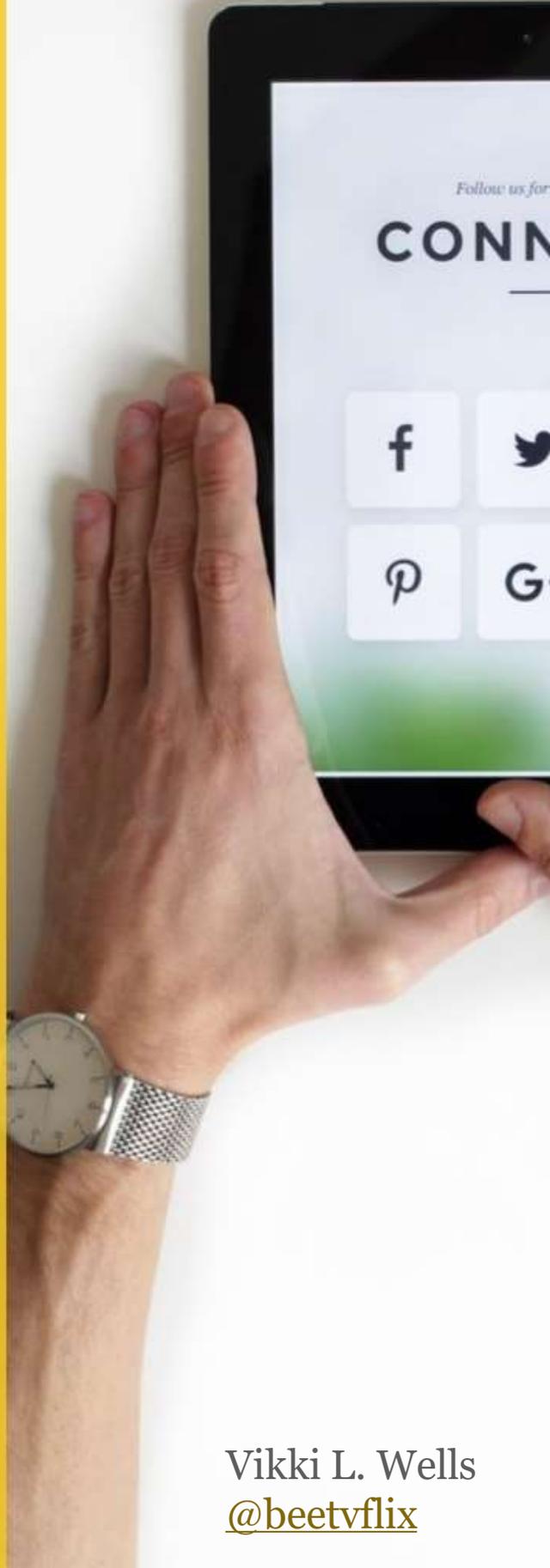


KICK BUTT KEYS

FOR SUCCESS 2021



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Introduction: Your Kick Butt Keys to Success



I know I was just where you are two years ago. I struggled to keep up with the latest technology that was changing as fast as the seasons. As soon as I thought “I’ve got it”, another “guru” would pop up on my screen with more \$1000-\$5000 ideas to make me rich. But, because I’m an solo-entrepreneur, I needed to develop a team, resources and steps that didn’t cost me much. Everything had to make me money.

So, I set out to create for myself a **Kick Butt Plan**.

I had several requirements for my plan to work:

- Every resource had to be easy to use
- Be free or super cost effective so I wouldn’t miss the money
- Be the latest technology or the standard so there wouldn't be any surprises

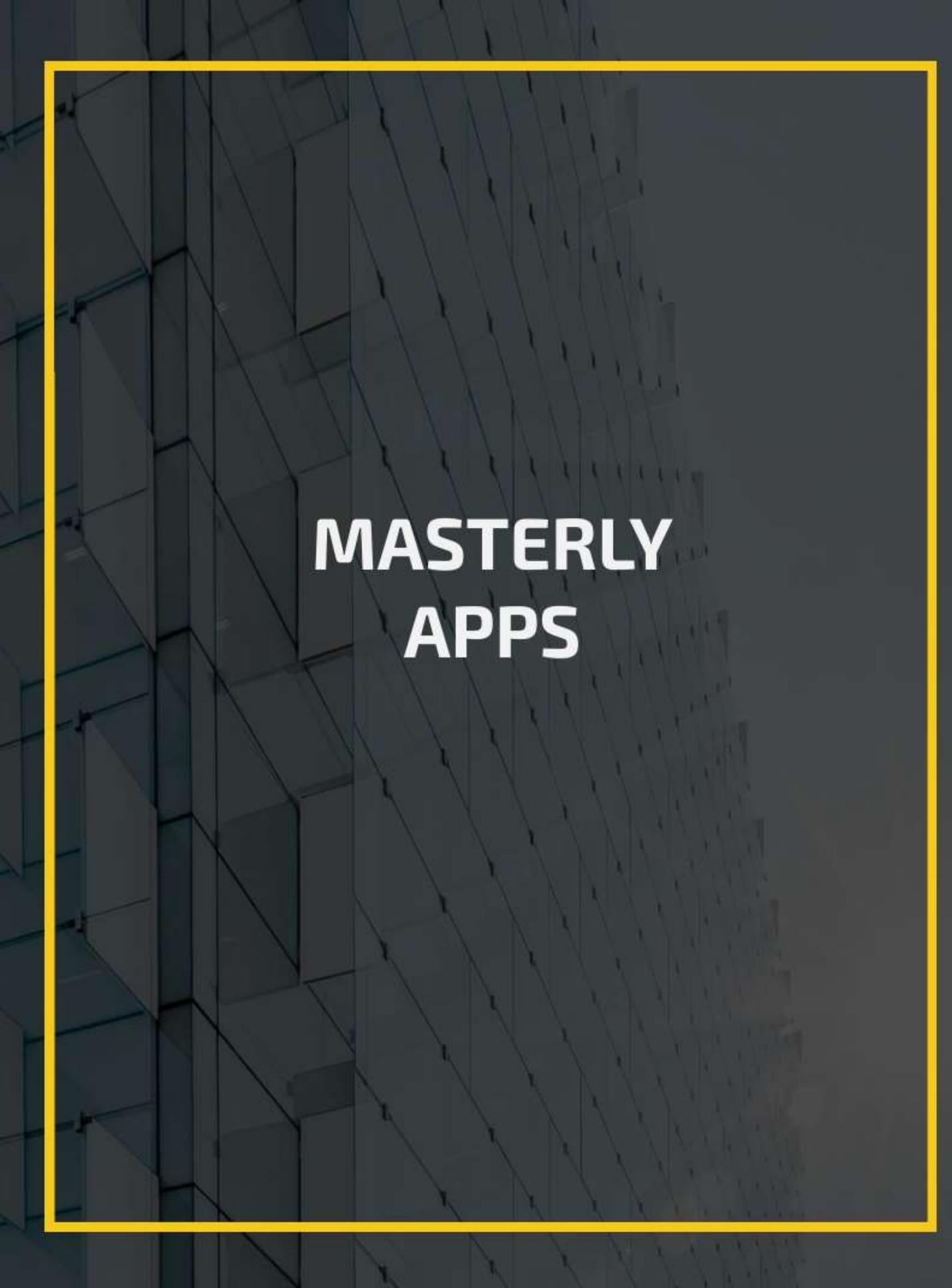
As a result, I produced a tried and true plan and list of resources that do just that: KICK BUTT.

Would you like to Kick Butt this year online and have a ton of cash to show for it?

Would you like to take the guess work out of it and all the days of research that actually slow you down?

If only you had a list that you could trust and a to-do list that made sense, saved you time and made you money?

Welcome to 2021 where your life is online and thank God for it – because it’s where your money and success lives!



MASTERLY APPS

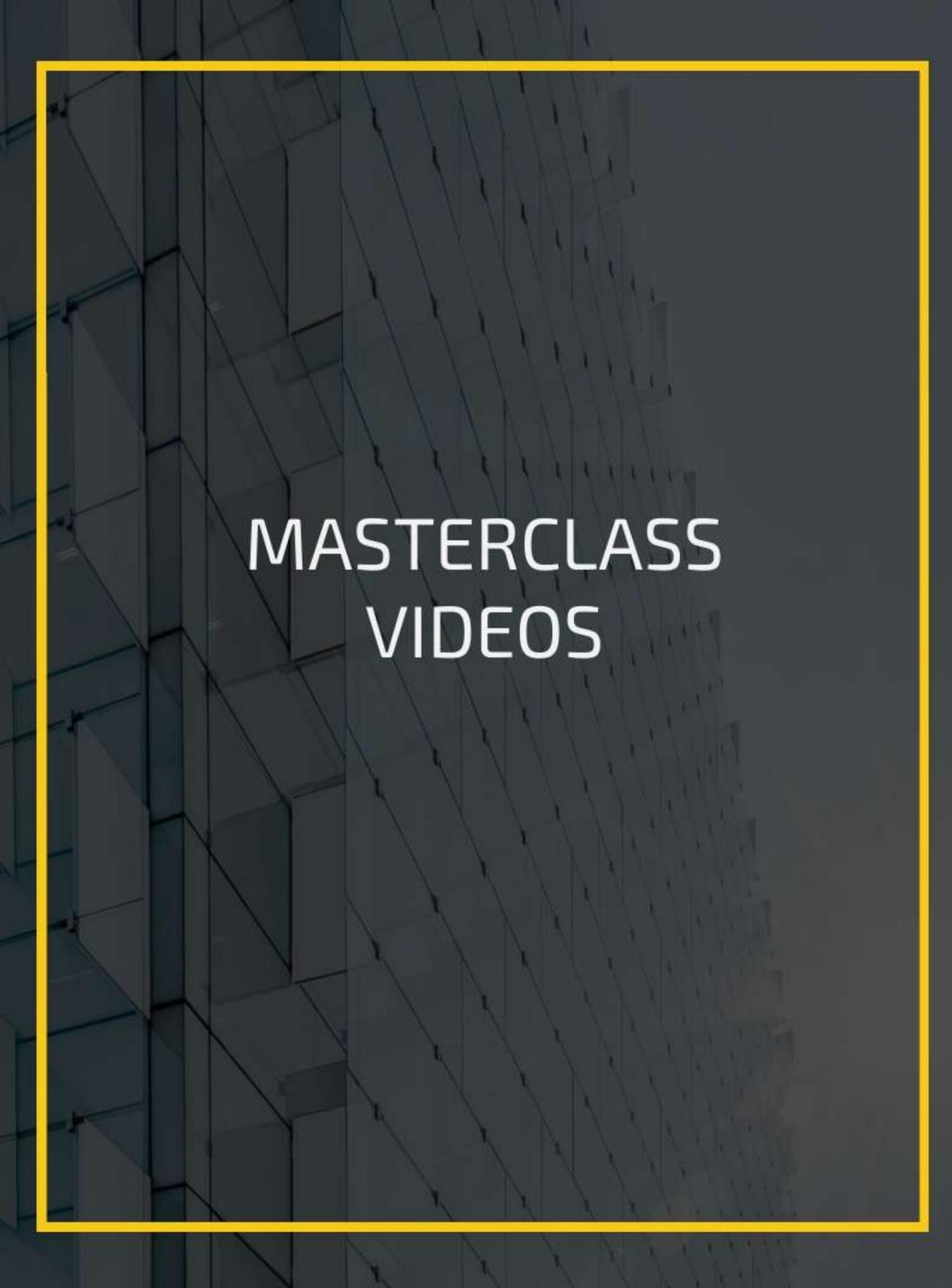
Masterly Apps You Should Already Know About (Checklist)



Okay, as an entrepreneur and business owner, you probably already know about these apps and tools to help make you a success, but just in case here's a checklist review:

- For web design: [wix.com](https://www.wix.com)
- For DIY design anything from Instagram posts to postcards: [canva.com](https://www.canva.com)
- For meetings online: zoom.us
- For hiring contractors for cool video explainers to voiceovers: [fiverr.com](https://www.fiverr.com)
- For easy podcasts setup: podomatic.com, [buzzsprout](https://buzzsprout.com), [podbean](https://podbean.com)
- For creating fast blogs: [blogger.com](https://www.blogger.com) or [wix.com](https://www.wix.com)
- For posting social media: hootsuite.com
- For fundraising: [kickstarter.com](https://www.kickstarter.com)
- For livestreaming: [livestream.com](https://www.livestream.com)
- For selling online digital or physical products: [etsy.com](https://www.etsy.com), [shopify](https://www.shopify.com)
- For setting appointments: [setmore.com](https://www.setmore.com) or [calendly.com](https://www.calendly.com)
- For money transfers: [zelle](https://www.zelle.com)
- To host your videos: [wistia](https://www.wistia.com), [vimeo](https://www.vimeo.com), [youtube](https://www.youtube.com)
- For Affiliate marketing everyone trusts: [Amazon Associates](https://www.amazon.com/associates)
- For quick payments + debit card: [Paypal](https://www.paypal.com), Venmo, [Cash.app](https://www.cash.app)
- For you to outsource your skills and talents: [Freelancer](https://www.freelancer.com), [Upwork](https://www.upwork.com)
- For online invitations: [smilebox](https://www.smilebox.com), [paperlesspost](https://www.paperlesspost.com), [evite](https://www.evite.com)
- For transferring big files: [wetransfer](https://www.wetransfer.com)
- For designing merch: [cafépress](https://www.cafepress.com), [teespring](https://www.teespring.com), [printful](https://www.printful.com)

Now, let's take it up a notch! Below, you will find out about resources or how to hacks that will improve upon these apps, work within the apps and give you a much higher probability of making 2021 your best year yet!



MASTERCLASS VIDEOS

Masterclass Videos

- o Look like a million dollars (on a shoestring)
- o Leverage your videos x 15 (with 1 button!)
- o Video editors that Rock (and look AWESOME!)
- o Repurpose, Repost and Replace (the strategy)



Look like a million dollars (on a shoestring)

Do you need to look like a million on your videos, conference calls, zoom calls and meetings? It's a trick question. Of course you do! You're in business and it makes a big difference.

I've produced videos, TV shows and promotion videos for 20 years now. The problem was that I was still stuck in the expensive way of doing everything – hiring a cameraman, hiring a sound guy, hiring a grip and assistant – you get the picture. I spent \$10,000 in one week and I could have gotten the same results at 1/10 of that price. **Lesson learned!!!**

So, I went on a search to “look like a million dollars on a shoestring budget” and here's the equipment and resources that now make this possible for me (because I still produce TV shows and they need to look great!).

Video



You will be far more likely to connect on an emotional level with your audience if you use video.

01 Phone

When it comes to shooting your video, just use your phone if it's less than 2 years old. Otherwise, upgrade. But, you know this, right! Of course you do! But, did you know that you should set your camera settings to record at 4K at 24 fps to get HD quality that looks like film?

Here are the typical settings (on most phones):

720p HD at 30 fps (This is where most of you are, but it's getting crappy video now!)

1080p HD at 30 fps (default)

1080p HD at 60 fps (looks better)

4K at 24 fps (film style)

4K at 30 fps (even better)

4K at 60 fps (high resolution, smoother)

The problem is your phone storage. The higher the resolution the more space it takes up. So, 1 minute video at 4K at 24 fps will take 270 MB of storage.

Tip So, here's your first and very valuable tip: Take the video at high res and upload it immediately from your phone to YouTube or Vimeo – OR – upload to a service I use EVERYDAY called [Smugmug](#). I love this service.

02 Camera

My second choice is of course an actual camera but you can't just get anyone. It must be one with Bluetooth so you can send your video through the air to its destination.

I use a [Canon EOS Rebel SL2](#). It comes with an amazing lens. It looks good and even the sound is good (without a mic). I love love love it!

Tip Also order a [50mm 1:1.8 lens](#) because this lens alone will make you look like a million dollars. The lens blurs the background and smoothes out your skin. It's used by professional photographers every day. Truly, it's worth every penny!

Audio



With good content comes the potential of having listeners. With good content AND good sound quality comes a higher potential of increased followers.

Okay, I know everyone is just going with the ambient room sound these days...BUT, you're not everyone. You want and need as a professional to set yourself above so that there isn't any question about your business ability. So...

01 Phone

If you use your phone to record your videos, break down and spend the \$200 for [Airpods](#). But, here's a hack if you're on a \$10 budget – Go to [Five Below](#) and buy some. They will work with your phone through Bluetooth. The only downside is they are fragile and you may have to return them for another pair within a week or two. (So, keep the box!) Oh, and stop using your earphones with your phone – unless you're on a zoom call that's not “really” being recorded and you just don't care. Remember, you purchased this because you want to be a step above and super successful this year.

02 Camera

If you're going to use your new canon camera (or any good camera), go and purchase **Rode Microphones WIGOW Compact Transmitter/Receiver Wireless Solution with a Rode Lavalier Professional Mic**. Now, you can be far from the camera and your audio will be crystal clear. Here's a tip: I purchased two of each so that when I interviewed someone – like in a talk show format – their audio would be perfect too. Both audio tracts go into the same camera so I don't need a professional to edit the video from two separate tracts. Oh, I hate those days!!! And the expense. Ouch! And here's another cool hack – since many of you are professional speakers – purchase the **The Interview GO** is a handy adaptor that converts the Wireless GO transmitter into a compact handheld microphone for reporting to-camera or interviewing.

EQUIPMENT

Lighting



With good content comes the potential of having listeners. With good content AND good sound quality comes a higher potential of increased followers.

Daylight

Daylight is your friend. So, if you're on a \$0 budget, place your face toward the window and the camera away from facing the light and you should look pretty good. (Although you could look to yellow.)

Good lighting doesn't cost a lot these days. Here's what I use:

Ring light

Ring light are great because they improve the look of photos and videos [Neewer 16-inch LED Ring Light Works with Alexa, APP/Touch Screen Control, Dimmable 3200-5600K, CRI98 with Light Stand](#) is the one I have and suggest. The kit includes everything you need including the stand, smart phone clamp and carrying bag.

Photographer Lights

Be careful not to spend so much on these because they can make you too bright and you really need more than one. I suggest you look on YouTube before purchasing these lights to find out placement and how many to buy. Make sure though that you also purchase the stands together with the lights otherwise you might get great lights with flimsy stands. If you want to set up a studio in your home and have it look like a studio, purchase a kit like this one: [Savage - LED Studio Light Kit](#)

Phone/Camera Mounted Light

This is a great option because your investment is small and it will get the job done in a pinch – especially if you want to vlog, jump on Zoom call or record on the go using your phone. (Note: You may need to purchase the mounts separately). Check this one out: [Lume Cube Video Conference Lighting Kit | Video Conferencing | Remote Working | Zoom Call Lighting | Self Broadcasting and Live Streaming](#) and separate [phone mount](#) and separate [DSL mount](#) .

Tripod

“

A Good Tripod is a Life-Long Investment!

1 Tripod = 3 Phone Mounts + Light

You're probably wondering why on earth did I put a tripod as a necessity *because you already know you need one AND you have one already*. Well, this isn't just any tripod stand. **It's a stand that will allow you to record + go live + record from a different angle.** Yes, the world has evolved and so have tripod stands. [The Sunpak - Essentials Vlogging Kit](#) helps you make studio-quality videos. It contains a 6" bicolor LED ring light, smartphone bar with three smartphone mounts, smaller ball head, larger ball head, three-section stand with circular base, and carry case. Now, you can record and go live on Instagram and FaceBook at the same time.

Tip

Here's another tip: Read below about a software that allows you to stream to 10 different apps at once. Talking about taking control of your social media! It's awesome!

Interactive Mount

Also, here's the next next cool stand. It's called [Pivo](#). It follows you around while holding your phone for dance videos, cooking etc. It's like a cameraman! [Pivo](#) turns your iPhone or Android smartphone into your personal paparazzi – the interactive Pivo Pod Silver allows hands-free Face, Body, Horse and Action Tracking. Wherever you go, Pivo Pod Silver follows to capture every expression and move. Video call and live stream while you move - Pivo Pod Silver auto-rotates a full 360° in just 4 seconds. It's amazing!

Video Help



People think that all cameramen do is point the camera at things, but it's a heck of a lot more complicated than that. - Chris Elliott

So, you still think that you can't do this by yourself and your friends and family members aren't any help. Then, what do you do?

Interns

I have used this company so many years and each year the interns I get are wonderful. What I like about this program is it's free to post a job on and it can be for a set time (a weekend, a day or a semester.) Once I had a shoot and I hired all interns – a cameraman, makeup designer, sound and an assistant. They are willing to work! And they are already being trained at school. So set up an account at [Chegg Internships](#) as an Employer and post away!

Talent

If you're needing actual talent for your video, then set up an account as a casting director on [Backstage](#). Most of the talent here has taken some acting lessons and they just want a chance to be on camera to get credits and scene time. But, if you do use their talent for free, at least provide food and drinks. It's just common courtesy!

Writers

Finding good writers to write your scripts isn't hard because there are so many freelance sites now. But, finding the cream of the crop writer might end up being a trial and error affair. So, start small. Offer a fee of \$10-20 an hour and cap it! I've hired really great writers (and writing editors) and also some really bad ones that I knew didn't speak English as their first language. But, here's a couple of sites you may not of heard of:

- ❑ <https://www.guru.com/>
- ❑ <https://www.writeraccess.com/>
- ❑ <https://writers.work/>

Editing



With good content comes the potential of having listeners. With good content AND good sound quality comes a higher potential of increased followers.

Editing is where the rubber meets the fan. It's hard and time consuming! But, if you're a do-it-yourself type, use this online software because not only can you copy and paste your last edit and easily convert it into the correct size for Instagram stories and IG posts, you can reformat it for FaceBook and for YouTube and TikTok. (Gosh, I hate that everyone has they proprietary size!!! OMG.) But [Wevideo](#) is wonderful. I use it all the time!

Another thing I've done for years now (even before it was popular) was to find a great editor on [Fiverr](#) and stick with them. Today it's a little harder to find a perfect match. But, it's worth it when you do. Look for experience and lots of 5 stars. The truth is that it is not one person behind most of those vendors – its large groups of workers behind the scenes. But, the good news is if you don't like their work, you can request a credit and move on. But, I have had lots of success and you will too. Just read the reviews!!!

Tip

Another tip is to use the [Internship](#) app and request an editor. I'm mostly successful when the intern has a stack in it. What I mean is see if they can get school credit if they intern as an editor with you. If yes, you've got a consistent dedicated editor for a whole semester. Tip: Get on this now!

Leverage your videos x 15 (with 1 button!)

I mentioned above that there's an app that allows you to 15 x your videos and live feeds. Drumroll please: <https://restream.io/>. Restream allows you to broadcast live video to 30+ social networks at the same time. Millions of people around the world use Restream to reach, engage and monetize their audiences. Their customers include professional and amateur gamers, Fortune 500 companies, media, politicians and celebrities. It's just SMART!

Tip

There are quite a few of LIVE streaming platforms (too many to explain.) But. Here's the preferred list for broadcasting on LinkedIn:

- [Wirecast.pdf](#)
- [Socialive.pdf](#)
- [StreamYard product_specs.pdf](#)
- [StreamYard getting_started.pdf](#)
- [Create a LinkedIn Live on Easy Live.pdf](#)
- [Easy Live - Stream to LinkedIn Live.pdf](#)
- [Brandlive Producer Tutorial.pdf](#)
- [Brandlive How To Stream.pdf](#)
- [Best Practices for LinkedIn Live.pdf](#)
- [Switcher Studio.pdf](#)
- [Restream.pdf](#)

Remember the GOAL! It's to not just livestream on LinkedIn, then FaceBook, then Instagram – BUT TO AS MANY AS POSSIBLE AT ONCE. So, don't get lost in the choices. Choose one that's easy, affordable and broadcasts to as many outlets at once.

Video editors that Rock (and make you look AWESOME!)

If you need a promo video, I know you've seen on Facebook companies that allow you to use their templates and these are awesome resources. But, I'm frugal. I don't like to pay monthly for things I'm not using monthly. Make sense! So, here's a cool video editor that's simple and you can pay for only what you decide to use. <https://motionden.com/>

Sometimes it all about the footage and the music you use. So, where can you get royalty free music that really great with lots of options and several different genre's and it's still cost effective? Glad you asked. Check out: <https://envato.com/> . For super HD footage, I've used <https://www.pond5.com/>

For great photos, I traditionally go to [CanStockPhoto](#). They have better prices than the others and again, I can only buy what I need and move on.

Repurpose, Repost and Replace (The Strategy)

Everyone knows NOW that YouTube is a money machine for those who learn how to navigate it. But, did you know that the best YouTubers Repurpose, Repost and Replace their older videos again and again with a few changes.

The best company I know that gives great YouTube tips and who also helps you create tags, thumbnails, keyword explorer and even what's currently ranking and more is [TubeBuddy](#).

I love TubeBuddy because it tells you through the app what you still need to do to get the most action from your video posts. They also have online conferences that are great.

So even if you just want to make sure your videos are SEO'd for success, try TubeBuddy's free trial and listen to their videos (They are YouTube certified of course and only give you the latest greatest information.)

TIP

Repurpose Everything.

Six ways to repurpose your videos:

❑ **Social media.** (I already mentioned [Wevideo](#) to change sizes to match the social media outlet.)

❑ **Audio Podcast.** Just convert it from video to MP3 and post. So simple. (Just be aware that some of the free online converters contain viruses but you can use Wevideo.)

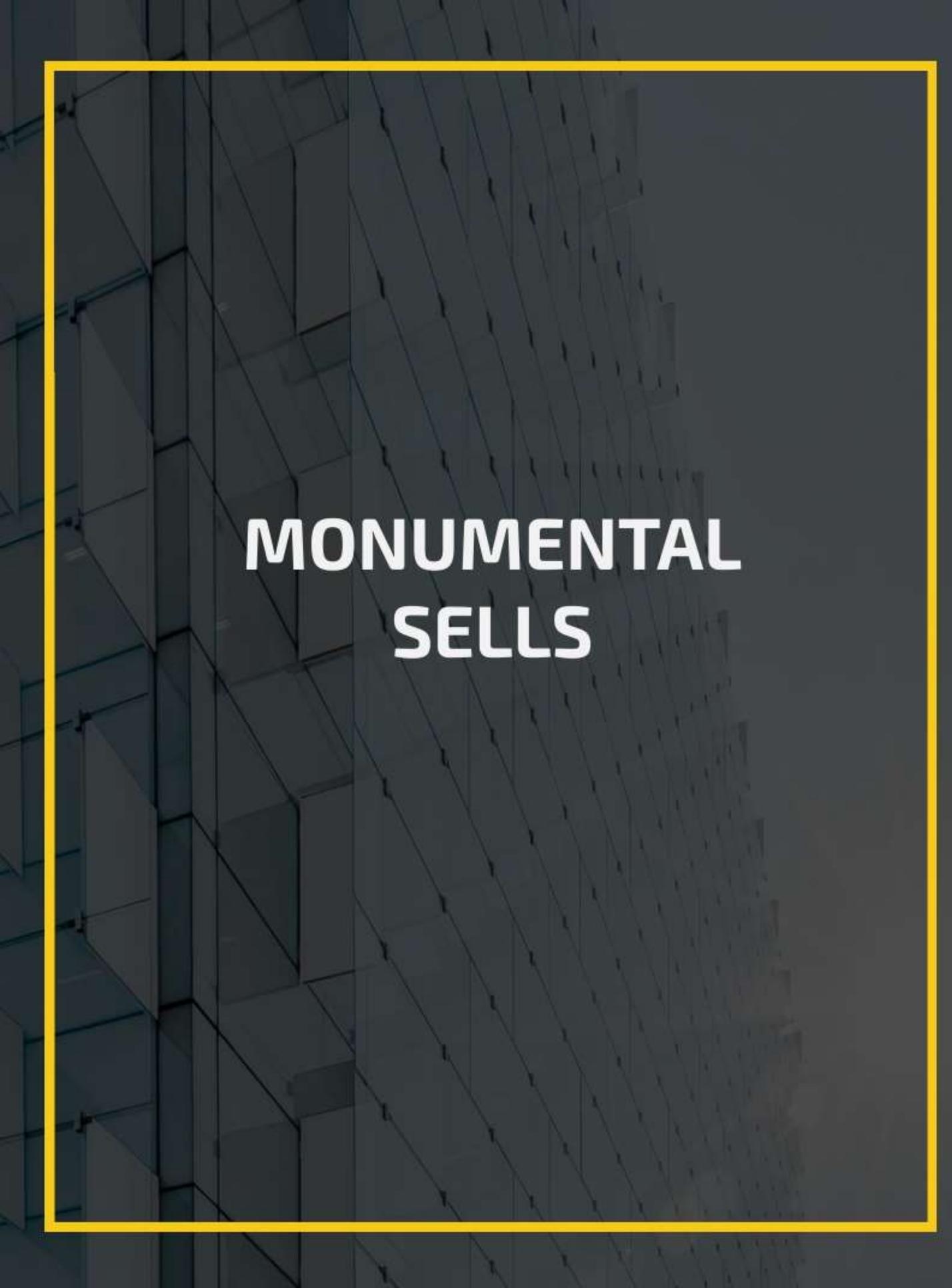
❑ **Blog post.** Here's my tip on the best, most cost effective transcriber tool. Again, you only pay for what you use.

<https://www.temi.com/>

❑ **Ad.** Now, we haven't talked about advertising yet, but we will because you're going to have to bite the bullet and advertise or market or promo yourself (you choose the terminology) sometime this year. You can use your key phrase from this video and turn it into a promotion video. Remember, you've already learned about [Motionden](#).

❑ **Membership video.** As you write and produce your videos, be always thinking about how you can use them to create a membership site. Stack them up in a place like [SmugMug](#) and when you're ready, create your membership portal.

❑ **Sells video.** Below this section, we'll talk about a great 1-page sells page (because you've got to get some extra income in to be successful this year, right?) But for now, just know that you'll be able to repurpose at least small bits from each video to make a great sells video intro and outro.



MONUMENTAL SELLS

Monumental Sells

- o The 1-Page Sells Magnet (e-sell like crazy)
- o Creating Lists Made Easy (in 30 minutes)
- o Sales HELP!?!#* (without any money)



The 1-Page Sells Magnet (e-sell like crazy!)

The 1-Page Sells Magnet is easy if you know the steps. Here's the steps in general, but I urge you to look up [Samcart](#) and it's creator and JOIN Samcart for the teachings and blueprint. It's worth it! I love Brian Moran. He knows that the average business person does not have time to waste and he provides excellent tools and videos to help you succeed. So, here's my version of his blueprint. Honestly, he's is better! ([Link](#))

The 1-Page Sells Magnet Writing Steps:

- Create Curiosity
- Set the Stage
- Tell Your Story
- Provide Evidence
- Explain the Offer
- Seal the Deal

Creating Lists Made Easy (in 30 minutes)

I honestly looked high and low to find a way to create lists of prospects in business to connect with. I've purchased list, joined a group list/email group, and even tried emailing individuals individually – which took days!!!! But, when I'm trying to solve a problem, I keep looking and this is what I found that absolutely solved my list building blues. It's called [Seamless.ai](#)

Seamless.AI is the world's first and only real-time search engine for B2B contact information. Find verified emails & direct dials, book more appointments, and win more sales!

In 10 minutes, I had created a prospect list for advertising on my network and the emails were “verified!” Nice. Use this trick: Create your list and then download it as a .cvs file to be uploaded into your favorite email or Customer relationship management tool.

If you need some suggestions for a great – FREE – CRM tool, try [Zoho CRM](#). I love the fact that I can create letters in it and use the letter again and again with new contacts. Plus, they give you a lesson on how to use it.

Sales HELP!?!#* (without any money)

Affiliates

I know you're thinking this is too good to be true. But, it isn't. In fact, you are being sold something online every day and most of the time it's my a sales rep that's completely independent of the brand – except through an affiliate relationship. **What Is an Affiliate?** An affiliate is a person who markets another companies product for a paid commission on each sale made. An affiliate can be a person who promotes products through their social media profiles, or someone who runs their own company and also helps to promote related products on their website. Got it!

Now, how can you use affiliates to promote you? Well, you'll need to turn yourself into a product. That's right – be a “product.” How do you do that? You can write a book, create an ebook, create physical products like clothes, makeup, supplements and create a membership site. (You probably already have one or more of these.)

Once you have a product, here are several popular affiliate platforms you can join where you will post your product to gain affiliate sales associates.

These first three, I have used:

- [Clickbank](#)
- [Commission Junction](#)
- [Rakuten Advertising](#)

I've heard good things about these, but I haven't used them:

- [Shareasale](#)
- [Rewardful](#)
- [Talkable](#)
- [Osiaffiliate](#)

Referral Program

The second way to have sales assistant without paying upfront is by creating a loyalty referral program. This is different from affiliates although it's really the same! (Clear as mud, right?) Okay here's the minor difference. With an affiliate, you may never really know them. They work to gain commission income and are not totally loyal to you.



But, with a referral, usually they have used your service and/or product and are referring you to their friends and associates and because of their referral you make money. Most of the time you don't need a software program to implement this. But, if you would like to be more intentional with it, you might want to try [Rewardful](#) listed above. It seems pretty easy and it's the least investment.

Patreon Program

Now, this third way takes its roots from fundraising tactics but basically you gain “patrons” who tell others about you and they pay you money monthly to support your business. So if you have a podcast or a YouTube channel and you can provide “extra” clips or behind the scenes footage or personal podcasts just for your devoted fans, think about creating a [Patreon](#) account. On Patreon, you can let your fans become active participants in the work they love by offering them a monthly membership. You give them access to exclusive content, community, and insight into your creative process. In exchange, you get the freedom to do your best work, and the stability you need to build an independent creative career.

Commission Sales Program

If you really want a physical person whom you know and can communicate with to sell you and your services personally, you should know about [CommissionCrowd](#). CommissionCrowd is a beautifully designed online platform that gives companies and self-employed sales agents the ability to connect, work together and easily manage long term working relationships Globally.

I have to be completely transparent – I've tried to use CommissionCrowd for years now at no success. The sales reps I've talked to are looking for a salary + commission which I did try for 3 months and lost my hard earned money. So.....it's up to you to try. You just might have better luck (or discernment) than me.

Finally, if you have a successful podcast or successful social media pages, there are agencies that will invite you into their barn – so to speak – so you can get a portion of the sales they rack in. For example, check out these agencies.

☐ www.veritoneone.com

☐ www.audiogo.com

☐ www.advertisecast.com

Note: You may need to JOIN one of the networks that are promoted through them to gain advertiser funds



MAXIMIZE SOCIAL MEDIA

Maximize Social Media

- o New Social Platforms to Join (before they are too big!)
- o Autopilot Instagram, FaceBook and Twitter (Everyday without any work at all!!!)



New Social Platforms to Join (before they are too big!)

Did you know about these NEW Social Media platforms? If not, join now before they are too big and your posts get lost into outer space social media hell!

- [MeWe](#)
- [Vero](#)

Now, these are not NEW social media apps, but they are growing in popularity and have cool new features. So, check them out.

- [Reddit](#)
- [Snapchat](#)
- [WhatsApp](#)
- [Pinterest](#)
- [Tumblr](#)
- [TikTok](#)

TIP

If you hit **share** on YouTube or any popular app and see a NEW app you can share to, join it and SHARE!

Now, go join [Restream](#) for free. After you join, you can broadcast live video to 30+ social networks at the same time. Well, what 30??? All you might know about are Instagram Live, FaceBook Live, and Livestream. But, this is how the big Influencers get big – it how anyone gets big – extending their reach to more and more audiences.

Here's the short list of LIVE social media outlets you already know about:

- [FaceBook Live \(Personal Page\)](#)
- [YouTube](#)
- [Twitch](#)
- [Linkedin](#)
- Dailymotion
- VK Live
- DLive
- Mixcloud
- KakaoTV

Autopilot Instagram, Facebook and Twitter (Everyday without any work at all!!!!)

This year I discovered the golden grail for posting social media content that aligns with my theme, goals, business motto and image. But, before I tell you what it is, let me tell you about it. **It's a content curation tool that enables individuals to create newspapers based on topics they choose and automatically find, publish & promote engaging articles, photos and videos from across the web.** It automatically includes video clips, photos, stories and categorizes them into the topics you choose. You can also add #hashtags that you want it to track, Twitter lists of other pages, blog feeds, trending hashtags and you can include anything you can find online and add it using a bookmarklet. You can select general topics that you want to include and deselect those that you do not.

When I started with it, I first created several Twitter lists that contained films, filmmakers, celebrities and other news pertinent to my TV network. Shortly after discovering this awesome tool we chose to purchase the Pro version and we really get a great return on investment from it.

For a mere \$12.99 a month, we get full editing capability, 5 ad units, custom branding, Google analytics tracking and email newsletter automatic mailing + automation posts to FaceBook and LinkedIn. To say the least, I highly recommend this as a next step for any business that strives to be a topic leader on almost any subject. And I know the owner, he's one of Bee TV's Experts. So, check out [Paper.li](#) and if you join, use CODE "beetv" to get a discount.

TIP

Join [Paper.li](#). Period! The CEO Dan Di Federico is a genius and he's also an [Expert](#) on [BeeTVFlix](#). Listen, they are have really cool extras in the works that will advance you brand, make you a Rock Star and excite your fans, followers and friends.



**MARVELOUS
FREE-TO-\$20
RESOURCES**

Marvelous Free-to-\$20 Resources

- o Free Email Campaigns that Convert
- o Press Releases for less than \$30 (PR still rocks SEO.)
- o SEO everything yourself for \$17.00 a month (Takes 5 Minutes!)



Free Email Campaigns that Convert

So, most of you purchased this ebook because you received an email. I'm a big believer that you're only as good as your email (targeted) list, the deliver (your email software), and what you say in the email.

I've already given you a resource to develop your list. You already know about [Mailchimp](#), [iContact](#), and [Constantcontact](#). But, do you know about [Convertkit](#). I know, I didn't like the name either. It doesn't sound like an email service provider because it's more. ConvertKit really is an audience building and email marketing software that helps you find your audience, turn them into true fans, and earn a living as a creator. And the best news – right now anyway – is it's free if you maintain your list under 1000 contacts.

And their landing pages are awesome. Plus, they have a product page that actually converts into sales. (I used it and made money, honey!) So, this is how it works.

- ✓ You upload your list into contacts
- ✓ Create a 'broadcast' which is an email.
- ✓ Create a landing page which you connect to the button within the email or you can just create a product landing page.
- ✓ Your contacts click on the button and they are redirected to your cool landing page. And because you're so professional, they join your list or buy.

It's AWESOME.

TIP

Now, let me explain one thing. Remember when I told you about Samcart under the 1-page Sells Magnet section, well you can intergrate [Samcart](#) with [Convertkit](#) and sell even more. I suggest you take this action after you've gotten a few sales and see how the system works. The thing that sets Samcart above Convertkit's Product page is Samcart allows you to upsell buyers which is amazing. But, you will need to upgrade to atleast \$99 month on Samcart to do this. So, for beginners, get started with Convertkit first. Then once you're a rock star and have several products to sell, use Convertkit as your email client and connect the link Samcart gives you within the button and baby you'll be marvelous!!!

Press Releases for less than \$30 (PR still rocks SEO)

This is a mystery to me. Haven't you heard that Press Releases don't SEO well and they are really worth it any more? Well, I have. But, it's totally boloney!!!

I do agree that the price for one press release is a little ridiculous now. I mean, I don't want to spend \$200 to reach 1000 outlets. But, that's just me. I'm cheap. I use PRlog.org. I love it because I've searched for my information after launching a campaign and it comes up on the first page Google.

Now, you still need to write the release. So, call upon your writers to do so or tackle it yourself (because it doesn't have to be long – just in the right format.) Also, think about the journalist you want to reach and read some of their work. Use this as a reference.

Once it's published, don't forget your duty is to send it out socially, post it on your website, and repurpose it as a blog. Your press awaits...

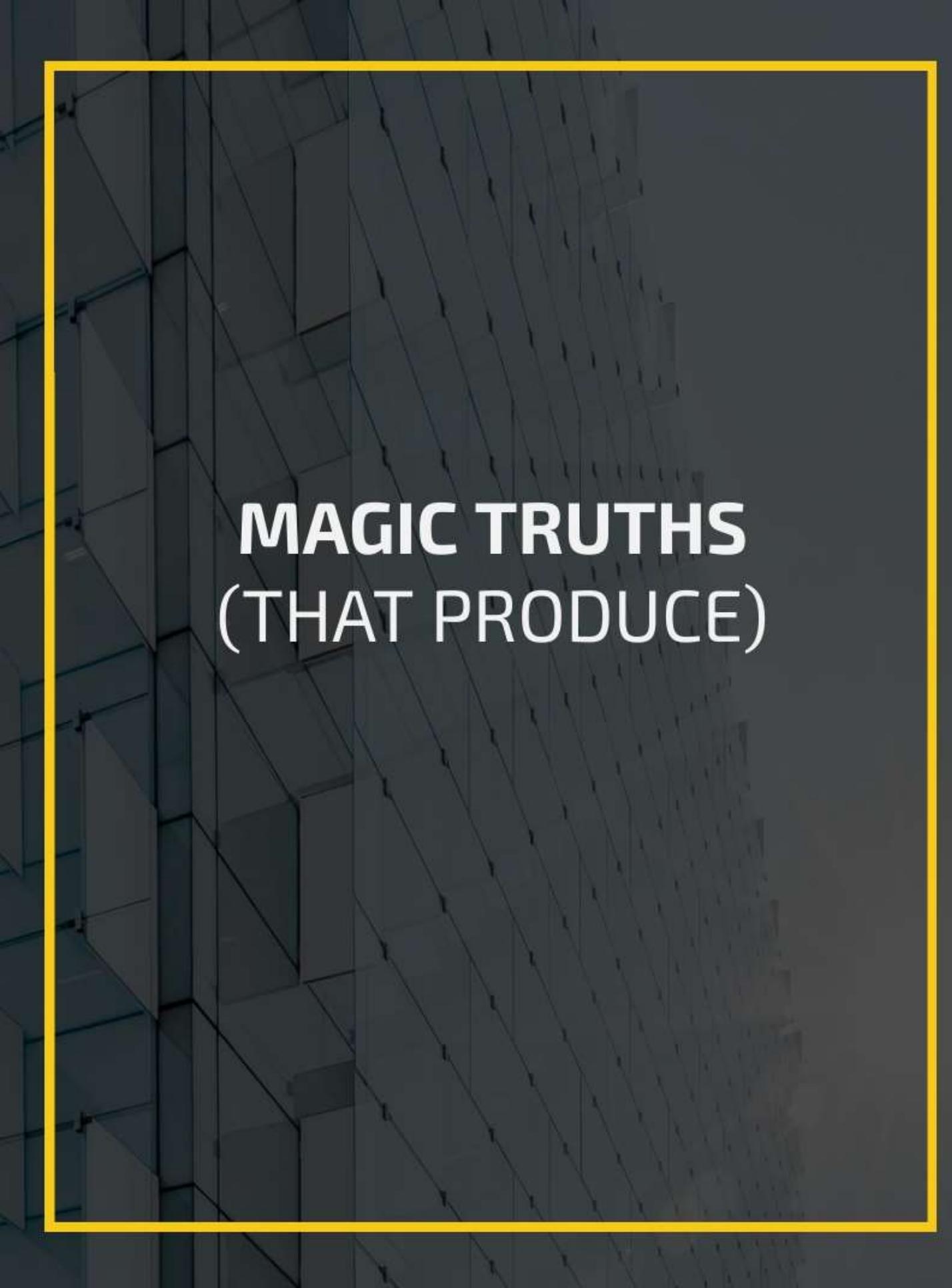
(Note: I upgraded on PRLog to get more distribution and you should do so too. So, PRLog is a free press release and press room hosting site that gives you free distribution to search engines. However, upgrading gives you better distribution in which you'll be able to use to gain more site visitors.

TIP

Okay, I'm throwing this bit of information in because...well...I'm just nice. Do you know how to reach reporters directly? I joined this site when it was just getting started – which means I joined for free. Now, it costs at least \$99.00 a month. But, you may really benefit from it. It's called <https://justreachout.io/>. JustReachOut helps you come up with a PR strategy and do PR outreach to attract most relevant journalists and get press for your story on an ongoing basis. The cool thing now is it doesn't just help you reach out to journalists but to bloggers and podcasters. Try it. You may like it.

Press SEO everything yourself for \$17.00 a month (Takes 5 Minutes)

Am I the only one that constantly gets emails from companies promising to put my site on the 1st page of Google? I don't doubt that they can do it. But, truth be told, they are probably using a service like the one I'm about to share with you. I've been using a service called [Backlinkindexer](#) for years. It's been trusted as the [Best Link Indexer Tool & Service](#) since 2011. And it's super easy. All you do log into your account to gain access to your Dashboard. Once there, simply upload or enter all the URLs you want to get indexed. Your links are syndicated across a large network of Unique C Class IP Blogs, Web 2.0 Blogs, Micro Blogs, Social Bookmarking Sites, and RSS Aggregators. All links are paired with content to ensure maximum crawlability without the bad spam aftertaste. (Honestly, I don't know what this means.) But, I do see the page I've indexed ranks high in the Google search engine. And the amazing this is it only costs only \$17.00 a month. Hey, I pay only \$3.99 a month but I've been a loyal customer for 7 years!



**MAGIC TRUTHS
(THAT PRODUCE)**

Magic Truths (that produce)

- o What NOONE ever Tells You About YouTube & Instagram (The Truth that will make you a Rock Star!)
- o Maximize Your Brand on TV (You must do this NOW before it's too late!)



What NO ONE ever Tells You About YouTube & Instagram

Did you know there are 37 million **YouTube channels** as of 2020? Did you know there are 1 billion Instagram accounts? So now that big companies pay Influencers to influence product and service buys, you have to focus on getting your subscriber count and fan count up to receive money.

What no one ever tells you is that people ARE buying followers, likes, comments, watch hours, and subscribers. Now all the big influencers say “mums the word.”

I am not suggesting that you pay for subscribers or fans because they are not “engagers.” What I mean is this: Once you start, you have to keep it up. I noticed that a very big Influencer whom I will not mention received 1000s of comments within only a few minutes and they were emoji’s and two-three word comments. That’s clearly not real fans. But, all the social networks have set up “promotions” which you should do. Honestly, you will not get a million subscribers by promoting your YouTube video nor a million followers but at least you will get noticed by someone who would not have normally found you except for your promotion -- and they will be a real person.

Here are two services that say they are YouTube certified to promote your videos:

- ❑ <https://www.promolta.com/>
- ❑ <https://sprizzy.com/>
- ❑ <https://www.flintzy.com/>

Here are two services that help you promote your Instagram accounts:

- ❑ <https://kicksta.co/>
- ❑ <https://www.combin.com/>

TIP

One thing my teen daughter just taught me that's working for her is **joining Instagram groups**. These groups agree to post on your account as long as you do the same. It's a daily obligation and mostly you'll need to be invited. You can find Instagram DM Groups in your niche by either asking around other large accounts in your niche, or try a Facebook group. You'll need to look for Social Media or Instagram-related Facebook groups — many of them have a weekly thread for people forming Instagram engagement groups or pods. You can find someone in your niche and ask to join theirs. But, if you can't find a group, here's a hack: **CREATE** your own group. It works like this — once your group members are commenting on your post, then it triggers others to comment as well and that triggers new people to follow you and there you go — You're an Influencer with over 10K followers. I know it works!

Maximize Your Brand on TV (You must do this NOW before it's too late!)

Think about this: **Big question:** What if Netflix had reached out to you personally 10 years ago (before they were a HH name) and said, *“We would love for you to have a branding stake on our platform and all you need to do is “talk and give expert advice” on video!”* What would have said? I hope “Yes!”

I am the CEO of [Bee TV](#) Inc. (dba BeeTVFlix) a New American streaming service provider and production company that allows viewers to watch independent TV shows and movies online or stream right to their smart TV, PC, Mac, mobile, tablet and more.

One of the main reasons you're reading this ebook right now is you want to take your business, speaking career, entrepreneurial venture to a new level of success. Well, On [BeeTVFlix](#), we give you a voice on the most coveted speaking platform today -- Connected Television.



Not only will your expert advice be seen and heard on every mobile device imaginable but you'll be seen on every Smart TV, Apple TV, Fire TV, Android TV and Roku worldwide - that's access to 300 million people.

Did you know that:

- ✓ Recognized industry experts attract new business, command higher fees, and build stronger, more successful long-term clients.
- ✓ Adding "expert" to your profile will enhance your reputation, enable you to forge new partnerships with more prestigious clients, and increase your worth.
- ✓ Clients treat you like gold when you attain high visibility in the marketplace and a reputation for expertise.

On BeeTVFlix we've developed an approach that will efficiently take you toward a new peak in your career. And the cool thing is you'll be on a platform **FIRST**.



Most of you – if not all – have successfully branded yourself through internet based services. But, I’m willing to bet that very few of you – if not any – have ever consistently been seen on TV as a motivational expert.

BeeTVFlix believes in the power of motivation – especially needed at this time in our history – and is offering only a select few the opportunity to do this on TV.

I invite to read more about it on our website and if you “get it” and want to be a part of this new exciting adventure, you like to talk and tell your story to a whole new audience and you want to brand yourself above the influence of your peers, then check out www.beetv.tv/experts or www.beetv.tv/influencers.



MAGNANIMOUS CONCLUSION

Magnanimous Conclusion

o Kick Butt Keys



“Would you like me to give you a formula for success? It’s quite simple, really: Double your rate of failure. You are thinking of failure as the enemy of success. But it isn’t at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that’s where you will find success.”

-- Thomas J. Watson

We've covered everything from looking like a million dollars on video to how to get featured on TV and many things in between. So, I just want to leave you with the success speech my mom taught me and many others as a professional motivational speaker. She coined a speech called, "You can BEE the best!" "B" stands for *be aware of who you are*, "E" stands for *eliminate the negatives*, and "E" stands for *expect the best out of yourself and others*. I've given you the apps and the tools for success, but the success you have this year and beyond depends upon you. You can do it!

CONTACT

Bee TV Inc. (dba BeeTVFlix) is an American streaming service provider and production company that allows viewers to watch independent TV shows and movies online or stream right to their smart TV, PC, Mac, mobile, tablet and more. Vikki Wells is the Founder and CEO.

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