



INTERNET  
MARKETING

# NEWS LETTER

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# Monkeys & Dolphins

A Sailor - off on a long voyage- took a monkey with him to amuse him while on shipboard. As he sailed off the coast of Greece, a violent tempest arose, in which the ship was wrecked, and he, his Monkey and all the crew were obliged to swim for their lives.

A Dolphin saw the Monkey contending with the waves, and supposing him to be a man (whom he is always said to befriend), came and placed himself under him, to bring him safely to the shore.

When the Dolphin arrived with his burden in sight of land not far from Athens, he demanded to know if the Monkey was an Athenian. He answered that he was, and that he was descended from one of the noblest families in that city. The Dolphin then inquired if he knew the Piræus (the famous harbor of Athens).

The Monkey, supposing that he meant a man and being obliged to support his previous lie, answered that he knew him very well, and that he was an intimate friend, who would, no doubt, be very glad to see him.

The Dolphin, indignant at these falsehoods, dipped the Monkey under the water, and drowned him. Little harsh as a fable but what can we take from this anecdote, what is the moral of this story?

If you think about it, there are many fables and fairy tales that follow a similar theme, (Pinocchio, The Boy Who Cried Wolf, etc.) What useful lesson can this impart to us, how can we apply this to our business, to our marketing strategy?

I'm sure you've all seen those glitzy ads that pop up annoyingly when you're trying to watch that video, trying to sell you some rubbish that you aren't even interested in, I'm sure if "your bag" is marketing that you have even thought of maybe using that technique once or twice to get your products or services some extra press. But like those old Lynx body spray adverts that used to play on television in Europe that depicted the nerd spraying himself and then suddenly from every direction, gorgeous women (that smelt the fragrance) began running towards him- it doesn't actually work, it's total hockum!

Well this is the moral of this tale: "He who once begins to tell falsehoods is obliged to tell others to make them appear true, and, sooner or later, they will get him into trouble."

In your services and in your marketing: stick to the truth, to the facts, sure for some things they may not be as sexy or alluring as some wild claims that could be made to get you that sale with less effort, but what it won't get you is a satisfied customer that will come back, again and again and recommend you to their customers and partners.

It won't get you the reputation of an honest company that wants to help their customers and provide good honest products and services, that's what the truth is for, leave the falsehoods to the monkey!!!

INTRODUCTION





# **Resources and news**

## **Buzzfeed Says People Are Spending Less Time On Facebook**

BuzzFeed points to a continuing theme in tech: Consumers are moving away from Meta's Facebook. "At this point in the quarter, we continue to see audiences spending less time on Facebook,"

BuzzFeed CFO Felicia DellaFortuna said in her remarks.

It comes after Meta reported Facebook daily active users were down slightly this past quarter at 1.93 billion, marking its first ever quarterly decline. The decline of about 500,000 could mean that Facebook has saturated its product globally and the ability to add loads of users has peaked.

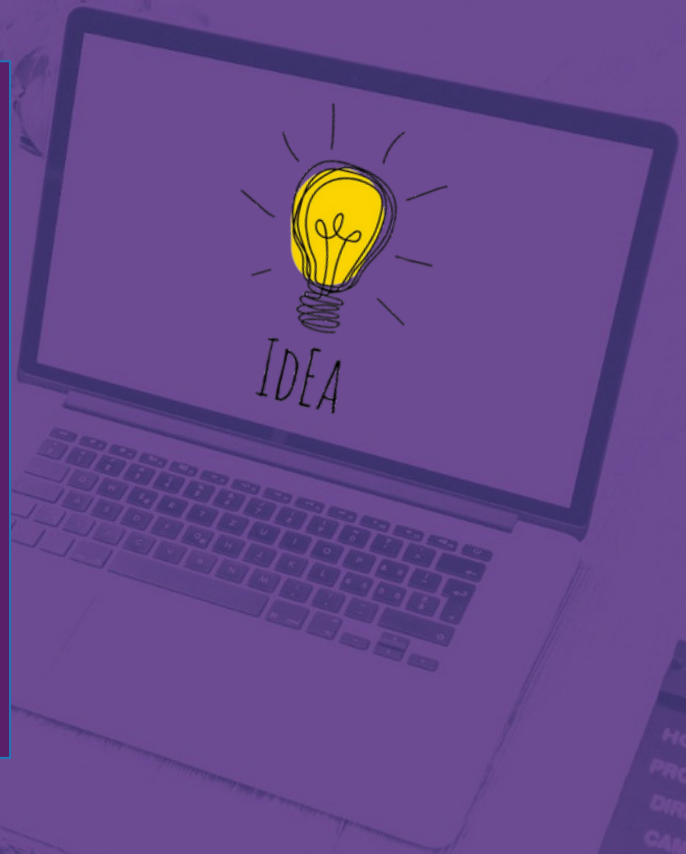
<https://www.cnn.com/2022/03/22/buzzfeed-says-people-are-spending-less-time-on-facebook.html>



## It's Official. We've All Been Saying "GIF" Wrong

Stephen Wilhite, the inventor of the GIF, passed away from COVID at the age of 74. It was left out of his obituary but made abundantly clear in the majority of the write-ups pertaining to his passing that we've all been saying GIF wrong.

<https://www.salon.com/2022/03/23/its-official-weve-all-been-saying-gif/>



## Why Are People Calling Bitcoin A Religion?

Some Bitcoin evangelists see the currency as an answer to problems that plague society.

When you read enough about Bitcoin you'll inevitably come across people who refer to the cryptocurrency as a religion.

Bloomberg's Lorcan Roche Kelly called Bitcoin "the first true religion of the 21st century." Bitcoin promoter Hass McCook has taken to calling himself "The Friar" and wrote a series of Medium pieces comparing Bitcoin to a religion. And there is a Church of Bitcoin, founded in 2017, that explicitly calls legendary Bitcoin creator Satoshi Nakamoto its "prophet."

One thing is for sure - if you can arouse this kind of passion in your followers (think Apple) then you've got a hugely successful product on your hands.

[https://www.salon.com/2022/02/12/why-are-people-calling-bitcoin-a-religion\\_partner/](https://www.salon.com/2022/02/12/why-are-people-calling-bitcoin-a-religion_partner/)



## Are Sprinkle Glasses The Key To Great Ideas?

I just read a full-blown article on sprinkles – those tiny bits of semi-edible cupcake confetti that add color and sweetness to anything.

As I'm reading the article (link below) I cannot believe there is an entire post written on this. Nor can I believe I'm reading it, and yet I am.

Why?

Because I was led to believe there have been some crazy newfound innovations in the sprinkle industry.

Which made me think this: If something as ordinary and every day as sprinkles can be remade, reengineered or somehow vastly improved, then isn't that also true for pretty much anything man-made?

Imagine sprinkles made with organic ingredients. Sprinkles that lend additional flavor to the baked goods. Sprinkles that are personalized with a person's name or company logo. Sprinkles that add nutrition to cookies and cupcakes. Sprinkles that contain caffeine. Sprinkles that glow in the dark.

My imagination was on fire with the many sprinkle possibilities.

Now here's my challenge for you: Take one of your favorite products, either your product or someone else's, and write down 20 ways it could be changed, improved, adapted, redone, or completely reengineered. Think about how it works, how it's used, the delivery system, the content, and so forth. Just start writing down ideas without judgment and see what happens.

Do this once a day for 10 days and I predict your creative muscle will get measurably stronger, you'll start to see product ideas everywhere, and at least one of those ideas will be worth a million dollars to you if you follow up on it. Try it for yourself because you've got nothing to lose and a profitable new product to gain.

And if you need some inspiration, here's that sprinkle article I promised:

<https://tastecooking.com/weve-underestimated-sprinkles/>





# Product Creators and Affiliates: This is The Blogpost You Need to Write, Right Now

I'm scrolling around Food52.com when I happen upon this gem:

**"12 Under-The-Radar Trader Joe's Products You Need To Try Immediately"**

Trader Joe's is a U.S. grocery store chain that is known for its own product line of interesting, tasty and not necessarily healthy products such as appetizers, desserts, pastas and a whole lot more. But that's not important here.

What is important is that this 'article' isn't really an article at all, but a free Trader Joe's advertisement.

The article starts by espousing how shopping at Trader Joe's is a never-ending hunt to find your new favorite product, how there are hundreds to choose from and how there are real gems people are overlooking.

If this isn't an advertisement I'll eat my shorts, but it reads like an article.

Why not use this post as a template to write your own articles?

**"5 Under-the-Radar Traffic Generating Products You Need to Try Immediately"**

**"7 Under-the-Radar IM Products Under \$20 You Need to Try Immediately"**

**"10 Under-the-Radar Social Media Apps You Need to Try Immediately"**

Get the picture?

Each link leads either directly to a sales page or better yet, to a short page that introduces the product, preselling it to the reader.

The Food52 article appears on multiple websites. Can you get other sites to pick up your own version of this article? Maybe. If you make a good case that your recommendations deliver awesome benefits, it's entirely possible.

And even if your article only appears on your site, it's also possible to gain links and free search engine traffic, too...

...along with some product sales.

You might even make this a weekly roundup of the best products in the niches you service. Get enough traffic and you'll be able to negotiate discounts on affiliate products, too.

Heck, this could become an entire business all on its own.

First step? Write your first "X Under-the-Radar XYX Products You Need to Try Immediately" and get it on your own website.

Here's the Food52 article for reference.

<https://food52.com/blog/27154-under-the-radar-trader-joes-products>

## Instagram's Chronological Feed Is Back – Here's How To Enable It

The latest update for Instagram finally brings back the beloved chronological feed as well as a new favorites feed. Instagram's chronological feed has been missing for several years now. The company removed it in 2016. However, it began testing a new version of the feed in January.

Now that it's back officially, Instagram users can more easily find the posts from accounts they really care about. It's especially good news for users who might have been driven away by Instagram's continued push of "suggested posts" and even Reels in recent months.

<https://news.yahoo.com/instagram-chronological-feed-back-enable-151106393.html>



## 3D Ads Come To Facebook, Instagram In Step Toward The Metaverse

Meta Platforms Inc will make it easier for brands to run three-dimensional ads on Facebook and Instagram through a new partnership with an ecommerce technology firm.

The integration with VNTANA will allow brands to upload the 3D models of their products to the social media platforms and easily convert them into ads.

The move is a stepping stone into advertising in the metaverse, the futuristic idea of a collection of virtual worlds that can be accessed through different devices such as headsets.

<https://www.msn.com/en-us/news/technology/3d-ads-come-to-facebook-instagram-in-step-toward-the-metaverse/ar-AAVrVsq>





# 10.5 Ways To Fail BIG

## Which of These are YOU Doing?



Imagine I give you instructions and a map to a goldmine.

This map and instructions tell you EXACTLY where the mine is hidden, what to bring to the mine, what to do when you get there and everything you need to know to become rich.

But the problem is, you can't find your own front door. You just keep bumping into walls and bumping into more walls until your head hurts and all

you want to do is watch television and forget about the goldmine.

That's what's happening to many people today. They buy a program on how to build a business online. They read it over and they know they can do it. But instead, they just keep bumping their head on the walls and wondering why they never reach success.

The reasons they're failing aren't complicated, and in fact they're about as simple as can be.

My question to you is, which of these are YOU guilty of? And what will you do to stop these habits and go find your own goldmine?

Because if you want to hit the bigtime and have great successes, you're first going to have to learn how to get out of your own way.

Reasons people fail:

**1: They have no clear purpose** – If you don't know what you want, you'll never get it. Decide what you want, write it down in detail and reread it daily.

**2: They don't plan** – once you've got your purpose, you can create a proper plan for achieving that goal. The plan doesn't need to be perfect or include every small step along the way. But it should be enough to do two things: Get you to your goal and also get you started on the first step.

**3: They look for reward without work** – Some people want the outcome but they don't want to work for the skill. New skills are acquired over time by learning from others as well as trial and error and businesses take a lot of effort and time. For example, people who want a million dollar online business starting immediately are going to be sorely disappointed when they realize that online marketing is a skill that takes time to master.

There are no push button get rich methods to fall back on, but if you're willing to put in the work to learn new skills, you can almost certainly build a lucrative business over time.

**4: They're rigid and won't pivot** – Imagine chasing a vein of gold through the mountain. You spend six months trying to find it. Then one day when you're out for a walk you see something sparkling.

