

The COPYWRITING
& MARKETING

Weekly Training

Create
Lead
Magnet
Pages

Build Your List
&
Communicate
with it

Create
Compelling
Offers

Build
Sales
Funnels

Promote
Your Funnels

Week 1

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Why we need to make changes on the inside to move forward?

To success online regardless you are affiliate marketer, network marketer, sell your own products or services you need to master the skills on how to

Create Lead Magnet Pages

Build your list and communicate with it

Create Compelling Offers

Build Sales Funnels

Promote Your Funnels

Every week you will get the lesson with the assignment that will help you to master one or more of these skills. The lessons will be easy to understand. The time you will need to complete the assignments will vary depending on it. It is up to you if you will follow the instructions and move forward. If you decide to quit you will need to start from the beginning if you change your mind in the future.

Why should you start with this training at all?

Every day you are bombarded with training, offers, tools that will help you earn online. All of them promise you will get results. You are overwhelmed and you want to try everything believing the next software, program, tool is missing piece for your success.

With these weekly trainings, you will get clear instruction what to do and how to do it.

You will have assignments you will need to do after every training. From the time, you will start seeing the difference and get more confident because you will know how to write effective copy and how everything works online.

INTRODUCTION



Let us start

In the Book of Five Rings by Japanese Ronin Miyamoto Musashi, there is a quote: “There is nothing outside of yourself that can ever enable you to get better, stronger, richer, quicker, or smarter. Everything is within. Everything exists inside. Seek nothing outside of yourself.”

So we needed to make changes on the inside to move forward, not on the outside.

You will never get results if you compare yourself with others.

Don't do it

Track your own results and compare yourself where you are today with the same date of the previous years, 6 months ago and so on.

You can't compare with others because maybe you didn't invest as they are, you didn't pay for expensive trainings and mentoring as they are, you didn't have their previous knowledge and experience and so on.

You will never master any skill if you do not believe in yourself

That is why in our first week training you will work on yourself 😊



Is This Weird Psychological Phenomena Keeping You Broke?

Let me ask you a question... "As an online marketer, how much should you earn?"

It's like asking how long a piece of string is.

But here's the rub: When I asked that question, I'll bet you had an answer. And I'll also bet that answer isn't all that far away from what you're used to making.

We get a job, go to work and earn \$40,000. That means on some level we perceive that we are worth \$40,000 a year.

Your colleagues also make about \$40,000 which is further 'evidence' that this amount is what you 'should' be getting paid.

How then, are you going to shift your mindset to earning \$40,000 a MONTH?

Imagine going to work tomorrow and your coworker says they just got a raise from \$40,000 a year to \$40,000 a month.

Your mind would be blown, right?

But in online marketing there are no rules for what you can and cannot earn. The only limits to how successful you can become are the ones you impose on yourself, and a surprisingly big factor is how much you think you are worth.

If you've earned a small sum of money all your life and now you intend to earn a big sum, you're going to have to change your thinking and decide that you are indeed WORTH that larger sum of money.

You hold your own income potential in your hands, and it doesn't matter what ANY other marketer is earning.

A friend of mine who does quite well (high six figures) in online marketing took a newcomer to lunch one day to give him a few tips.

Three years later that newcomer was out-earning my friend by 10:1.

Somehow you've got to get your mind around the fact that there is no one in the same position as you in online marketing. There is no pay scale or ladder to climb. You don't need to get seniority or even master the intricacies (use outsourcers for that).

Anything is possible. You can write your own paycheck by using smarter thinking and doing the work necessary.

Find that little voice in your head that says you're not worth \$X amount of dollars and tell the little bastard to shut up.

You decide what you're worth and what you are capable of.

Because in online marketing, anything is possible.

Why Olympian Nastia Liukin Never Quits?

“When I was a little girl, I learned that you can never quit on a bad day.

“I remember coming home from training some days and telling my mother that I wanted to quit.

“And because my parents never pushed me or made me do gymnastics, she would say, ‘That’s fine, you can quit, but not today.’

“And she would make me go back to the gym the next day, and the next day, and the next day, until I had one good day.

“And finally, after a good day – because moms always know when we have a good day – she would say, ‘Okay, great, now you can quit. We’ll enroll you back into public school and you can find another activity, you know, that you’re passionate about.’

“And I would always say, ‘I don’t know what you’re talking about. I never said I wanted to quit.’

“And this happened multiple times. And so basically, it saved me multiple times. Because at the end of the day, the most important thing is to find something that you love and you’re passionate about.

“And that, to me, was gymnastics for so many years. “And so, what I realized from that simple message of never quit on a bad day, was that regardless of what career path you decide to take, whatever it is that your job is, we’re all going to have bad days.

“We’re going to have days where we wanna throw our hands up in the air and say I quit, I don’t wanna do this any longer. It’s too hard, I’m frustrated, I’m injured.

“And it’s okay to go in a different career path or on a different avenue, but not after a bad day.

“And so, I feel like that’s kind of what has helped me now, through business and through life in general, is that not every day is going to be easy, or exciting, or you’re gonna feel fulfilled.

“But getting through those hard days, and going back to, ‘What is my goal?’

“For me, that was always the Olympics and winning a gold medal. And so, on those bad days, I would visualize and look ahead.

“And now, being able to do the same thing in life, and also in business, that’s what helps me to get through those bad days.”



“Winners never quit,
and quitters never
win.”
—Vince Lombardi



How to Hack Your Brain For Success

How can we harness the power of our brains to push ourselves to accomplish things we don't think we're capable of doing?

1: Focus on enjoying the process. Most people can get better at anything if they are willing to put in the time and effort. Find ways to enjoy the process itself, so that it becomes more of a hobby or passion than a chore.

2: Detach yourself from the outcome. The way to enjoy the time and effort you put into learning a new skill – practice – is to detach yourself from the outcome and instead focus on the process.

3: Start small before going big. Practice in low stakes situations rather than trying to tackle something big first. For example, if your goal is to climb Mt. Everest, you're going to start on much smaller climbs and work your way up to the big one.

4: Use small steps to push your own boundaries. Starting small and working your way up is how you can gently push yourself out of your comfort zone. By taking a series of small steps instead of attempting one giant step, you can do almost anything.

5: Give yourself no choice. Find ways to ensure you cannot back out. For some this might be telling everyone of your goal. For others it might be doing the difficult thing everyday at the same time, regardless of how you feel.

For example, you exercise every day as soon as you wake up.

Or to get good at networking you've got to meet people. Decide you cannot go home until you've met 5 new people every single day, and in a year or less you will be a networking marvel.

Or send email to your list everyday no matter what. You will master email marketing and within a year you will earn a lot from it





Books will help you to success online

I read motivational books monthly. Some of them I read several times. There is one great quote from Zig Zagler “People often say motivation doesn’t last. Neither does bathing. That is why we recommend it daily”.

All successful people have daily morning routine. You can search on the net and read more about their routines. Do you know what the common is for most of them? They motivate themselves daily with affirmations, quotes and so one

I was working with Mark Sandercock High Performance Executive Coach & Mentor at **Magnificent Mindset - Executive Leadership Coach & Mentors** to help me find my weaknesses, improve my productivity and find how to be better version of myself in all 12 aspects of the life’s circle.

He helped me to change my thinking, find my why, and analyze what works for me

You can do the same. You must believe in yourself. You will have lot of obstacles and hard periods but you will analyze your mistakes and you will go forward. If you quit you will be at the same position before you started. If you continue, you have chances to change your life and your income.

Here are the books you can start with. Just download them and start reading 😊

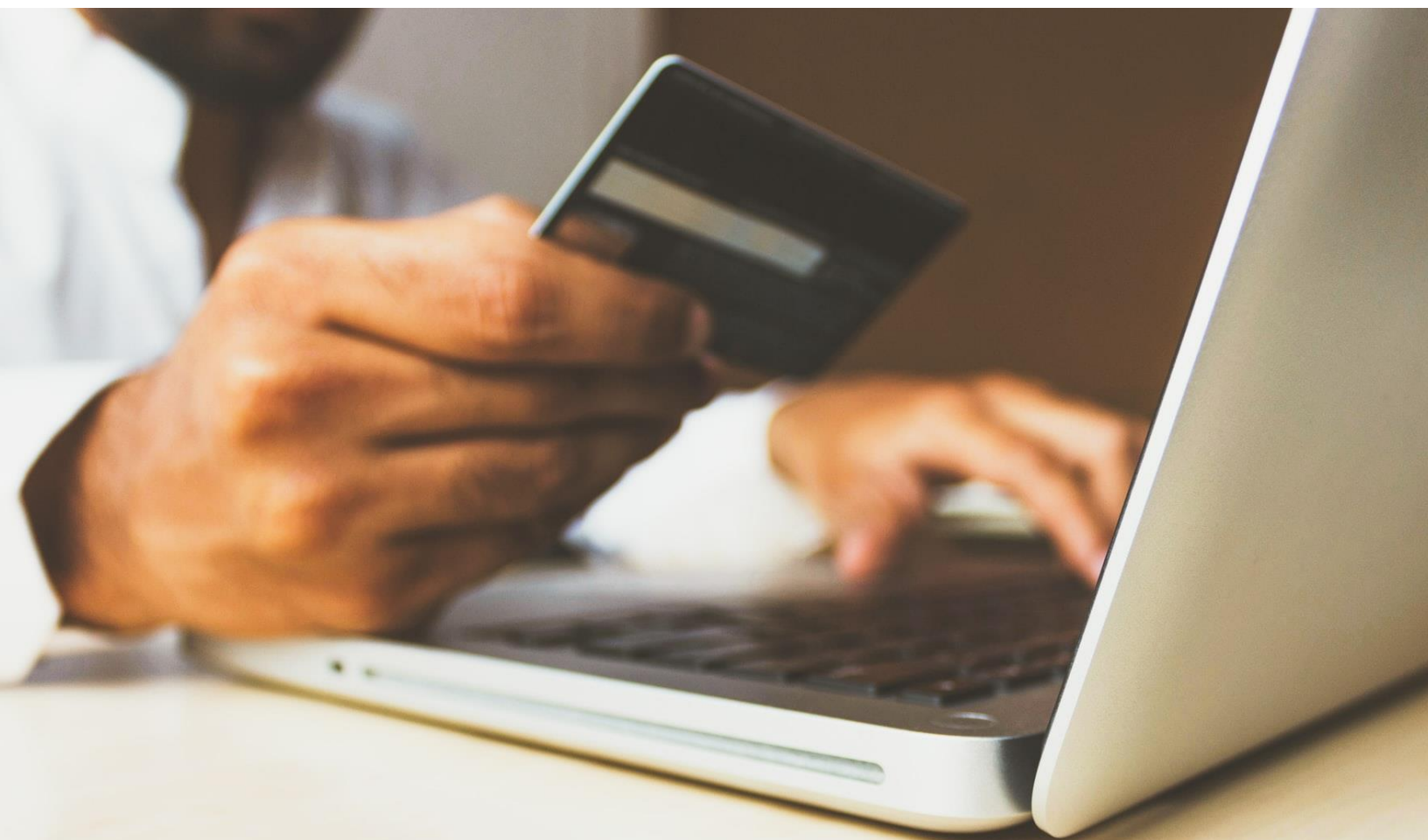
The Science of Getting Rich <https://onlinemarketingacademy.club/wp-content/uploads/2021/03/The-Science-Of-Getting-Rich.pdf>

Think and Grow Rich <https://manageo.io/wp-content/uploads/2018/08/Think-And-Grow-Rich.pdf>

The Secrets of the Millionaire Mind https://uploads-ssl.webflow.com/5ef0ff658190db6778c11d87/5ef125bc5e5424ea913267f8_Secrets%20Of%20The%20Millionaire%20Mind.pdf

This article will help you a lot

[Enjoy The Thrill Of Seeing A Better You Practicing These 10 Self - Improvements Activities Daily](#)



Your Why - Accelerator of Your success

Think about “**why**” you are doing this business. Make it bigger than just making extra income.

If it’s just about extra income, you should be able to find a job that will be far easier to create that extra money you need.

If your “why” does not really affect you emotionally (we like to say if it doesn’t make you cry) then it may not be a big enough reason to motivate you to create the financial leverage that it takes. You will be needing to motivate others and this requires **passion and skill**.

Think about this: One can spend four years going to college and not even be able to make six-figures a year. With this opportunity, you have the chance to spend less time studying, learning, and building your business and have the opportunity to create a six-figure income or more.

17.5 Simple Steps to Maximize Your Day and Feel Great

What happens when you combine the latest scientific evidence with everyday simple habits? You start to feel like you can do, be and accomplish anything.

First, a little background to set the stage...

According to Dr. Andrew Huberman, neuromodulators such as dopamine, serotonin, acetylcholine and others modulate and enhance the activity of particular brain circuits and suppress the activity of others.

For example, when dopamine is released, it makes certain brain areas work better and others work less. Dopamine improves energy and motivation and causes us to focus on things outside ourselves. It enhances our well-being inside while putting us in an outward, goal-orientated mode.

Dopamine works with epinephrine in the brain and adrenaline in the body. When dopamine is released, epinephrine tends to be released, too. And when epinephrine is released, dopamine may or may not be released. This is important because epinephrine is involved in generating a sense of agitation, urgency, desire and willingness to move.

You're feeling like, "Let's get up and do this!"

You've got energy but you've also got agitation. If dopamine is present with epinephrine, you've got the perfect combination for getting things done. But if you've got epinephrine without dopamine, now you feel agitation and stress without motivation.

Dopamine is released when something good happens and it's also released in anticipation of things that make us excited such as reaching a milestone in our goal.

Then there are the serotonin and oxytocin systems that work together not for goal achievement, but to make you feel good for where you are and what you have in the moment.

When the serotonin system is engaged, we feel rewards for what we have in our immediate environment or for what we already possess.

Think about when you hug your family members or your pet at the end of the day. You think about how much you love them and that hug and those thoughts release serotonin.

Serotonin gives you 'here and now' rewards for what is good in your life right now, whereas dopamine makes you feel good about the rewards that are out there in the world waiting for you.

The serotonin system can be accessed anytime by feeling love and gratitude. It promotes quiescence and calm and gives the warm soothing feeling that you're good with everything that you have.

If you think in terms of primitive man, then dopamine sends people out to hunt, forage and take risks; while serotonin brings them back home again where they feel warm and safe with their family.

Serotonin and oxytocin, along with dopamine and epinephrine, have to be balanced. Certain "A" type personalities who run 24/7 on dopamine and epinephrine burn out. They become not just unhappy but miserable because they can no longer access serotonin and oxytocin.

That's why there has to be a balance.

The question is, how do you align your serotonin, dopamine and epinephrine reward mechanisms in a way that allows you to get as much work done as quickly as possible and with as little stress as possible?

That's where it gets tricky if you don't know what I'm about to reveal.

These 17.5 simple habits you can perform every day will enable you to enhance the effect of these neuromodulators and become almost super-human in your ability to get things done.

I know that 17.5 seems like a big number, but you'll see that most of these things are simply little tweaks to your day that can make a big difference in how you feel and perform.

These are habits to incorporate into your everyday living that will make you not just more productive, but also happier, have less stress with more energy and generally feel better about yourself and life.

Tall order for a few new habits, right? But this is scientifically proven, so let's dive in:

1: Get enough sleep. If possible, be in bed no later than midnight. Get up at the same time every morning. Reduce or eliminate overhead lights in the evening before going to bed. Make your bedroom as dark as possible.

2: When you get up, move your body and get some sun in your eyes. You don't have to do your full-blown exercise regimen, but at least do something like yoga, jumping rope or walking for 15 minutes right after getting out of bed.

If possible, get this movement outdoors where you can get some sunshine into your eyes, telling your body it's a new day and time to release dopamine. Moving for fifteen minutes is going to get the norepinephrine system primed because you have the adrenal glands which sit above your kidneys and they kick out norepinephrine and cortisol and get your system awake.

3: Have real, tangible, written goals. Not, "I'm going to make more money." That's too vague. "I'm going to increase my income by \$2,000 a month by June 12th" is a better goal.

4: Have a goal for what you will accomplish before noon. The dopamine system works best when you pick a goal and have a target you want to hit. This is why it's so crucial to identify what you're going to accomplish before noon or even in the first hour or two of your day.

5: When anything other than your goal leaps to mind in those first hours of the day, push it aside and stay focused on your goal. Why is it crucial that you not get distracted? Because if you stay focused, you're going to get the dopamine reward. Moving forward might feel a little tough if you didn't get enough sleep but if you can reach that goal then you're going to feel a dopamine release. This in turn will make it easier to accomplish your next goal of the day, as well as improving your ability to focus on singular goals.

6: Stay off of social media in the morning. You can also get your dopamine by flipping through Facebook or Instagram but this won't help you to achieve your goals.

You want dopamine. You're going to get dopamine. But the method you choose will determine if you get stuff done or if you waste your time. Identify what you want to accomplish in those first hours and then laser focus on that.

7: Make accomplishing an early morning goal a daily habit. By getting something done right after you wake up that NEEDS to be done, and by doing this nearly every single day, you are priming your dopamine system to work with you in goal achievement.

8: Exercise daily. Physical movement is a key component of achieving any large goal. Stress will stop you from moving forward on your goals, and the best way to combat stress is to exercise.

When there's even a low level of stress in the system, exercise will quiet the activity of the threat detection center (amygdala) in the brain and allow you to be more creative and get more done.

9: Write out your daily goals the night before. When some people wake up, they are raring to go. But for others, they feel groggy and it takes them time to transition out of sleep and clear their head. That's another reason why the fifteen minutes of movement is helpful when you first get out of bed. This amplifies the epinephrine and dopamine system.

And having your goals already written means you don't waste time trying to figure out what to do that day; you simply get busy and do it.

10: Try morning fasting. Not eating when you first get up will stimulate the release of norepinephrine. It also slightly increases the amount of dopamine because it puts you in a kind of anticipation of a goal, which in this case is food.

There's this ancient mechanism whereby when our blood glucose is low even though we might be a little hungry and a little bit agitated, it tends to focus us on things outside ourselves. And because we need something outside of ourselves, we're less content to just sit on the couch.

Contrast this with how you feel after eating a big meal. All you want to do then is sit down and relax. This is why by not eating in the first hours you're awake, you'll likely get more done.

11: Overcome stress by focusing on an immediate goal. If stress is stopping you from acting, you can get focused by setting your sights on an immediate goal and a horizon that you know you can accomplish.

It can even be a trivial goal, like you're going to make coffee, sit at the computer, open a file and read 3 pages. Fixating on the large goal can be paralyzing but focusing on what you can accomplish right now is incredibly freeing and helpful in releasing dopamine.

Even accomplishing a tiny goal couples the neural circuits for focus with the neural circuits for goal directed behavior with the neural circuits for energy and agitation. You're getting those aligned and they're coherent.

Conversely, when you look at the news and Instagram and your email and Reddit, your neurochemical systems are split. They're incoherent. And it's no wonder that by noon you haven't accomplished much.

12: Chunk your efforts. You have something called ultradian cycles, not to be confused with circadian cycles, where the brain works well for a time and then needs a break.

For many people this is 90 minutes. You might set a timer for 90 minutes and then take a break to do something entirely different such as a bit of exercise, reading something unrelated or whatever you choose to rest your brain.

Some people prefer the pomodoro technique which is bouts of just 20 minutes, but if you're like most people you can effectively work longer than that.

13: Write down your pop-ups. When distractions pop into your mind "I should check email" or "I need to put soap on the shopping list" just write it down on a pad you keep next to your work. This frees your mind to continue focusing on the project at hand while training it that mind chatter can be dismissed rather than acted upon.

14: Get a second dose of sunlight. Cortisol and norepinephrine naturally start dropping through the afternoon, which is why it's a good idea to get a little bit of sunlight towards the afternoon hours. This might also be a good time to get your exercise, too.

15: Abstain from caffeine later in the day. Unless you need to pull an all-nighter, it's best to stay away from caffeine starting mid-afternoon. Caffeine later in the day will negatively impact your dopamine and norepinephrine system.

16: Eat complex carbs later in the day. There's a naturally occurring amino acid called L-tryptophan that's present in turkey and in complex carbohydrates like pasta, rice and things like that.

L-tryptophan is a precursor to serotonin, which is why many people find it useful to eat the majority of their complex carbohydrates late in the day to promote the secretion of L-tryptophan and help them transition to more relaxation and sleep.

17: Eat low carb during the day. Since you can have complex carbs for your last meal, it's a good idea skip them during the day to keep your energy levels and focus levels high.

17.5: If you want to, take a short afternoon nap. Many people (but not all) benefit from a short nap in the afternoon to recharge their batteries. If you find that a short nap is better for you than a long one, you might set an alarm or sleep in a semi-reclined position to prevent over-sleeping. This can also be a great time to do a little meditation, listening to something that puts you in a trance or even lulls you to sleep for a few minutes.

People who are truly effective in both their work and their home lives have found a way to toggle back and forth between these two systems and control their dopamine system rather than having it control them.

If you can learn to go from full performance to full relaxation, you'll get so much done it will shock you. Mastering the transitions between these systems gives you an outsized effect on performance and relationships in your life.

Try adding as many of these habits as you can and pretty soon when you get up in the morning you'll find yourself automatically in forward motion and naturally targeting on specific goals



Your Assignment for this week

You have two assignments this week

Your first assignment for this week will be to analyze yourself and find your why

When I was working with Mark on myself, I had a why week

So how can you find your why

Ask yourself why you want to work online

For example, => to leave the job which is too stressed

Why

⇒ To be your own boss and work when you want and where you want

Why

⇒ To make more money with less stress (your salary is always fix)

Why

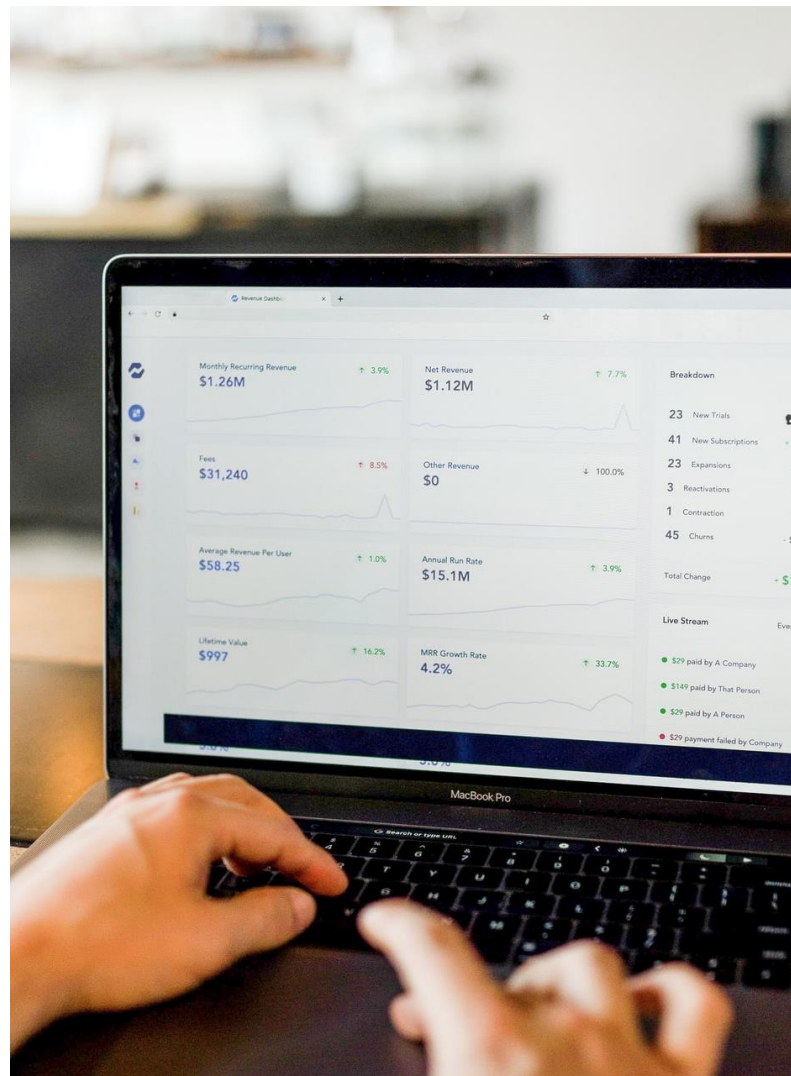
⇒ To improve your financial status and travel around the world

Why

⇒ To have more time with your family and enable financial freedom for all of them

Dig down and find your Why

Why this job is important to you



Your second assignment is to create the vision board

You can do it online if you are good doing graphics or manually putting pictures from magazines on the paper and put it on the place where you can see it all the time

I put it as background picture on my laptop. Believe me it works. If you believe and work to fulfil your goals you can accomplish your goals.

Think what do you want to achieve this year. Visualize it and put pictures in the board. Where do you want to live, how your furniture will look like, what car do you want to drive, what do you want to be your financial goal, how do you plan to achieve it and so on

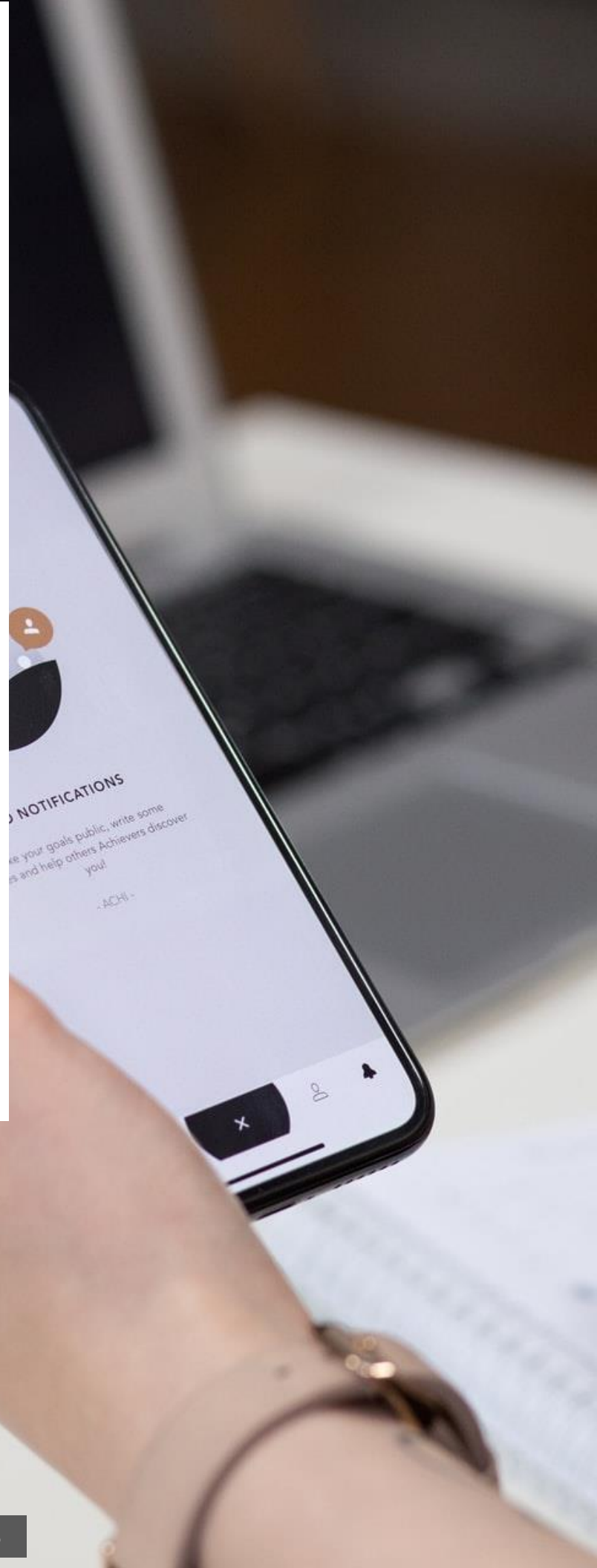
Every year I fulfil 80% from my vision board. I put the same picture which goal I didn't reach for the next year.

This is something you must do all the time. You will see results soon and you will raise your goals soon

I forgot to mention
Put realistic and measurable goals

You can not want to get 1M dollars in a month if you just start. This is not a lottery. This is the real work and you need to work to achieve the goals. Vision Board will help you to achieve them faster. That is why your goals need to be reasonable, achievable and measurable

For example, \$100 in the first 3 months. This is something reasonable, measurable and achievable if you invest in right tools and knowledge.



Recommended Resources

1) Autoresponder

Every online marketer needs to build a mailing list, which means you need a good autoresponder/email service provider. Look for features such as:

- Statistics/data so you can track your campaigns.
- Automation, so you can effortlessly add and delete select prospects from your lists.
- Segmenting, so you can boost your list response.
- Design features such as opt-in templates so that you don't need to do any coding yourself.

Stick to the well-known and reputable autoresponders such as:

Aweber: This is one of the oldest and most reputable autoresponders, as they put a lot of emphasis on key features such as deliverability and testing/tracking. See <https://www.aweber.com> It has a lifetime free version until you get 500 subscribers and send 3000 emails a month.

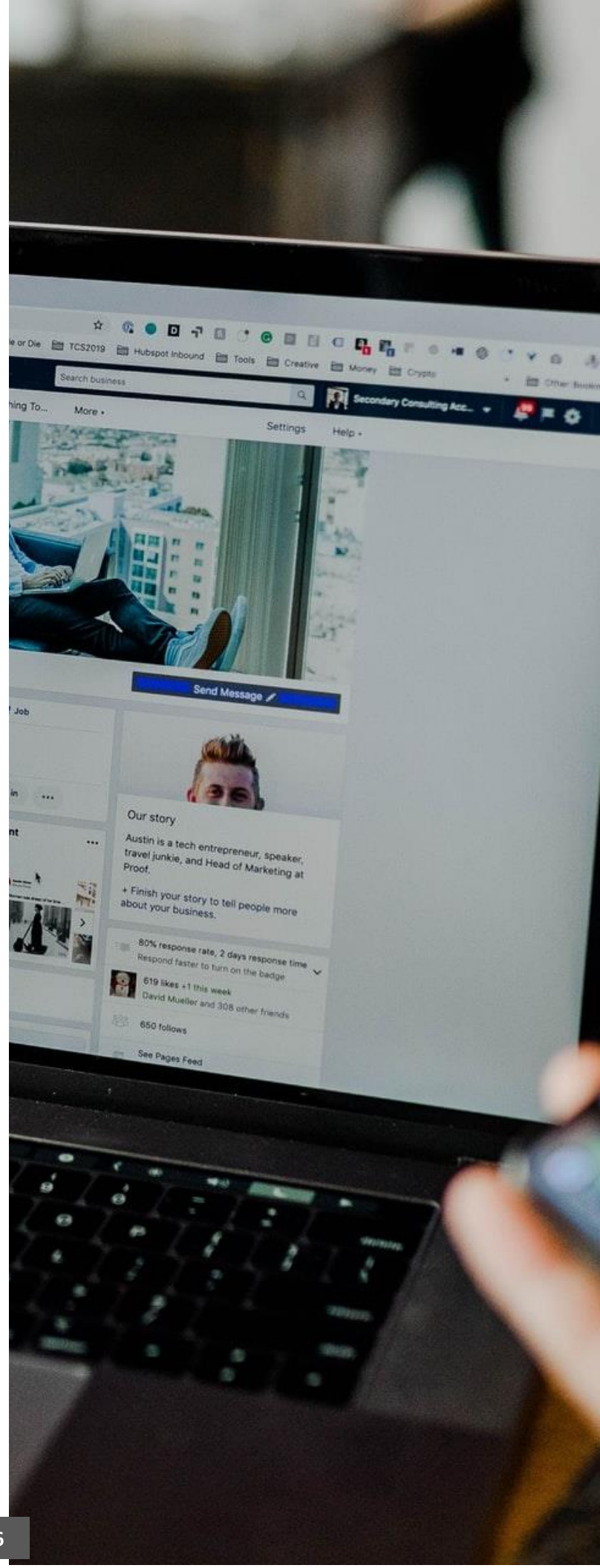
GetResponse: This is an excellent alternative to Aweber with many of the same features. One benefit of GetResponse is that they offer plenty of opt-in forms and newsletter templates. See www.getresponse.com.

MailChimp: Those who are just starting and looking for a less expensive way to build a mailing list often use MailChimp, because you can get a free trial. However, be sure to read the terms of service before using MailChimp, as their policies are not affiliating friendly. See www.mailchimp.com.

2) Funnel Pages Creator

If you're using a content management system such as WordPress, it's pretty easy to create funnel pages if you're using a good theme and Funnel plugin. However, to make it even easier, you might consider using a Funnel builder.

You can use funnelvio and build funnels with payment processor for your offers for one-time payment



3) Graphic Creator

It would be best if you used a graphic creator to create pictures for your offers, banners for safelists and viral mailers, banners for socials, headers for your email campaigns, and so on.

[Pixelied](#) and [Canva](#) are excellent graphic creator tools. Both of them have a free version with templates for all kinds of ads and a free picture library that you can use for your offers.

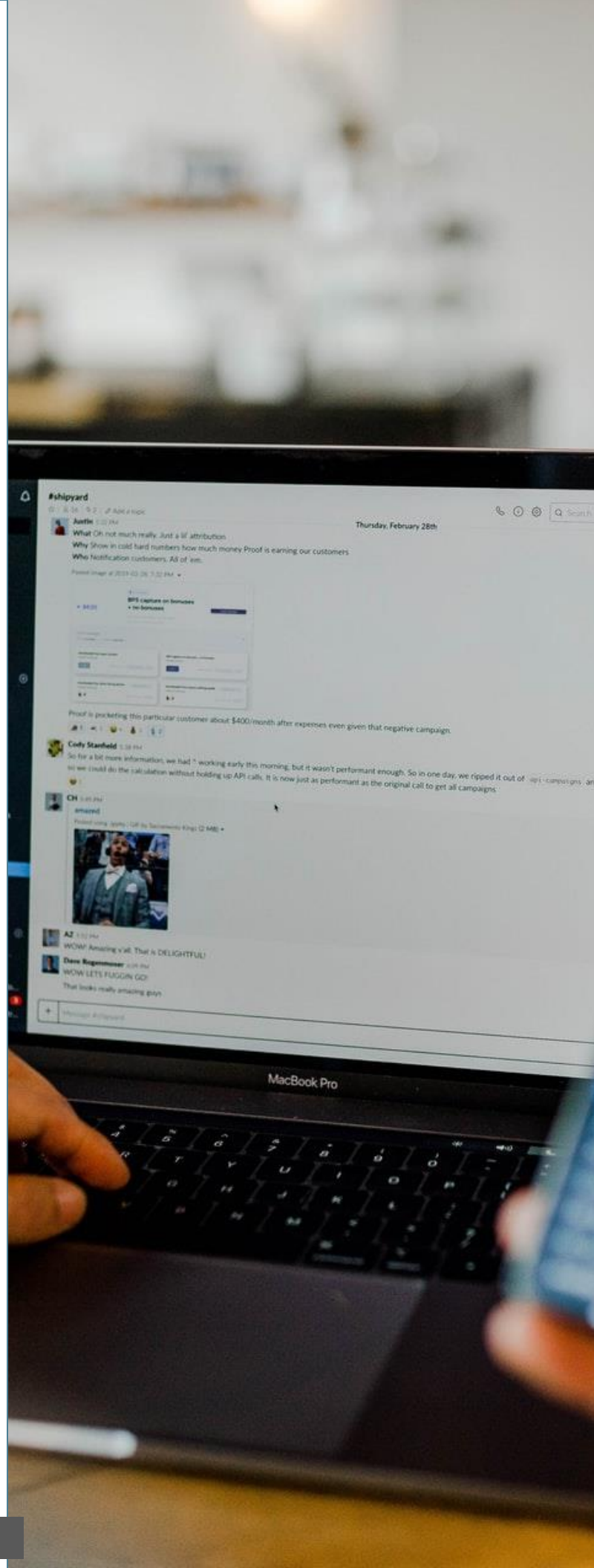
4) Product Creation

If you want to offer **original products as freebies** you need to create them. The tools you need for product creation depend on what you're creating. However, most info product sellers create text products (such as ebooks and reports) as well as video products. Here are the tools you might use:

OpenOffice.org: If your computer doesn't have Microsoft Office or a similar suite of tools, then check out this free alternative. This suite also includes a PDF writer, so you can convert your text documents to the widely used .pdf format. See www.openoffice.org.

TIP: If you don't have a PDF converter already on your computer, then you'll need to seek out a third party offering. The most well-known tool is the Adobe converter, which you can find at www.Adobe.com. There are of course less expensive and even free alternatives available, such as www.cutepdf.com.

Screencast-O-Matic.: If you're doing screen recording videos (perhaps using PowerPoint™ slide presentations), then screencast-o-matic is a good choice for recording and editing. See <https://screencast-o-matic.com/> for more info.



Who Am I?

There are times in our lives where we are compelled to stop and take a look at ourselves and ask the question: Who am I?

Obviously there are several follow up questions to that one, most often: Am I happy? Or What do I want now? But really all the follow-up questions we might ask are simply extensions of the first: Who am I?

We might ask that question on the eve of graduation from high school, or university, just before we start that first job, as we enter that first or last relationship, begin a family, buy a house, or start a business.

How do you answer that question? What would you identify yourself as?

Each of us is unique in the world, but we also each try to conform to a type. A mother, a father, a husband, a wife, a professional, an employee, an employer, an entrepreneur. You tell yourself that you are the role you are in.

Whatever you think fits you most comfortably is what you conform to. That is what you think you owe it to yourself and others to be. And of course, you want to be that to the best of your ability.

THIS

IS WHO

I AM

In this case, we're entrepreneurs, and so let us look at that word and honour what it really means to fit into that role. Our goal isn't the financial gains, since for the entrepreneur that is simply a scorecard. Our role is to enter independence and freedom, to follow our passions and to dream bigger than a normal 9-5 job would allow you to. It is to see the gaps in market that others don't and to not be afraid to take risks and leaps in investment. To go with your gut and to want more: to see the bigger picture.

You have to be who you are in this world, in accordance with how you define yourself no matter what, and as always- remember that the money is not the goal, the journey is!

See you next week!

