders from his website; he is paid through PayPal; and sends the shoes to his customer. Simple.

However, not everyone has their own tangible product to sell en masse. You may be blogging and you want to earn some money out of it. Perhaps you are selling a service like a hands-on training course and you need leads. It could be that you are offering a paid membership service. The list goes on.

Therefore what I am going to do in this section is talk about the most common ways to make money online and how you can apply them to your 5MB. You may do one of them or you may do all of them. I would suggest mastering one first, then move on to another one. They are:

- Creating your own physical(s) product and selling it
- Buying and selling physical product(s)
- Selling affiliate (other people's) products

- Creating information products and selling them
- Generating advertising revenue
- Selling your service

You should already have a fair idea of which method you will be tackling first. If not, this means you need to reflect back on the end goal you made for your website at the beginning of the book. What is it you wanted the end user to do when they visited your site? Use this, along with this chapter, to come up with the first way you will monetise your 5MB.

What you need to realise is that one of the major issues when you start any online business is that users are very sceptical of buying anything from you until they ‘know’, ‘like’ and ‘trust’ you. The ‘3 Cs’ increase these factors, but there are also other strategies you need to implement to strengthen the ‘know’, ‘like’ and ‘trust’ factors. Strengthening these three factors will increase the chances of sales incredibly.

During one of the online monetisation workshops that I run, I had an attendee who was getting a great amount of website traffic, but had no idea how to monetise. Casey is a young, beautiful fashion blogger who, at this stage, was getting about 1000 unique website visitors a day. Unfortunately for her, she was getting nothing from it.

Sure, she would get invites to fashion shows and the odd paid photo shoot from an enquiry, but she was not monetising any of the regular website traffic. What I quickly realised is that she had an opportunity to sell advertising space and also create her own informational product. She just needed a formula to follow that would convert. After following the strategy I suggested, she now makes a healthy monthly profit from her site and therefore enjoys maintaining it much more.

On that note, let’s now discuss the 5MB monetisation methods and see which one is going to work for you.

Sell your own product

This is for you if you have a tangible retail product to sell like clothing or perhaps a product that you import from another country. It really can be any

type of product for any type of niche in the world. Maybe you have had an online product created like an app or online service; but whatever it might be, you need to sell more product so you can make more money.

This is definitely the simplest way to make money online because all you need is to have your WooCommerce plugin installed, and you are away selling products. If you are just selling the one core online product, it may be as simple as having a PayPal button on your site.

In saying that, what are some ways you can maximise your chances of selling more products and how can you influence more users to buy your products?

First, you need to strengthen your social proof factor. This means having testimonials or product reviews from happy customers on your site. Don't just make them up; actually go out and ask customers what they think of your products through videos and written testimonials and make it as raw as possible so it seems more real to the potential customers. It really needs to resonate with your potential customers to build the like and trust factors. You could even do case studies to show proof that your product does exactly what you are saying it does. If it's a simple product you are selling, take some of the purchase pain away by having testimonials about how fast the shipping was, or how seamless the transaction was.

Second, are there any brands that you associate with that you can leverage on your website to build trust with your audience? The mere fact of adding known brands logos on your website in prominent areas strengthens your brand by leveraging the stronger brand and builds trust with new visitors.

Third, you need to get potential customers on your email database so you can communicate with them on a regular basis. Communication builds the trust. What can you give away to get people onto your email database? We discussed in the castle about placing email opt-ins on your website, but what is it that you can offer to your potential customers for signing up to your email list? Remember we talked about building an awesome, highly valuable product to give away? Now is the time to put that strategy into action.

Finally, can you get any third parties to review your products on their websites? Often users need third-party validation before purchasing a

product so they will look up third-party reviews. If they find one online that isn't from you, it may just close the deal.

Make money selling other people's products

Affiliate products are products belonging to other people or companies that you sell for a margin of the profit. The seller gives you a unique link and when there is a purchase made through that link you get a commission. A lot of affiliates offer up to 75 per cent, so it can be a great way to monetise your 5MB without having to build your own product. For example, I have set up an affiliate program to sell the 5MB so if you found it valuable, you can try selling this book. All you need to do is go to <http://www.5minutebusiness.com/affiliates> and you are away, selling this product and making a good commission along the way.

To get started with affiliate marketing, you need to find some affiliate products to sign up for that are related to your niche. There might be training courses or ebooks that other people have created that you can sell. To find affiliate products, simply go to Google, type your niche keywords and with the text 'affiliates' or 'affiliate programs' at the end. This should give you a good selection of products that you can promote. I recommend buying them yourself first and trying them out, then you can give a genuine opinion of the product. There could also be some products that you are already using that offer affiliate programs; just dig around on their websites and see if they do. This can be a perfect way to start monetising your site as you can promote a product that you use and find useful.

5MB Gold Nugget

Another way to find affiliate products to promote is on affiliate marketplace sites like Click Bank that sell information products. Go to <http://www.clickbank.com>, search for your keywords in the market place there, sign up for an account and start promoting products. There are an abundance of these types of informational product affiliate sites online, so do a bit of

searching around. You might find one that is more suitable for your niche.

Amazon also has an affiliate program that you can also sign up for to sell tangible goods. You don't get a great commission rate with Amazon, but if you are making consistent sales then it could become quite fruitful.

Ways to get people to buy affiliate products

To convince people to buy affiliated products, write a good review on the product through your blog. This is a strategy that works well because you are providing some value and insight. Visitors are then more than likely to use your affiliate link after absorbing your content. You are also more likely to get visitors this way as well because your review will score high with search engines if it is a good piece of content. Many people look for reviews on products before they purchase them, so if your review is ranked high in Google and is a compelling review, they are more than likely to purchase through your link.

My preferred strategy for selling affiliate products is via email. I set up an opt-in on my website, offer extreme free value to get people to sign up and continue to send good content to them for the next few days, then finally offer an affiliate product at the end of the email series. This is really easy to set up through AWeber, and I have a good example in the service section later on in this chapter.

Sell your own informational products

The next logical step from promoting affiliate products is to offer your own information products. This is as simple as writing good quality content on your topic in a Word document and saving it as a PDF. Then you can get an ebook cover designed from Fiverr for \$5, slap it on the front and you have yourself an ebook.

When creating your own product, the key to success is to try and solve a problem the market is experiencing. You know your market the best, so ask yourself what are some common problems that my target market would experience around my niche? Even use the Google Keyword Planner for this to validate whether the problem you decide to tackle is a marketable problem. When you begin, make sure you don't make the product too expensive. You will sell nothing unless your offer is completely mind blowing. Make your first few products you sell cheap, then build them up once people trust you and your brand.

The product funnel

Remember how we touched on the product funnel in castle? This strategy works best with your own information products and also when you sell your service. This is because people are buying a product or service from you that they can't see yet, so they don't know exactly what it contains. You have to convince them that it contains a mountain of value without them actually seeing it, which requires some serious warming up from your part. This is where the product funnel comes into play.

So in order to promote your products, you shouldn't just have them on your website blatantly for sale hoping people will buy them. Get the user on your email list, then sell them further down the track using the AWeber auto responder like I suggested in the affiliate product section. Provide some good content first to warm up the visitor so they begin to know, like and trust you, and then you can offer your product. Your product should tie all the parts of the free content you have delivered together; it should act as the missing piece of the puzzle. In the services section, I will give a good example of a product funnel system that can be replicated to sell your own product or service packaged up as a product.

If you are providing extreme value, you will make product sales and you can set up an affiliate program around your product. You can do this through ClickBank or JVZoo. It's essential to leverage other users' networks and have them take a cut of your profit. This can be a serious traffic driver and earner for your product.

Advertising revenue

If your 5MB is based solely on you pumping out content around your passion or niche, then you need to be aiming to drive as much traffic as possible to your site, and then monetise that traffic through ads. Remember how we spoke about the death of TV networks in the content chapter? It's really not as far away as you think. TV networks make their money from the number of eyeballs looking at the screen. The more eyes at any one time, the more money they can charge for an ad and the more money they make. Simple.

So what happens when those eyes start leaving the TV screen for the computer screen (trust me, it's already well underway)? You guessed it, bye bye ad revenue, bye bye TV stations. So where is all that leftover advertising money going? You guessed right, again, it's going in your pocket because the eyes are now on your website.

For the easiest way to monetise through ads, I suggest signing up for Google AdSense. Google AdSense allows you to easily place Google Ads on your site, so whenever someone clicks on them you get paid a commission. You set up your ads through keywords based around your niche, so the ads that Google displays on your site will be relevant to the people viewing it. It's ridiculously easy to set up; in fact, you can do so in around five minutes.

Some online marketers base their entire marketing strategies and income from Google AdSense. So as long as you are getting the traffic, it can be quite a good earner.

The key to Google AdSense is achieving a good volume of traffic and placing your ads in areas that are clicked regularly. These areas depend on the design of your website or blog. You may need to move them around and test to see what are the hot spots on your website.

There are a few different ad networks that you can set up with if you wish. I only mention Google AdSense in this because it is the largest and easiest for any newbie to set up.

Once you start getting a lot of traffic, you may want to set up an 'advertise with me' page on your website to sell advertising space privately

on your site. Some advertisers may pay you handsomely to have a banner on your website if you are getting enough traffic.

Selling your service

If you have decided to base your 5MB around selling your service, it's a great idea to still think of your service as a product and package it up accordingly. What you want to steer right away from is working for an hourly rate. Remember, selling your time for money is the old world of business stuff. This is not where you want to be.

What you want to do is apply the product funnel to your service. See, you are offering an actual service where you build a relationship with a client, and as you know you really need to build that trust factor first. Often you can be in a fairly competitive market, so you really need to stand out with what you are doing and then ease them in carefully.

Setting up yourself as an authority in the subject is really the first stage, and you do this through the '3 Cs'. Especially through the content – if you are providing good quality content and value to your visitors, they are going to want to work with you, plain and simple. However, in a competitive market you can't let visitors get away so easily because others could be giving away just as much valuable content as you are.

This is again where you need to get people onto your email list through offering some immense value. Through this you can gain your potential customers' trust through sharing your knowledge via email. Then after a certain period of time you promote your service, bit by bit and then funnel them down to your 'core' product.

One thing to remember is that you are not tricking them or taking advantage of them in any way. It's not as if you are going to be giving them poor value for money, so you need to make sure that they are getting back 10 times the value of what they are putting in. If you can't build great products, you may need to reconsider your 5MB.

Bearing that in mind, here is an example of how you could set up your product funnel for a service-based 5MB. You can also apply this method

when you are selling your own information products, such as online training courses.

So using the personal trainer analogy again, instead of charging yourself out at an hourly rate, you may want to run an eight-week ‘life transformation’ boot camp as your product.

The first thing you should have on your site is your free gift, giving away something over seven days that relates to the boot camp, all for the price of an email address. It might be seven exercises that they can do over seven days. You set up your opt-in through AWeber, so for the next seven days they get an email with a new exercise that they can do from home each day. They should be some of the same exercises you do in your boot camps. You need to make these exercises sound awesome, too, not just ‘Seven great exercises’. It has to be something like ‘Seven never-before revealed ancient Roman workouts privy only to gladiators of the Roman Empire’. Perhaps a bit of an extreme example, but you get my point – it sounds intriguing.

Don’t sell anything during the seven-day email series – simply offer immense value.

Then on the eighth day, create something they should buy from you, like an ebook that relates to your course, but at the same time also ties the last seven emails together. It could be a diet plan that has to be followed in order for these exercises to be effective.

Make sure you charge for this product so the user can see value in it and they are invested in you. I wouldn’t make it more than \$15, though. Create a cool ebook cover to give it some tangible value – remember, you can get these on Fiverr for \$5 – then create an attractive sales page with all the benefits of the ebook. The payment gateway can be PayPal, and you can set it up so after they purchase, they get sent to the download page.

If the content is amazing in the first seven days of emails, the user is already pre-sold and you shouldn’t have an issue selling the ebook. Obviously not everyone will buy, but you will get five times more conversions than if you sold straight from the site.

That being said, the ebook is not where you will make your money; it is called ‘a product for prospect’ and basically pre-sells your core product.

After the user has purchased this, you can now upsell your core product by tying it all back together.

Perhaps after a few days set the auto responder to email them with the offer to the core product, saying, “If you want to supercharge your fitness efforts you need personal training; let’s arrange a time for a chat to see if you fit the bill to be accepted into my eight-week boot camp”.

Send them to a sales page with testimonials and listing all the benefits, and you should see conversions soar.

This is just a simple example of what I could see working. When creating content on your site, make sure you have the email opt-ins at the bottom of every blog post. Create a separate landing page for it that you can drive traffic to from a number of sources.

You could then look at expanding your monetisation methods. In this case, you could use nearly all of them. First, you could record your whole eight-week course in a series of videos and then sell that as a core product down the track. You could also blog about certain fitness products, add affiliate links and then earn commission from them. You could even buy and sell fitness products that you have manufactured in China from your site if you wanted to. There is also absolutely no reason why you couldn’t invent your own fitness product and start marketing and selling it through your 5MB. Then you will be looking at some *serious* cash.

Remember, this analogy can apply to any industry in the world. You just need to focus on doing what you love, what you are good at and then building a great product based around that. If you do that, as long as you are passionate about it, the value will come back to you tenfold.

Testing & tweaking

As I have mentioned throughout the book, not one size fits all when it comes to converting visitors to opt-ins or converting users into sales. Therefore you need to test and tweak your pages by sending traffic to them and seeing if they actually convert.

What is the best way to track conversions? Well, the simplest form is to just check Google Analytics, see how many unique visitors your page has

received and how many people have signed up to your offer or purchased your product. Then you work out the percentage from those numbers.

To test out your pages, you can create a few variations of the same page with minor tweaks, send traffic to them and see if they convert. This is when you will start to refine some of the copy.

Remember: test and tweak, test and tweak. Don't get frustrated if you don't get it the first, second or even fifth time. As long as you have the '3 Cs' in place and you keep testing, you will get there. It will all be worth it in the end when notifications are going off on your phone every five minutes with PayPal payments.

Final thoughts on monetisation

In this section, I have really only scratched the surface on monetisation, listing some of the most common ways you can make money online. To cover it all would be nearly impossible. I wasn't about to sit here and write every single strategy available, as I probably don't even know 1 per cent of them myself. There are literally millions. This is where I call on you to take the research skills you have learned from reading this book, jump on the Google train and get researching.

I will also be constantly updating <http://5minutebusiness.com/vault> with new strategies that I am trying myself.

After that, I would highly recommend doing a course on monetisation and traffic generation strategies, as this will benefit your 5MB exponentially. Any investment that is a direct influencer of revenue to your website is more than worth it, because the course could pay for itself in a few days after completing it.

John, the shoemaker, Part V

As I mentioned before, my original plan was to leave Nike on 30 June to concentrate on Fit Fast Footwear full time, but it actually took a little longer than planned to get to the monetisation stage. I wasn't worried, though, as I knew I was on the right path.

I was already getting a lot of traffic to my site, due to all of the content I was putting out, along with my healthy living plans. So my first monetisation step was to ensure that my email opt-in was in a prominent area on my website and then offer a free seven-part video series on how looking after your feet can change your life.

After the prospect has received all of that great content, I offer them some magnetic socks, which help maintain their healthy feet at a discount price of \$4.99. This is to warm them up for the purchase of a custom pair of shoes, which retail at around \$250. How it works is they receive an automated email two weeks after purchasing the socks, with a deal for the shoes at \$199. The shoes also come with a free sports bag. The deal is set up with Scarcity Samurai so the person only has one week to purchase the discounted shoes. This activates the scarcity principle from *Influence: The Psychology of Persuasion* and causes the conversions to increase.

When I first launched the system, I was only selling about two pairs of socks a week and getting no sales of my shoes, which is why I couldn't leave Nike by 30 June. A couple of months passed and gradually the sales started to increase. I would test and tweak, test and tweak, making sure I only changed one thing at a time so I knew what it was that made the difference.

About six months after I set up my product funnel, I finally had enough cashflow to make the leap of faith. I handed in my four weeks' notice to Nike, took my payout and I was done. I honestly cannot describe how much better my life is now. I jump out of bed every day; I don't care which day of the week it is – they are all the same to me. I don't have anyone to answer to and I can do whatever I please. Of course, there are the ups and downs, a couple of weeks of slow sales or the odd unhappy customer, but that's all part of the journey. I know I am never going to stop learning, and I'm so pumped for what the future has in store.

Speaking of the future, my main focus is to keep automating as much of Fit Fast Footwear as possible. Most of my online processes are automated already, but at the moment I am making all the shoes myself. Eventually I would like to set up a small operation in China and have the shoes made there.

I am planning several trips overseas in the next few years, as I haven't seen even 1 per cent of the things I want to see in this world. I'm projecting to be making about \$15,000 per month by this time next year and to have most things automated, so that will free up my time and allow me to see as much of the world as I choose.

I really didn't know there was a level of happiness like this on offer, you know. All I can say is that the 9 to 5 can go and get smoked.

CONCLUSION

Let's finish *5 Minute Business* off with an absolute bang. What does the future hold for all of us? Where are we headed and what can we do to make sure that we are all in the best position imaginable to take advantage of the new world?

As I wrote in the introduction, the industrial age is coming to an end. The old systems that dictated our lives for so long are fast becoming redundant and the power has shifted back to the individual.

This means that to be successful in this new world you need to develop your entrepreneurial mindset. I believe the world is in the hands of the budding entrepreneurs, the people who challenge the status quo, go out and take action.

The best part is that the whole evolution of the Internet has given the chance for anyone to start making money, develop their inner entrepreneur and live a lifestyle that they want instead of the drag of 9 to 5 working for someone else.

The essence of this book is to show people how easy it really is to get started online and develop their online entrepreneurial skill set to create incredible value in the world. I want to break down technology barriers because that is often one of the main things that stop people from taking action.

I honestly believe that if more people had 5MB projects, the world would be a better place. People would be lit up inside, they would be eager to do something they care about and they would be using the higher parts of their brain rather than being stuck worrying about paying their next loan repayment, and mimicking the behaviour of silverback gorillas in the wild.

Let's spread the word and change these traditional beliefs that leave us with a mountain of debt, unhappy with the path we have taken while consuming information that has no positive effect on our lives.

The power is in your hands whether you make a difference and just have a go. Forget about failure and be prepared to learn, absorbing as much quality information as possible.

What you do need to remember is that this whole online landscape is changing fast, and although I recommended tools today, better tools may appear tomorrow. The main point is that you take action and create value. If you stay connected with the 5MB, I will endeavour to keep updating my followers with the latest tools that work for me.

I truly hope you enjoyed this book and you found it valuable for your journey into the online world. Feedback is very important to me, so I would love it if you could jump onto Facebook and leave me a comment on what you thought about the book.



Remember, all the resources from this book and updated tools are available at <http://5minutebusiness.com/vault>

Thank you so much for purchasing the book, and I hope we can connect in some way, shape or form in the future. Good luck with your 5MB, and I wish you all the success in the future.

Key technical terms

SEO – Search Engine Optimisation. When I refer to this I am talking about how well your site gets ranked by the major search engines. I'm focusing mainly on Google. This is how you get on top of the search results for certain keywords people may be targeting. For example, if you are an online shoe retailer you would want to get on top for the key words 'buy shoes online'. To do this you would have to use SEO techniques to get there.

Web Hosting – This is where your site lives online. It is saved on a server, which is specifically set up for Web hosting. I refer to this as your 'land' and I explain in a bit more detail in the chapter that refers to Web hosting.

Server – A computer that is always turned on. A Web-hosting company gives you some server space designated to you on a big computer that is

always on. Your websites are some files in a format on a server that a Web browser can view.

Domain name – This is separate to Web hosting (www.yoursitename.com). A domain name basically points to the Web hosting where your site is saved. Sometimes you buy this separately from Web hosting. Many people I speak to have a domain name, but don't have Web hosting, so they don't understand that you need Web hosting to have a website. Think of the domain name as the address and the Web hosting as your 'land' on which you build your house – the website.

Web browser – Your Internet Explorer or Safari, Chrome what you search the Internet with. I suggest using Chrome or Mozilla Firefox.