

Product Genius Workshop

Module 2

By Tony Shepherd

By Tony Shepherd
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Morning all...

The first thing to say is that I am available right now to answer any questions you might have.

You can contact me by email: TonyShepherd397@gmail.com

You can live Skype chat with me: tonyshepdirect (please don't voice call me unless we've made a prior arrangement)

Facebook Instant Messenger: <https://www.facebook.com/tonyshepherdhippymarketing> (You might have to 'friend' me first)

I'll be around for the three-week duration of the workshop, Monday to Friday 9am to 5pm GMT

If you're outside the UK time zone or don't overlap in any way you should use email. I'll get back to you.

There might be a delay in getting a reply from me at busy times but I WILL reply.

I'm looking forward to working with you

A handwritten signature in black ink that reads "Tony Shepherd". The signature is stylized with a large, sweeping underline that extends to the right.

Content Abundance



You ever find yourself like the bloke in the pic above?

Stuck for content ideas?

Perhaps you want to write an email to your list, or find some content that demonstrates a point you're making in your latest paid product?

Or maybe you need a blog post to sell a product you're promoting as an affiliate and need something 'a bit different' to make your pitch stand out from the crowd?

And you have literally NO IDEA what to write?

Well I reckon I can help you with that.

Forever.

Because in this module I'm going to show you where I get my content ideas.

I'm talking about *content ranging from *The inventor of the bra strap (you'll be shocked at who it was)* to *Firefighters free man's genitals from spanner*.

From *Derren Brown gets his c*ck out* to *The world's crappiest travel writer - Favell Lee Mortimer*.

*The above are all actual emails I sent and you can probably find them by searching your inbox.

If you were wondering they both made money for me because as I outlined in the last Module, they're not just there to entertain. They're there to get attention, and open a channel that allows me to sell in the P.S. of any email I choose.

(You can use exactly the same format with blog posts)

I also use content like this in my products and courses.

Here's an example taken from *My Stop Kicking The Cat Course* (Module 1):

=====

In his book '*Predatory Thinking*', Dave Trott relates how the Second World War was really a story of two people.

Adolf Hitler and Winston Churchill.

Pretty much everything that happened can be traced back to decisions they made.

Churchill was a **strategist (S Type)**

Hitler was a **tactician (T Type** who *thought* he was a strategist).

Strategy is about seeing the big picture and working from that vantage point.

Tactics is the little pictures that make up the big picture.

Tacticians are specialists

Strategists are generalists

Anyway..

Churchill had just one main strategy:

To get America into the war.

The biggest, most powerful country on the planet.

If he could do that he knew he would win.

When it came to tactics he didn't care *how* the job got done.

He'd say to his generals '*Give me a victory in North Africa*' then he'd leave them to it.

Of he'd say *'We need something that can dominate the skies over Britain against the German planes'*

And someone would call in the Spitfire fighter plane to do the job.

He knew what he wanted to do BUT he didn't need to know the detail.

And because he assigned the right person, the right product or the right service to the job *without* getting involved in the detail, he was free to concentrate on his main strategy which was getting the Yanks to join in the fight on the British side.

So he focused on what he knew was important and criss-crossed the Atlantic to meet with Roosevelt and to address the US government in Washington.

He worked on changing American public opinion because he knew his strategy would work and once the Americans joined the war, it was only a matter of time until Germany was beaten.

He focused on his overall, simple strategy.

Meanwhile Hitler was getting involved in the *tactics* of his war.

Every German general and admiral had to get Hitler's approval before they could make a move.

Hitler would often change his mind while the generals were in the middle of executing his plans.

He had no concept of the logistics of moving a million men so he moved them at will, ignoring the advice of experts and experienced military leaders.

He had no big strategy apart from winning battles.

So in effect Germany had no strategic leader, just a tactician who constantly over-ruled the experts.

Getting obsessed with the detail.

With no focused, main strategy.

In actuality the German forces *should* have conquered the whole of Europe and won the war in just a couple of years.

But instead Hitler tried to micro-manage and eventually America came into the war, and the weather turned against the German forces in the battle against Russia.

Germany lost the war.

Churchill pulled it off because he was focused on one main strategy.

=====

And from there I continue with teaching the rest of the *Stop Kicking The Cat* course.

But Dave Trott's idea explains the difference between Strategist and Tactician in a BRILLIANT way with the story of Churchill and Hitler above.

It would have taken me quite a while to come up with an example that was as good, if I could do it at all.

So I decided to use his story.

Now a lot of people are scared of doing so because they think it's plagiarism, or breaching copyright.

(Do your own due diligence on this - I'm not a legal professional and you should take into account the country you live in and the laws there)

So how do I confidently use other people's content like this?

What I do is to acknowledge the idea or the quote.

So you can see above I've mentioned both the author (Dave Trott, who I'm a big fan of) and his book.

And while it's possible the idea of Hitler and Churchill being a tactician and strategist respectively might not be Dave's original idea, it WAS where I first saw the notion and I want to credit that.

It is important to realise that I've used very little of Dave Trott's actual *wording* though. I've used the idea and rewritten it in my own words.

Anyone reading my course can clearly see I'm not passing off Dave Trott's content as my own. I'm clearly mentioning his book as the source. He (quite rightly) is credited.

And thats my first main source - BOOKS.

It's the most obvious one but not something that should be underestimated.

I buy a lot of books.

Amazon is good for cheap, non-Prime paperbacks.

As is the Book depository.

If I buy from Amazon and I'm not rushing to get the book I'll go for cheap second hand copies, even though I have a Prime account



THIS IS MARKETING
You Can't Be Seen Until You Learn To See
SETH GODIN

This is Marketing: You Can't Be Seen Until You Learn To See
by [Seth Godin](#) | 15 Nov 2018
★★★★☆ ~ 39

Paperback
£11⁹⁹ ~~£14.99~~
✓prime FREE delivery by Tomorrow, Sep 10

More buying choices
£4.39 (51 used & new offers)

Kindle Edition
£9⁹⁹

You can see the cheaper used offers above. Why not pay £4.39 instead of £11.99 right?

It makes a difference if you're buying quite a few books each month.

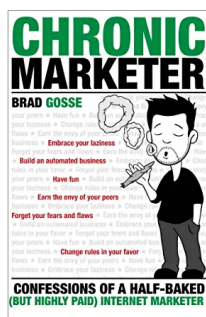
Another good one to get if you buy books for content is to get a Kindle Unlimited subscription.

Not only does Kindle give you *instant* delivery to your device so you don't have to wait if you need the book for a product you're creating, but you also get some good books free*.

*All Kindle Unlimited books are free but you need to have a Kindle Unlimited subscription which I think is £7.99 a month. Worth it for me because I get a lot of books.

You can see what I mean below.

I bought Brad Gosse's book (which I really like) for around £10. It's now available on Kindle Unlimited for £0



Chronic Marketer: Confessions Of A Half-Baked (But Highly Paid) Internet Marketer
by Brad Gosse

★★★★☆ ~ 11

Kindle Edition

£0.00 **kindleunlimited**

Included with your Kindle Unlimited membership

Or £7.54 to buy

Paperback

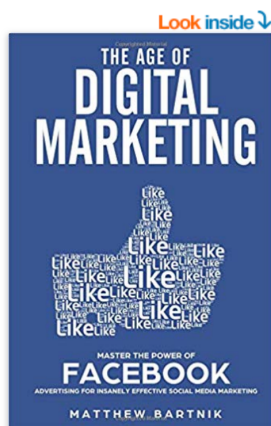
£9.41

FREE Delivery for Prime members

More buying choices

£0.21 (10 used & new offers)

And others...



The Age of Digital Marketing: Master the Power of Facebook Advertising for Insanely Effective Social Media Marketing: Become an expert in Paid ads, Maximize ROI in PPC, Gain Customers & Conversions Paperback – 24 Sep 2018

by Matthew Bartnik (Author)

★★★★☆ ~ 8 reviews from Amazon.com

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< Read more

That said, content from books is still *paid* content, and the other sources I want to share with you in this workshop are free.

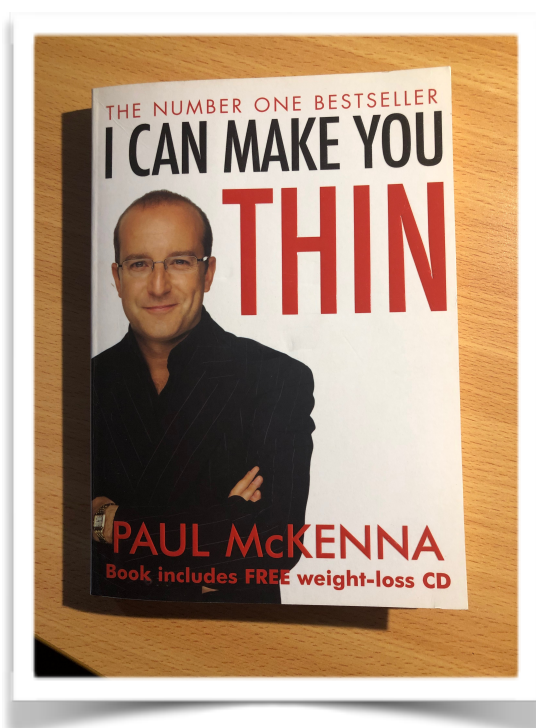
But I felt I had to include books for a couple of reasons:

Books usually expand on an idea in more depth than a blog post or article on a website. This can be a negative thing if all you want is some interesting content - you'll have to read a lot and sift through the information to find the content you want.

But on the positive side, one good chapter in an interesting book can give you enough content to rewrite to create an **entire online information product!**

I created an entire info product years ago from a book I bought about restless leg syndrome. I worked almost solely from that ONE book, rewriting information into my own words.

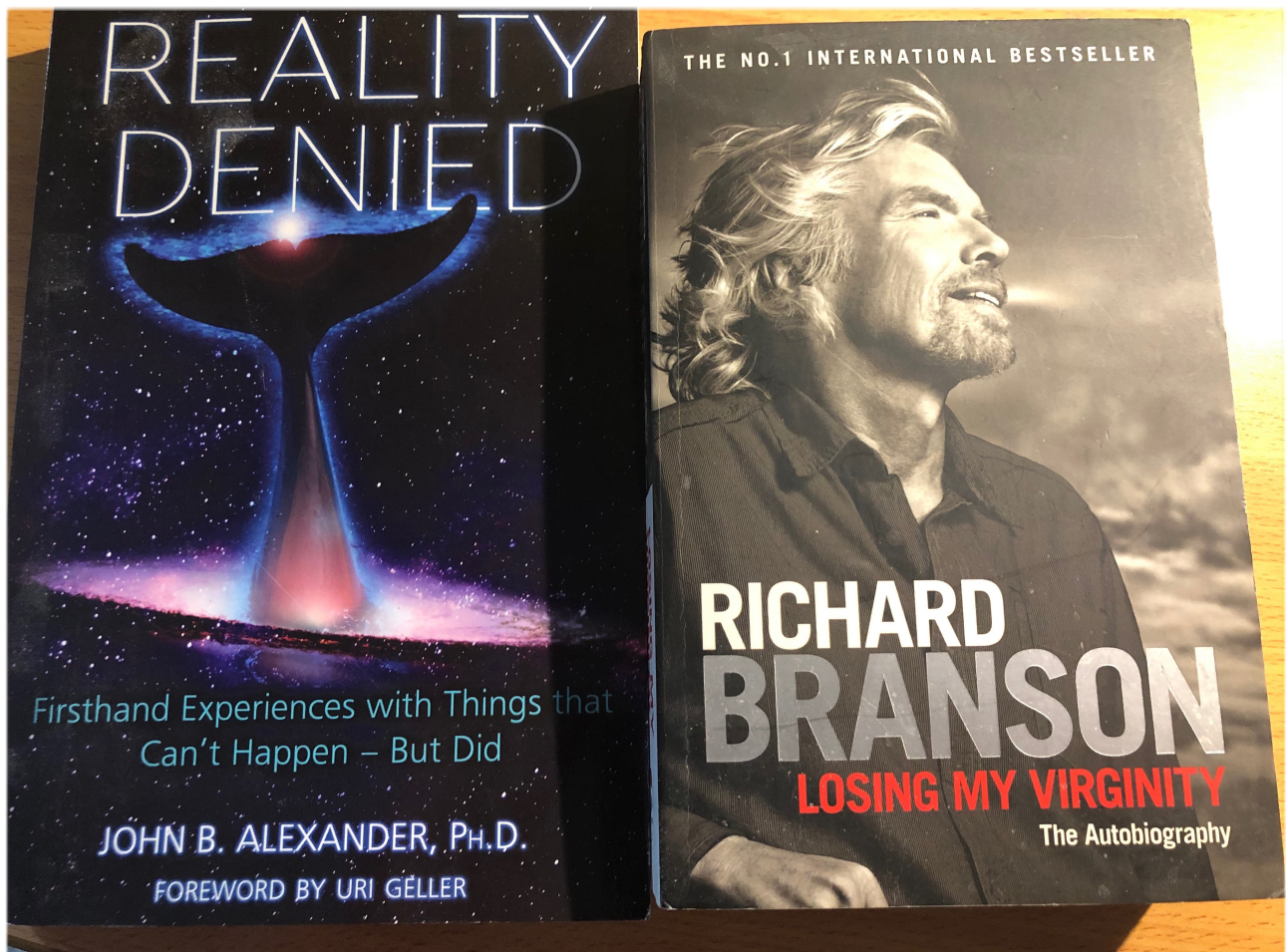
Another example is an old copy of the Paul McKenna book below:



A psychological approach in that book inspired a chapter in one of my own courses when I realised it would also really work well in Internet Marketing.

You'd never recognise the original idea of course, because I adapted it for my niche. But the idea was a gem (Thanks McKenna)

I have a big bookshelf in my workroom filled with all sorts of weird and wonderful tomes that I've grabbed for a few quid off Amazon or in second-hand bookshops.



In fact they're spilling over onto my desk, the filing cabinet and even the floor!

And I can take any one of these books, and skim for five minutes or so and I guarantee that I'll find a fact or event or idea that I can make into a first-class piece of content for my business.

The books I buy aren't from any one niche either

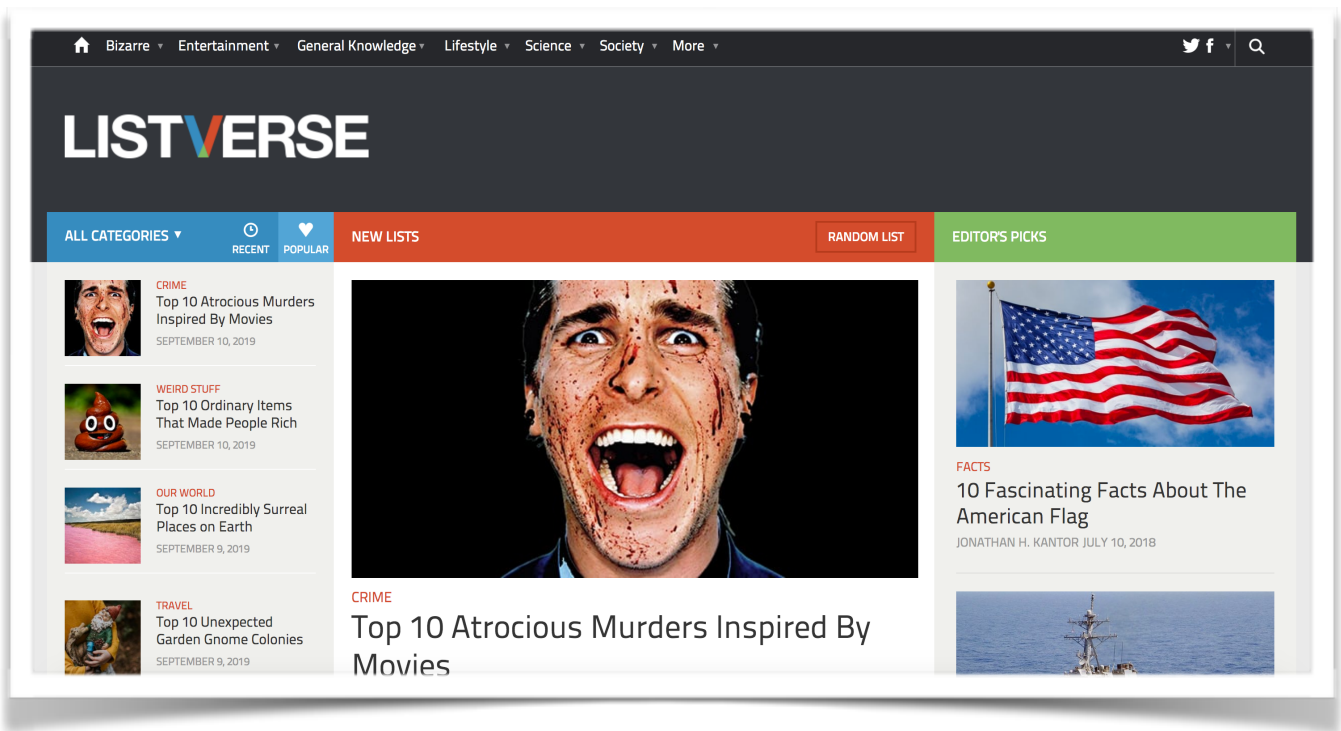
They range from autobiographies to the paranormal.

From social engineering to sailing.

From 18th Century Paris to 21st Century wines.

And while skimming a book and finding golden nuggets is a skill I strongly recommend you develop, there is an easier way of finding pretty much ready-to-go content...

Listverse.com



I like Listverse for quirky stuff.

It's my go-to site for a lot of my content.

This is what Listverse says (rather pretentiously) about itself:

Listverse is a place for explorers. Together we seek out the most fascinating and rare gems of human knowledge. We write, we read, we learn—and in the process, we have fun. Every day we publish three or more amazing lists packed with as many new facts as possible

But there's no getting around the fact it's an excellent place to go to find unusual content.

Check out this email I sent out to my list:

=====

Subject: You probably haven't heard of this guy - but he changed society!

...

All the best people only have one name right?

Prince

Cher

Bono

(Well maybe not Bono)

But there's one bloke who went by just one name who change society more than any of the mono-moniker people above.

I'm talking about a chap called Ziryab

He lived around 800AD and was a Persian poet, musician, singer, cosmetologist, fashion designer, celebrity, trendsetter, strategist, botanist, geographer and (amazingly) former slave.

So how did he change society?

Well he introduced the idea of a three-course meal (soup, main, pudding)

He also introduced crystal drinking glasses (metal was used previously)

He introduced asparagus and other vegetables into society and made significant changes to the music world (presumably not on the same day)

He also had numerous children who also became musicians and spread his legacy throughout Europe.

Did he retire after all that?

Nope - he then popularised short hair and shaving for men, and the idea of wearing different clothes based on the seasons.

(To be fair that last one might not be obvious in Persia but trust me you wouldn't be wearing your summer togs in January in Yorkshire)

He also created the first toothpaste that tasted pleasant, invented underarm deodorant and promoted bathing twice daily.

Some historians even suggest he invented beauty parlours for women.

What a guy eh?

Makes my 'To Do' list look a bit shit though :)

Best

Tony

P.S. If you're going to change the world some day (but want to work on your own income FIRST)..

=====

I left the P.S. above so you could see how I transitioned into the sale, which was my 'Retired Affiliate' publication, although that same P.S. line could be used to promote pretty much any product or service - coaching, continuity, ebooks, courses etc.

Anyway...

Here's the ORIGINAL ARTICLE from Listverse that inspired the above email.

It was under a list called:

'Ten Unforgettable Stories History Forgot' (screenshot below)

The actual URL is here:

<https://listverse.com/2010/12/28/10-unforgettable-stories-history-forgot/>

(Hopefully Listverse don't change or archive their listings so the URL still works)

HISTORY

10 Unforgettable Stories History Forgot

JAMIE FRATER, UPDATED SEPTEMBER 10, 2019

This list is inspired by an excellent book I recently bought called "[Lost to Time](#)". I strongly recommend you buy it if you want to read much more detail about the stories, people and places in this list.

And if you scroll down to number 8 in the list you hit this story:

8 Ziryab The Slave Who Changed Society



Ziryab (789-857 AD) was a Persian polymath: a poet, musician, singer, cosmetologist, fashion designer, celebrity, trendsetter, strategist, astronomer, botanist, geographer and former slave. Most people have never

And that's where I got the story for the email.

I usually do a quick Wikipedia check to find more details/check facts/ too.

But mostly it's a rewrite of the article.

Takes about 20 minutes.

I choose the articles simply by browsing Listverse!

I have no other method than that.

I don't go with a subject in mind. Nothing needs to 'tie in' with what I'm promoting (thanks to the P.S. way of linking to a call to action it doesn't matter)

So I browse Listverse until I find something that I find interesting or amusing.

I honestly don't give a second thought to whether my readership would find it interesting because there's no way whatever I could know that, so why worry? :)

I rewrite so I won't fall foul of any copyright laws. After all the stories are all FACTUAL so the chances of anyone having a copyright grudge are tiny in my opinion (do your own due diligence, this is just my opinion)

(Incidentally you can also actually MAKE money - \$100 a time - writing lists for Listverse. See their site for details)

Toptenz.net

TOPTENZ

Sky Broadband Superfast £27 a month for 18 months. Prices may go up during this period. £19.95 set-up costs. Find out more.

Click for legals

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HISTORY

These are History's Deadliest Wars

By JUSTIN CROCKETT — 0

War is hell. That's an unavoidable part of the deal any time multiple parties enter...

ANIMALS

You Never Wanted to Know These Gross Facts About Roaches

By GREGORY MYERS — 0

Cockroaches are one of the most hated creatures on the planet, and disgust and horrify...

MISC

MISC

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NEW TOP 10 LISTS

These are History's Deadliest Wars

You Never Wanted to Know These Gross Facts About Roaches

The World's Most Secretive Prisons

Amazing Things... That Actually Kinda Suck

Top 10 Things Brits Do the Rest of the World Finds Weird

Similar to Listverse and the only other list site I really use.


If you sign up they send content through to your inbox which is handy because you don't even have to go looking for ideas.



















It's also the reason I started using TopTenz - when I'm travelling and my internet is a bit iffy for research, or bandwidth is expensive and I don't want to be browsing AND using Aweber I can use one of the emails they send through as my daily email.

Google Alerts

Alerts

Monitor the web for interesting new content

 Create an alert about...

famous deaths		
new inventions		
april fool		
bizarre death		
celebrity arrested		
funny news		
online scam		
Tony Shepherd		
weird news		

You can put anything you want in here and google will send you an email when it finds new results—such as web pages, newspaper articles, blogs, or scientific research—that match the match your search term.

Think about your niche, your personality, your voice, your message, your audience etc when you set your alerts.

I just add a new alert when something comes to mind.

I usually go with quirky/funny stories so that is reflected by the alerts I use.

Remember Google alerts are very much about NEW content that has been added to the search engine so news stories, new blog articles, current events and recent happenings make up a lot of what Google Alerts are about.

Here's an example of an email I got from a Google Alert (*New Scientific Study* was the alert phrase). I also left the P.S. in so you can see the sales transition.

=====

Subject: How dolphins get HIGH

...

We all know that pigs have a nose for 'shrooms' (well truffles anyway), but when it comes to getting wasted it seems that dolphins are the mammals to know.

Murdoch University researcher Krista Nicholson has been studying dolphins in Peel-Harvey Estuary off the coast of South-Western Australia.

And she and other researchers have watched dolphins holding blowfish in their mouths, chewing on them and then passing them around like joints.

This might seem like innocent play if it wasn't for the fact that blowfish or pufferfish are among the most toxic vertebrates in the world as brave sushi lovers know when it comes to the famous 'fugu' dish, which is deadly poison if not prepared correctly.

Here's the thing:

The skin of the blowfish seems to contain far less toxins than the deadly liver, but still enough for a dolphin to get a pretty good high (they've been observed 'hanging round at the surface as if fascinated by their own reflection)

We've all been there eh? ;)

Although dolphins have been observed passing crabs (ahem!) in a similar way, they don't enter the same trancelike state that they do after passing the blowfish.

It's possible it's just a play strategy although one researcher did comment:

'No it looks to me like they're completely off their tits'

Actually I totally made that last quote up but I kind of hoped it was true :)

Go mammals!

Best

Tony

P.S. Speaking of unusual behaviour, have you ever thought about those weird things you see me do in my business but you're not quite sure WHY I do them?

I'm talking about the TRUE behind the scenes stuff, because I promise you it's NOT what you think.

I've tried and tested so many things and I've seriously hit the jackpot with some.

THOSE are the things that I'm sharing in my Breaking The Rules course.

(They're also the reason I only need to work a few hours a day when other marketers run round like headless chickens trying to keep things going)

You can get details here:

<http://www.hippymarketer.com/btrcourse>

THIS CLOSES TOMORROW

I can show you how to do exactly the same, and on your OWN terms.

Whether you want a complete business model OR to cherry-pick strategies that fit with your personality...

...I'll open the door for you in Breaking The Rules

Here's where to go next:

<http://www.hippymarketer.com/btrcourse>

Any Q's just shout.

24 Hours ONLY!

=====


I recommend using Google Alerts.

Just set up a TON of alert phrases and let it do the work.

The hard part is coming up with the alert search terms at first, but what I did was to use Listverse and the other sites in this Module and create alert phrases that would have flagged up the articles I liked in Listverse.

MysteriousUniverse.com

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UFO Phenomenon

AlienStock/Storm Area 51 Has Officially Been Cancelled

Jocelyne LeBlanc

September 12, 2019


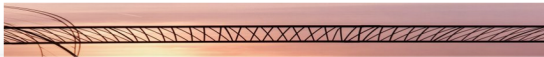


Ancient MysteriesNews

Archeologists Find 2,100-Year-Old 'iPhone' in Grave on Russian Atlantis

Paul Seaburn

September 12, 2019



This site works well for me because it features *odd/paranormal/ bizarre stories which are exactly the sort of thing I like to write about. New stories appear every couple of days too.

*More people seem to be willing to read odd/quirky stuff than almost any other type of story I have tried except for celebrity stories, but there's NO WAY I'm spending my life writing about that shite so I'll stick with weird :)

Obviously look at your niche and find the best story sites to do with that.

So for example if my niche was sailing I'd be finding sites and setting alerts up for news stories about sailing, the history of sailing, celebrity/famous sailors/sailing equipment (new developments), chart updates, creepy sailing stories, new sailing books, lifestyle sailing stories (constant cruising etc) and so on.

If my niche was self-help I'd be finding sites and setting up alerts about new developments and approaches, new books published (book reviews can be great), news stories about wellbeing and self-help, celebrities who are into this approach etc

You get the idea?

Bookmark blogs and sites that are relevant to your niche.

Me, I write general interest stories with a leaning towards the bizarre/funny/odd so mysteriousuniverse.com is a great one for me.

Here's a great example of a story I found on there:



News

New Theory Blames Ghosts for Mysterious Dog Suicide Bridge

Paul Seaburn

And here's the article I wrote based on it, after a little more research of my own:

=====

Subject: The dog-suicide bridge

...

A thirty-minute drive north of Glasgow in Scotland gets you to a 19th century castle called Overtoun House.

In the grounds is a bridge (built in 1895 so it's not that old in UK terms) that seemed to be a perfectly normal bridge up until the 1950's

Because that's when dogs started leaping off the bridge to their deaths on the jagged rocks below.

Apparently they all jump from exactly the same spot on the bridge, always on a clear sunny day and the dogs are always long-nosed breeds.

50 dogs have committed doggy Hari Kari this way but a staggering SIX HUNDRED more have made the leap and survived (the drop isn't huge) some of whom seemed happy to have a second attempt when their owners returned to the spot months later.

And scientists (and dog experts) haven't clue why it's happening

Some locals believe that the nearby nuclear plant at Faslane was causing the deaths, while others wondered if there was any acoustic aberration that only dogs could hear caused by the structure of the bridge.

Psychic investigators believe the bridge itself carries evil vibes - in fact in 1994 there was a horrific incident when a man named Kevin Moy threw his infant son off the bridge claiming he was the anti-christ then tried to follow him but was restrained, and thwarted again later in police custody when he tried to cut his own wrists.

Author Paul Owen who wrote a book about the bridge believes the cause is the ghost of Lady Overtoun who haunts it.

He said: *"I was up there one summer's day and I felt a very strong jab — like a phantom finger — twice in my back. It was the sensation you get when you fear someone might push you over the edge of a train platform."*

But personally I favour the final explanation - that the large quantities of minks who nest under the bridge give off a strong smell that is super strong, musty, and utterly irresistible to dogs, so they simply lose control and leap towards it.

This also ties in to the fact that mink were introduced into the area in the 1950's when the death-leaping mutts began to hit the headlines.

For me that's the best explanation

Although it does raise a couple of questions:

Why do all the deaths occur between the same two parapets on the right side of the bridge?

How come dogs don't seem to jump off other bridges in Scotland - or anywhere else for that matter - that are near mink nests?

Maybe just keep your dog on a lead if you visit the Overtoun bridge eh? ;)

Best

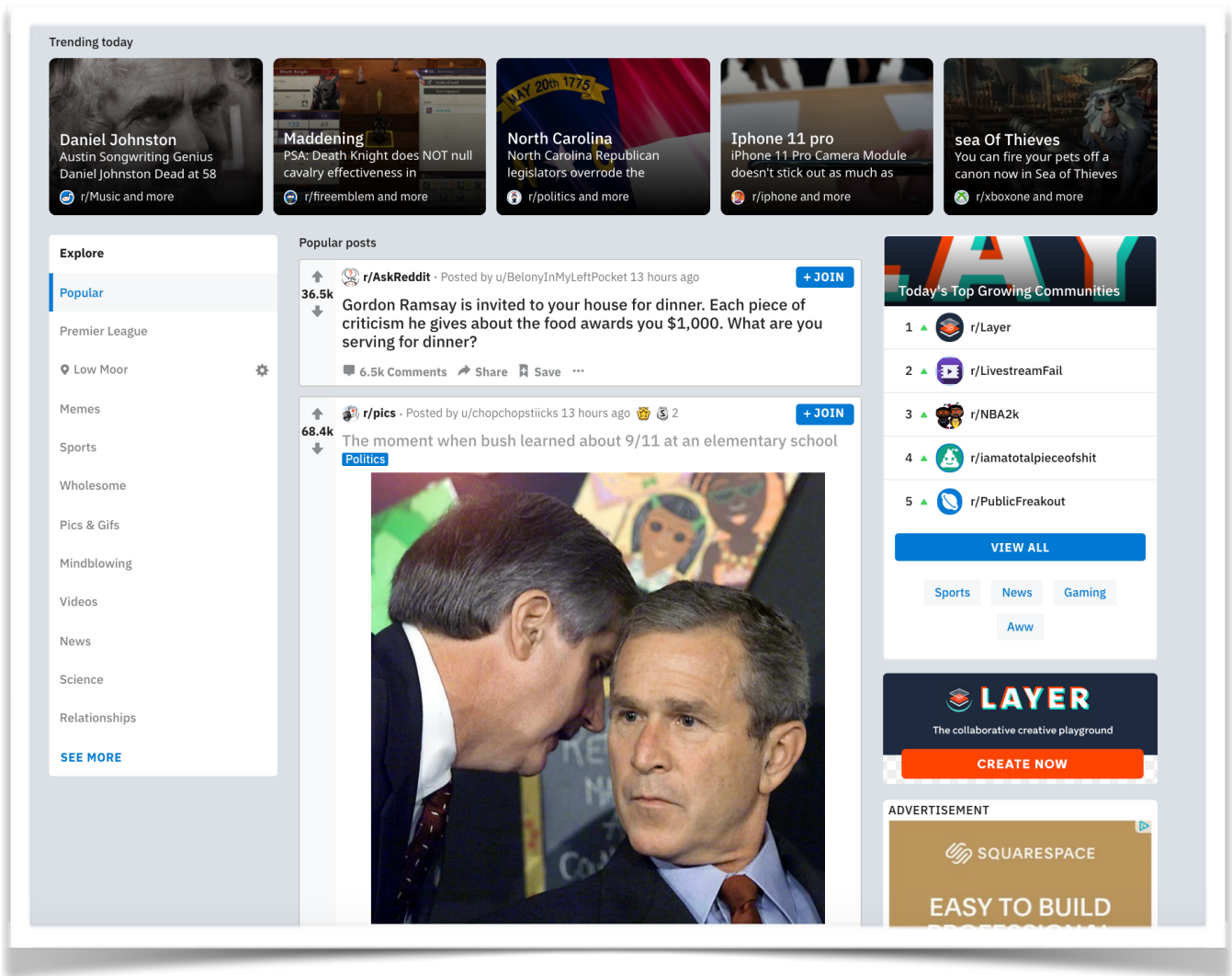
Tony

P.S. Speaking of 'bridges' - here's a not so subtle bridge to this offer...

=====

I look out for unusual phrases ('Dog Suicide' certainly caught my attention) and just check the stories out.

reddit.com



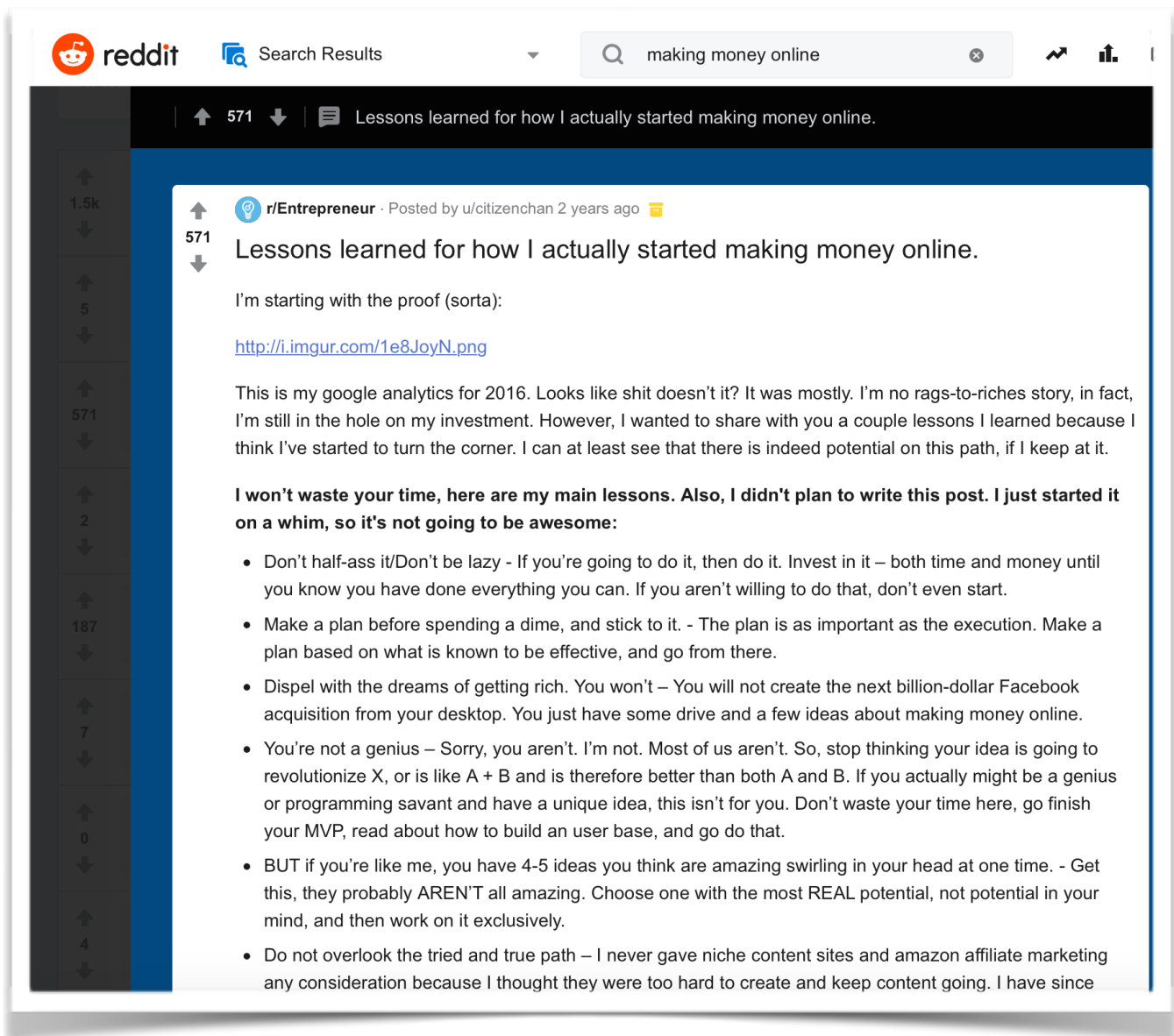
Reddit is a fascinating site that calls itself 'The front page of the internet'.

Wikipedia says *Reddit is an American social news aggregation, web content rating, and discussion website. Registered members submit content to the site such as links, text posts, and images, which are then voted up or down by other members.*

Either way it's full of rich sources of news, gossip, opinion and discussion. All that are searchable.

And for us that means interesting content.

A quick search for 'Making Money Online' throws up stuff like this:



There are literally dozens of posts like this that can be used to create articles. And you don't have to agree with them either - you could put together some content from the opinion that '*here's what most people think making money online is about*' and then give your opposite opinion.

Here's an email of mine that came from spending ten minutes browsing reddit:

=====

Subject: The cursed YouTube video

...

Back in the early days of YouTube a supposed 'cursed' video was uploaded.

It had the rather unwieldy title of 'Mereana Mordegard Glesgorv' and it simply featured the man named in the title staring (unsettlingly) into the camera for two minutes against a blood-red coloured filter.

Just before the end of the vid he cracks an evil-looking smile.

That's it

Weird and a bit freaky but nothing else, right?

Apparently not, because rumours began to circulate that the video was cursed and reports of people watching it and getting very upset, breaking down crying and starting screaming began.

Worse, if you dared watch the clip all the way through, there was a chance you would rip out your own eyeballs and send them to the YouTube office in a fit of insanity!

(I felt that way when watching a LeadPages tutorial once)

All a bit silly?

Well some say that YouTube took the video down because so many people were going nuts after watching it and when the video resurfaced some years later it had been heavily edited down to 20 seconds to avoid sinister side effects.

There are many different rumours as to where the video came from - everything from US Secret Service mind control weapon test to a simple Creepypasta story.

But here's the freaky thing.

When I was researching this story as a bit of fun to send to my list, I checked YouTube earlier today and there it was - the full, unedited two minute original video.

Did I watch it?

No bloody chance.

(I got distracted by a cute cat vid)

Disclaimer: Don't be daft so DON'T watch it.

You never know ;)

Best

Tony

P.S. If you fancy doing something positive AND profitable with your time instead...

=====

A word of warning about reddit...

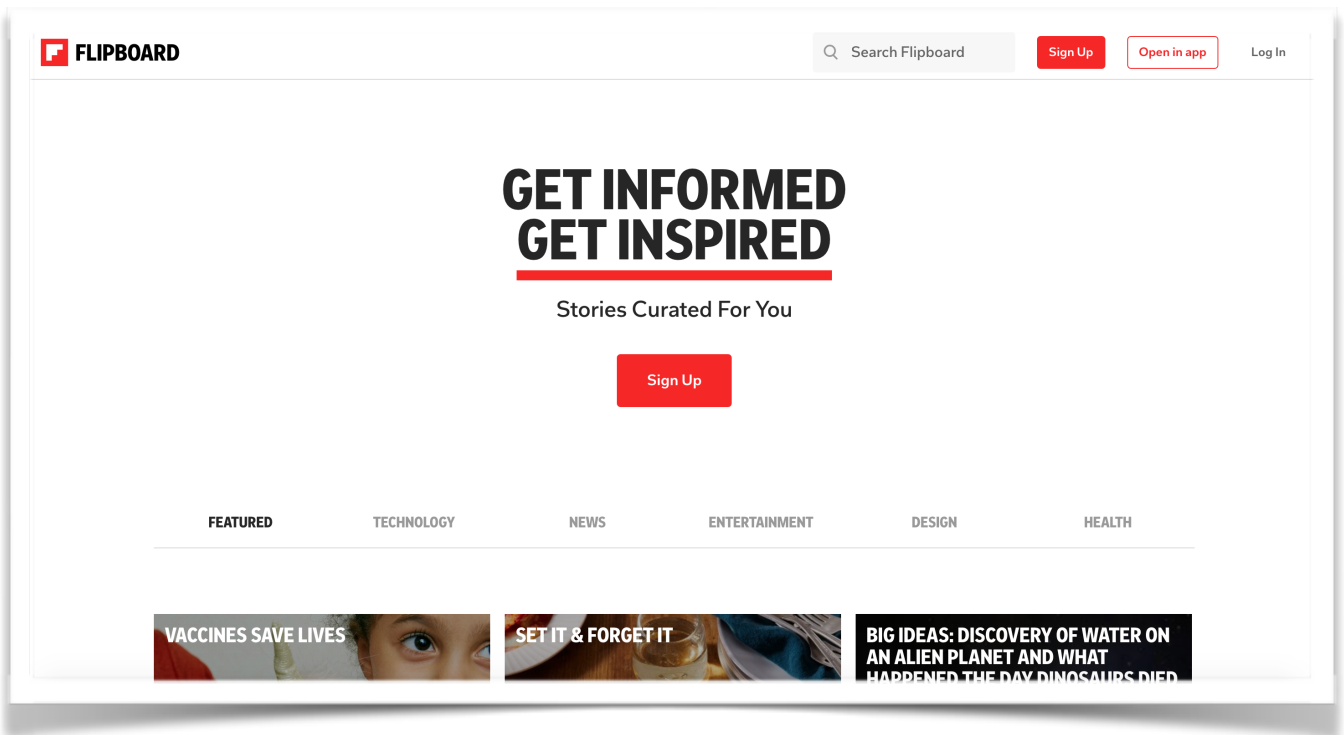
There are some absolute nutters on there, and worse there are some VERY stupid people.

I'm not talking about people whose opinions I disagree with - I have friends who I strongly disagree with and love dearly because they can put up a good argument for their point of view.

No, I'm talking really uninformed and ignorant people so just beware you **don't use their opinions as fact** when it comes to writing your content.

I'm speaking from experience here. I almost used something that *sounded* so outrageous it was fascinating until (luckily) I researched it and found it was VERY stupid. If you're writing about something you're not familiar with I'd use a mainstream news site not reddit or similar!

Flipboard



Flipboard aggregates content from social media, news feeds, photo sharing sites and other websites, presents it in magazine format, and allows users to "flip" through the articles, images and videos being shared. Readers can also save stories into Flipboard magazines

You can tell it what you're interested in and it'll send you content.

The app is pretty good too.

Extremely valuable for subjects or niches you know little about, and for up to the minute news stories within your interest range.


BBC News

I'm using this less and less because it's SO biased and is basically a propaganda site these days so I don't touch mainstream news articles or current affairs (there's another reason for this which I'll share in the next Module)


But now and then it throws up a good angle.

To give you an idea I screenshotted the BBC News website today and here are the items I'd have looked deeper into to use in my own content:


In Case You Missed It See All




▶ **'Oldest man with Down's' loves dancing**





The websites helping renters fight rogue landlords




University menu meat swap 'cut carbon emissions'




What's it like to live in a castle? 

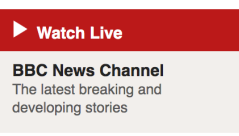


'Dolphin snot' collected to look at health of pod 


Must See




The Papers: Cameron 'doesn't regret Brexit vote'




▶ Watch Live
BBC News Channel
The latest breaking and developing stories




▶ Listen Live
BBC Radio 5 Live
Original news and exclusive interviews




▶ **'A new generation of nicotine addicts'**




▶ **'How's the weather up there?' - life as a tall woman**



▶ **'I think most people have no idea about afro hair'**



▶ **'I had to leave my son behind to save my baby'**



▶ **How Paris got a taste for second-hand style from Africa**

Castles and Dolphin snot eh?


Right up my street.

And another example:


Most watched

- 1 ▶ 'I had to leave my son behind to save my baby'
- 2 ▶ 'A new generation of nicotine addicts'
- 3 ▶ Singing Hong Kong's new protest anthem
- 4 ▶ Granny's one rupee breakfast wins hearts
- 5 ▶ 'Oldest man with Down's' loves dancing


Full Story




CIA unveils Cold War spy-pigeon missions




'No-one asks new dads how they're feeling at work'




Love, hate and electric cars



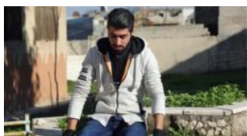
Ranked 556th in a cut-throat world



The ill-fated Scotland-England rail route



The hidden dangers of magnet fishing



Protesting against the Syrian war - in rap

You get the idea?

Absolutely NOT related to any of my products, courses or anything else I want to sell.

But when I go into the BUSINESS side of using content in the next Module you'll see how easy it is to work like this.

How many emails that are related directly to your niche do you think you could send out in a month?

In the early days I tried and I ran out of content after a couple of WEEKS. And that was when I was only sending emails every couple of days.

And that's it.

Those are my sources.

I also pick up ideas from our village mag, from magazines in my dentist's waiting room and so on, but 95% of the time I'll go to the sites above (and my books) and find any idea that I can use.

That's all I need.

If I had any more sources than that for my emails, blog posts and general content I'd become overwhelmed.

In the next Module we'll be hitting the juicy side of content - MONEY!

I'll go into the strategies, the business side, the thinking behind it and the putting it all together into a cohesive but simple business structure that results in income

(Also the first Q&A Module is now available where I'll answer all the questions you sent in after the first module)

Best

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.