

“If the ax is dull and its edge unsharpened, more strength is needed, but skill will bring success.” — King Solomon

Hey there!!

I'm delighted to have your attention.

Welcome to this first edition of my newsletter.

It's is filled with ideas to contribute to *your growth*.

First, a quick thought...

I'm once again reminded of the value of daily habits.

In that, without *consistent practice*, more effort is required to produce results.

Even for the gifted. Even for skills that comes natural to you.

Success follows the skills we sharpen.

And sharpening our skills should not be a seasonal act, but a lifestyle.

— **AC**

First topic: BOOKS

Have you ever wanted to write a book?

Many moons ago I dreamed of writing books.

But after a decade of dreaming, reality was no where closer.

And then I committed.

And simplified my life.

And wrote daily.

And then, BOOM! It was done!

15 years in the making... a dream became reality.

— — Fast forward 20 months.

Earlier this year I decided it was time to write again...

But this time, it took about ***two months!***

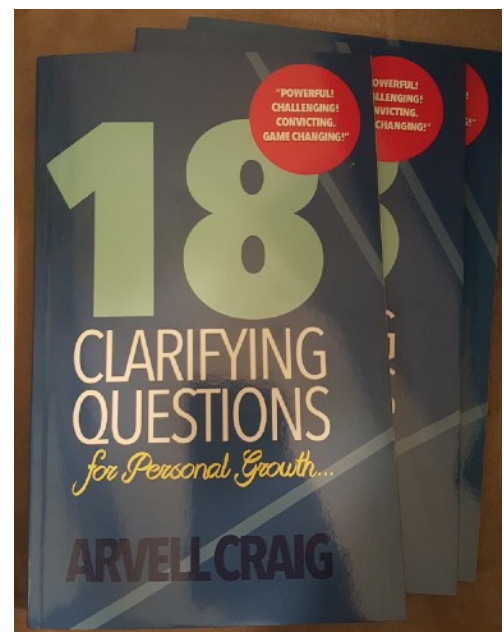
BOOM!

7 sample copies of my new book in my hand!!

(Special thanks to my boy Errol for pushing me to identify myself as an author.)

So... what's the point?

I share this story for a few reasons...



Books are like marathons

Books and marathons are for many, bucket list items. Things to accomplish once.

But then, there's the crazies like me who want to suffer these every year!

From the outset both writing book and running a marathon can seem daunting.

But after completion, with the mystery removed, it's just a process with an incredible reward.

Even if there is a bit of struggle and pain... you'll likely love the journey and joy of inspiring others after every finish.

And so, to the readers who are a bit intrigued... **Let's Do It!**

It's not easy, but it is easier than you think!

Here in Phoenix, I found a book printer* with prices, service and quality are as good or better than Amazon's CreateSpace. (i.e. that's like \$2-\$3 per book on-demand.)

Not that you need to live here to work them. Just saying... for the locals who'd love get their books with no shipping fee.

In addition...

I've got another resource / friend * who can coach and consult you with the planning, editing and marketing.

And speaking of marketing

Here's a few things I'm exploring with book marketing.

**Hit me up for the referrals*

Is your book just a book?

For 97% of us, a book will not just be a book.

It won't become a means to wealth, glory, or early retirement.

So what else can it be for?

For my books, I see them taking on one of two purposes:


- A. They are mediums to spread my ideas or principles for encouraging/teaching.
- B. In addition, they become lead magnets or lead generation tools that vet and qualify people for additional services.

To accomplish these real purposes, I'm learning to be strategic about two aspects.

1. The **price**
2. The **title**

Book Pricing Trends

The pricing trend that's common online is some type of derivation of: FREE + Shipping or \$0.01 + Shipping, etc.


 To make this happen easily, there is a free e-commerce platform that I'm using. (There are likely many tools, but the one I've found and figured out is called GUMROAD.com)

For example, I just launched a new sales process for my first book, priced at \$1 + Shipping and Handling.

I decided to make this offer and test last month... ([click to see sample](#))

Book Title Hack

While listening to a podcast, I heard a marketer mentioned the only thing important about a lead gen book is the title.

 ***Only with the right title,
can you qualify readers
as leads.***

For example, the first draft of my new book has the title: “*18 Clarifying Questions for Personal Growth.*”

That title is accurate.

It contains 18 questions for self-reflection, clarity and goal setting.

However the title doesn't tell me enough about the person.

If I wanted new coaching clients and I wanted to use the book to prospect, here's some alternative titles:

- ✦ *18 Questions to Help Entrepreneurs Accelerate Growth*
- ✦ *18 Personal Growth Questions When Considering New Projects*
- ✦ *18 Personal Growth Questions When Feeling Stuck or Unsatisfied*
- ✦ *The Goal Setting Companion: 18 Clarifying Questions To Increase Focus*

(So yeah... before that book is finished, I will revise the title.)

Anywho... next subject.

Next topic: CHATBOTS

Social Media Marketing

The Biggest Internet Phenomenon Since The App Store: How Messaging Apps Are Changing Social Media

Did you know that messaging apps, like Facebook Messenger, WhatsApp, Slack, Kik, etc. have become more popular than social media sites?

Yes, since early 2016, ***people are spending more time messaging, than browsing feeds and timelines.***

What does that mean for your business?

As a marketer or business owners you must remember this timeless principle: *ALWAYS BE WHERE THE PEOPLE ARE.*

Unfortunately, with messaging apps you can only engage one person at a time.

Well...

Unless you're a bot.



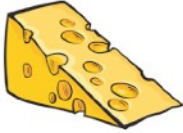
I'm building my first chatbot.

With it, I will engage multiple prospects starting with Facebook Messenger.

Once I get engagement, I can then lead them off Facebook and into my...

FYI: GOOGLE "CHATBOTS" AND YOU'LL FIND TONS OF EASY PLATFORMS TO GET STARTED.

Last topic: EMAIL



Imagine your prospect is a mouse, and you are a cat...

(This idea is “borrowed” from marketing pro Dean Jackson.)

Over the past few months, I have been sending a lot of email.

I've got millions from a list broker and tens of thousands of past and current customers.

I'm using a variety of servers, ESP's and strategies for deliverability, but for you...

No matter what you're doing, here's some strategies to **maximize responses**.

- A. Make sure your subject is inline with the desired action
- B. Make your message look personal and direct (like you expect a response)
- C. Make your content *cheesy*.

A. Subject Lines

> Don't be too fancy / sneaky with your subjects lines.

The best responses I'm seeing come from subject's like are inline with the action. Not just funny or intriguing... Not just using the person's first name.

You'll have to split test and tweak to find the right combination. So make sure you focus on responses/clicks/sales and not just opens.

B. Be Personal & Direct

> Many people will respond to a person. Rarely will busy professionals respond to a "newsletter" or "marketing pitch".

So I like to keep the first message direct and personal. Then follow up later to push a product or click-through.

C. Be Cheesy

I love this concept of cheesy email.

The basic premise is this...

Imagine your prospect is a mouse and you are a cat.

If you put cheese in front of the mouse, it will not think. It will not debate. It will respond.

It will move towards the cheese.

Well... it normally responds this way.

As long as it doesn't see your 😸 whiskers.

If the mouse sees whiskers, it will recognize a cat is near.

And then it'll see the cheese is only bait.

Ok Arvell, show me what you mean

For example, here are some super simple, all cheese emails.

Sample 1: (Real Estate Agent/General)

[FirstName],

Are you still an active agent in [cityname]?

Arvell

Sample 2: (Real Estate Agent/Marketing)

[FirstName],

Do you have a website that shows your listings?

Arvell

Sample 3: (Real Estate Agent/Training)

[FirstName],

Do you have any special training or designations?

Arvell

Each of those questions will likely get a response.

Assuming I am a stranger to the agent, they should smell cheese in my questions.

But my business could be helping agents improve their website.

...or I might be a offer special training classes that gives designations.

So my messages reveal nothing related to my interest in selling to them.

Rather I provoke engagement based on their interest.

Make sense?

OK. THAT'S ALL FOR THIS ISSUE!

PLEASE FEEL FREE TO SHARE!

FORWARD WITH ANYONE YOU THINK WOULD ENJOY IT!!

FEEDBACK IS OF COURSE APPRECIATED. :)

CREATE A GREAT DAY! - AC

P.S.

If you'd like to discuss some campaign strategies for your marketing with me,

please send me an email: arvell@designthatspeaks.com

Cheers!