THE TRAFFIC HUB AN EZINE

Issue 170

The $97 No-Risk Offer That Turns Customers Into Affiliates - and Brings in Buyers on Autopilot

What if you could sell your product without charging upfront, turn buyers into motivated affiliates, and get new customers without running paid ads?

That's exactly what one online marketer is doing with a simple, clever twist:

- The main offer is $97, but customers aren't charged until 24 hours after the live Zoom event. If they're not impressed, they can back out — no hard feelings, no charge.
- Those who stick around don't just get the product — they also get the right to promote a related $47 product and keep 90% of the commission.
- That means they can make back most of their $97 investment by selling just two copies, and turn a profit selling three or more copies.
- Meanwhile, the original seller builds a network of incentivized affiliates who bring in new customers — buyers who are already warmed up and spending.

It's win-win: Sales increase because customers feel safe making the purchase, AND they're motivated to promote. The seller gets sales, reach, and referrals — without paying for traffic.

Smart? Definitely.

Repeatable? Absolutely.

This kind of risk-reversal plus affiliate-incentive combo isn't just a tactic — it's a self-scaling sales engine.

X Originals: Elon's Hollywood Ambitions Just Got Real(ish)

X (the artist formerly known as Twitter) is trying to crash the streaming party with "X Originals" — a shiny new lineup of exclusive shows starring everyone from Khloé Kardashian to WWE smackdowns. With over 300 episodes across 17 shows, X wants to be the place where you watch the content and talk about it in real time. Think Netflix meets a comment section with no chill.

But here's the reality: X may be dreaming big, but it's still playing catch-up. There's no auto-play feed, no binge-worthy layout, and users have to hunt for video like it's 2010. While views are up, the app's video push feels more "beta" than blockbuster. Can Elon's entertainment empire really rival YouTube or TikTok? Not yet, but time will tell.

https://www.socialmediatoday.com/news/x-formerly-twitter-launches-x-originals-video-content/749201/

YouTube Ad Revenue Soars - Creators, Take Note

YouTube pulled in a massive $8.93 billion in ad revenue in Q1 2025, a 10.3% year-over-year jump that signals more than just strong growth — it's a clear green light for creators ready to monetize smarter and scale faster.

With ad dollars pouring in, rising subscription numbers, and new monetization tools rolling out, creators now have more ways to earn than ever before — from premium content and memberships to brand sponsorships and product shelves. If you're building on YouTube, now's the moment to double down.

https://variety.com/2025/digital/news/youtube-q1-2025-earnings-ad-revenue-alphabet-1236377343/
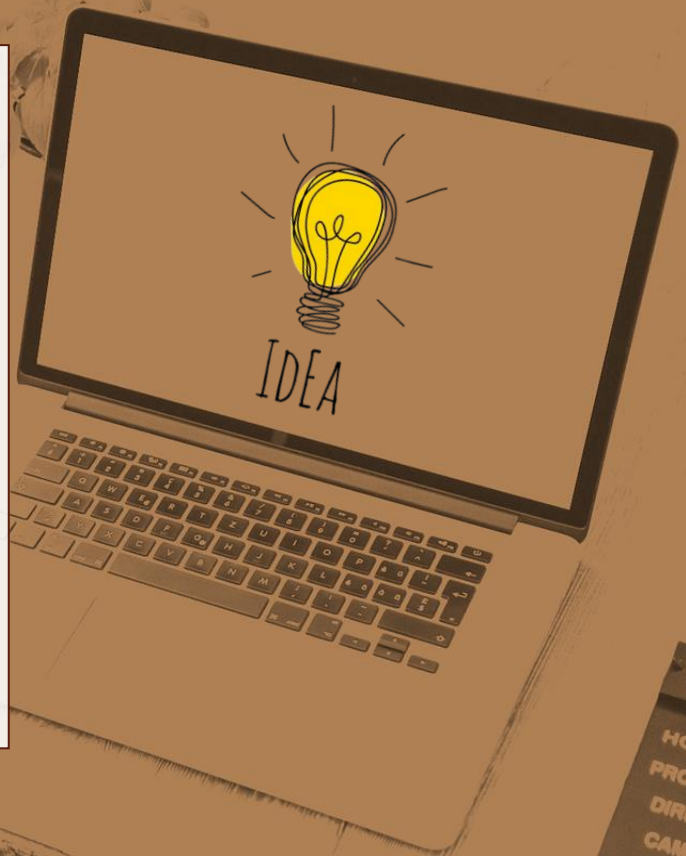
TikTok's AI Brings Photos to Life for Low Effort, High Engagement Content

TikTok's new AI Alive tool transforms static images into animated short videos with motion, sound effects, and dynamic visuals - like turning a beach photo into a moving scene with waves and clouds, or animating a selfie with expressive gestures. Built into the Story Camera, it's a major upgrade from TikTok's earlier text-to-image tools, now focused on bringing photos to life.

For marketers, this means fast, low-effort content creation. AI Alive lets you repurpose product shots, testimonials, or brand visuals into TikTok-ready animations in seconds—perfect for boosting reach in Stories, Reels, or ads. It's an easy way to create attention-grabbing content without production costs.

https://newsroom.tiktok.com/en-us/introducing-tiktok-ai-alive

Email Marketing in 2025: Smarter, Sharper, and More Human Than Ever

If you think email marketing is old news, think again. In 2025, email is having a serious glow-up—and it's one of the most powerful tools in the modern marketer's arsenal. Thanks to new tech, tighter privacy rules, and rising audience expectations, brands are building better lists and sending smarter messages than ever before.

First, privacy is king. With ongoing regulations like GDPR and CCPA shaping the landscape, marketers are doubling down on permission-based list building. Forget shady opt-ins—people want transparency, and brands that respect that are earning trust (and clicks).

But it's not just about how you build your list—it's what you do with it. AI is revolutionizing personalization by predicting what subscribers want before they know it. Smart campaigns can now send curated product picks, personalized offers, and well-timed reminders based on user behavior. It's email that feels one-to-one, even when it's automated.

And let's talk design. Gone are the days of flat, boring emails. Interactive elements like quizzes, sliders, and embedded videos are making inboxes fun again. Visual content—think GIFs and animated product carousels—boosts engagement and encourages users to actually click and explore.

Meanwhile, mobile-first design isn't optional anymore—it's expected. With most people reading emails on their phones, brands are investing in responsive, accessible layouts that load fast and look fantastic on any device.

Finally, automation has gone from basic to brilliant. Modern marketers are using real-time behavior triggers to deliver lifecycle campaigns that guide users through the buyer's journey—from welcome emails to post-purchase check-ins.

Bottom line? Email isn't dying. It's evolving—fast. And if you're not keeping up, you're leaving engagement (and revenue) on the table. Welcome to the new era of email: personalized, interactive, and built to convert.

SEO Is Dead (Kinda). Meet SPO — The Strategy That Actually Pays

Most marketers are still playing the wrong game when it comes to search traffic.

They chase rankings. They celebrate pageviews. They obsess over keyword volume like it's 2012.

But here's the problem: **Traffic alone doesn't pay the bills**.

If your content isn't turning searchers into subscribers, leads, or buyers, what's the point?

Enter **Search Profit Optimization (SPO)** — a smarter, more strategic approach to search that focuses on revenue, not just reach. It's what happens when SEO grows up and gets serious about conversion.

Instead of asking, *"How do I rank for this keyword?"* SPO asks, *"How much money does this keyword make me?"*

Let's break down what SPO actually is, how it works, and why it might just be the most important shift in your content strategy this year.

What Search Profit Optimization Actually Means

SPO = SEO that's focused on making money, not just ranking.

Rather than chasing vanity metrics like:

- Higher keyword rankings
- More impressions
- Increased pageviews

SPO asks:

- Which keywords bring in high-converting traffic?
- Which blog posts or pages result in actual sales or lead captures?
- Which channels or funnels generate the most profitable users?

It's SEO meets conversion rate optimization meets revenue tracking.

Key Elements of Search Profit Optimization

1. Revenue-Driven Keyword Research

You don't just choose keywords with high volume — you choose keywords that buyers are searching for. These tend to be longer-tail, more specific, and often include intent cues (like "best," "vs," "review," "cost," etc.).

2. Content That Converts, Not Just Ranks

SPO content is structured to:

- Solve urgent problems
- Address objections
- Lead directly to a CTA (like a product, lead magnet, or service)

3. Search Intent Matching with Revenue Goals

Every piece of content matches the intent of the searcher. Informational content feeds top-of-funnel goals (like email capture), while commercial or transactional content pushes directly to offers or products.

4. Attribution + Analytics

Tools like Google Analytics 4, heatmaps, UTM tracking, and CRM integrations are used to map which content drives conversions — not just traffic.

5. Optimization by ROI, Not Just Traffic

Content that ranks well but doesn't convert gets revised, retargeted, or retired. The goal is profit per page, not just pageviews.

Real-World Example of SPO

Let's say you run an AI SaaS tool and you add two articles to your blog:

- *"What Is AI?"* brings 10,000 visits/month but barely any signups.
- *"Best AI Tools for YouTube Scriptwriting"* brings 900 visits/month, but generates 60 trial signups.

SPO says: **Double down on the second one.**

Repurpose it. Expand it. Run ads to it.

Ignore the traffic bragging rights of the first post — it's not making money.

Why SPO Matters Now

Because organic reach is harder than ever and ranking #1 doesn't mean anything if the traffic bounces or never buys. With SPO, you:

- Spend less time chasing traffic that doesn't convert
- Get clearer insights into what's working
- Build a content strategy that directly impacts revenue

SPO vs Traditional SEO:

SEO = Get more clicks.

SPO = Get more cash.

Turning Clicks Into Cash: 7 Brutally Effective Search Profit Optimization (SPO) Tricks Most Marketers Miss

> "
>
> *Let's skip the fluff. If you're still optimizing content just to rank, you're leaving money on the table.*

Search Profit Optimization (SPO) isn't about traffic. It's about turning search intent into income — and that requires a different playbook. Below are 7 no-fluff, battle-tested SPO tactics that work right now. Some are counterintuitive. All are powerful.

1. Target Keywords with Wallets, Not Just Eyes

Most keyword tools show you volume. That's not the metric that matters. **Profitability is.**

Here's the trick: Prioritize keywords that imply intent to spend money. These usually include:

- "Best [X] for [Y]"
- "[Product A] vs [Product B]"
- "Is [Tool] worth it?"
- "How to solve [specific, painful business problem]"

Case in point: A client ranked for "How to start a podcast" (30k searches/mo) but made 3x more from "Best podcast mic for beginners" (2k searches/mo) — because the second keyword attracted buyers, not browsers.

2. Write the Offer Before the Content

Most marketers research, write, then figure out what to sell.

Flip it. Ask: What do I want to sell? Then reverse-engineer keywords that support that product.

If you're selling a course on writing emails, don't waste time ranking for "copywriting tips." Instead, target:

- "Best email writing tools"
- "How to write emails that sell"
- "Sales email templates that convert"

Start with the money, not the content. That's how pros do it.

3. Heatmap Your Top Pages — Then Rewrite the First 250 Words

One SPO client had a page ranking #3 for a money keyword — but conversions were tanking.

The problem? Their intro was a snoozefest.

We ran a heatmap and saw that 60% of visitors never scrolled past paragraph two. Once we rewrote the opening to punch harder, add a hook, and speak directly to the reader's pain point, conversions doubled. No change in traffic. Just better content where it counts.

Don't obsess over 2,000 words. **Fix your first 250**. That's the conversion zone.

4. Use "Intent Segmentation" in Your Content

Most blog posts treat all readers the same. Smart SPO marketers write for multiple intents on the same page.

Take a post titled "Best AI Tools for Marketers."

Break your audience into:

- Beginners just exploring tools
- Time-strapped freelancers looking to save hours
- Agencies trying to scale

Create a short segment or section for each. Use jump links. Speak directly to each persona. Then match CTAs to each one.

This single tactic can **triple your CTRs and lead gen** — without touching your traffic.

5. Build "Bridge Pages" for Your Best Offers

You don't need more content. You need smarter content.

One SPO client created a bridge page between their blog and their sales page — a short, hyper-specific guide that explained why the reader needed their product right now.

Result: 71% more conversions with no increase in traffic.

If your blog post is educational and your product page is transactional, bridge the gap. Use storytelling, urgency, FAQs — whatever gets them ready to click "Buy."

6. Make Your CTA Feel Like a Natural Next Step — Not a Sales Pitch

Don't drop CTAs like bricks at the end of your content.

Instead, build them into the narrative. Here's how:

- Tell a quick story about someone using the product
- Break down a tool or framework, then offer your version
- Ask a high-emotion question, then guide to the solution

The goal is to make clicking your affiliate link or signing up for your product feel like the obvious next step — not a hard sell.

7. Ruthlessly Prune What Doesn't Convert

One of the most underrated SPO strategies? Cut your losers.

Run a content audit. If a post gets traffic but doesn't convert, fix it or kill it. Update the headline. Swap the CTA. Change the angle. If nothing works — unpublish it.

Stop bloating your site with dead content that wastes crawl budget and confuses your message.

Bottom Line

Search Profit Optimization is about focus. It's not about being everywhere. It's about turning qualified intent into measurable income — and doing it with content that's dialed in, strategic, and conversion-obsessed.

The AI SaaS Gold Rush Is Here — Affiliates, Don't Screw This Up

The AI SaaS boom isn't just a trend — it's a **category-defining shift**.

Tools that write your content, talk to your customers, and even edit your videos while you sleep are being launched weekly. And affiliate programs for these tools? They're generous. They're hot. They're everywhere.

But here's the catch: **Most affiliates will still fail to make real money in this space.**

Why? Because they promote AI SaaS tools the same way they promote protein powder, pet vacuums, or makeup brushes.

That's a one-way ticket to "$0.03 commission land."

If you want to really cash in on the AI wave, you need to approach this game like a strategist — not a spammer.

Here's how to stand out, sell smarter, and rake in recurring commissions promoting AI SaaS products in 2025.

What Makes AI SaaS a Totally Different Beast

You're not selling a product.

You're selling **a superpower.**

These tools help people write 10x faster, automate tasks they hate, and scale their businesses without hiring a single person. This isn't "buy this cute thing" — this is "buy back your time and dominate your niche."

Your job is to show how this tool transforms a problem into a profit engine.

What Smart Affiliates Are Doing Differently

1. Know the Tech — But Speak Human

You don't need to explain neural networks. But you do need to understand the tool well enough to say:

"Here's how this saves you 10 hours a week — and makes your content look like it was written by a team of pros."

Understand the features. Then ditch the jargon and talk benefits.

2. Dial In Your Audience — Laser-Focused Targeting

Don't market Jasper to someone who just wants to write a better Tinder bio.

Know who your tool serves best:

• SEO tools → bloggers, marketers, niche site owners
• AI video tools → YouTubers, coaches, content creators
• Chatbots → ecommerce stores, real estate agents, SaaS startups

The more specific your messaging, the higher your conversion rate.

3. Prove It Works — With Real Stories

AI still feels like magic to most people. That's why social proof is everything.

- Show the tool in action.
- Share your own results.
- Collect screenshots, testimonials, or mini case studies.

Don't just say "This tool is powerful."

Show me how it saved you time or made you money.

Ninja-Level Tips to Boost Affiliate Sales Fast

Use AI to Sell AI

Create your content with the tool you're promoting.

Blog post? AI-assisted.

Video script? Written with Jasper.

It's meta, it's powerful and it's proof the tool works.

Offer Demos, Tutorials & Free Trials

People fear what they don't understand. Offer free trial links and pair them with short demo videos or walkthroughs that you create. Hold their hand. Walk them through value.

Bonus: Tutorials are evergreen content that sell on autopilot.

Go Niche or Go Home

A generic blog post on "Top 5 AI Tools" is overdone.

But "How Real Estate Agents Can Use ChatGPT to Close 3x More Deals" gets attention. And sales.

Find your niche. Speak directly to their daily pain points. Show them the AI fix.

How to Build Long-Term Affiliate Revenue (Not Just Spikes)

1. Ride the Trend Wave — But Stay Current

AI changes fast. New tools pop up every week. Stay ahead of the game so you can recommend what's fresh — not what's already flopped.

2. Build Trust Before You Drop Links

Email lists. YouTube subscribers. Private communities. Build a base that knows you're not just shilling — you're curating.

Create value. Then drop the right affiliate link at the right time. That's how you build real trust (and sales).

3. Retarget Like a Pro

Most people won't buy on the first click. Set up retargeting ads or use platforms that allow email follow-ups post-click.

Stay top of mind until they're ready to commit.

4. Create a Micro-Community

AI users need help, ideas, and encouragement.

Start a Facebook group, a Discord, or even a newsletter just for people testing AI tools. Position yourself as the go-to expert.

Community = trust. Trust = affiliate conversions on repeat.

The Bottom Line

The AI SaaS boom isn't just a trend — it's a category-defining shift. Businesses and solopreneurs are racing to adopt tools that help them do more, faster. And they need someone they trust to guide them.

That someone could be you.

But only if you stop treating these tools like impulse buys and start treating them like the business-altering solutions they are.

Master the strategy. Pick the right tools. Promote with clarity, proof, and purpose.

This isn't the gold rush. It's the code rush. And the commissions are just getting started.

How to Ride User-Driven Trends to Explosive Growth — No Budget Required

Want to know a secret? The most powerful social media campaigns aren't created in marketing boardrooms. They're born in bedrooms, dorm rooms, and break rooms—by regular people doing ridiculous dances, sharing weird memes, or starting spontaneous challenges.

And that's your opportunity.

When you learn how to ride user-driven trends — the kind that your audience starts, not your brand — you can tap into viral energy, get visibility you didn't pay for, and drive real sales. No ad budget. No influencer contracts. Just speed, creativity, and a willingness to join the party without ruining the vibe.

Let's break down how small brands, solo creators, and even total beginners are using user-driven trends to blow up their reach and generate momentum that traditional marketing could never buy.

Why User-Driven Trends Work Like Rocket Fuel

User-driven trends are organic. That means they spread because people actually want to share them — not because you boosted a post. This gives them an authenticity that brand-created campaigns usually lack.

When someone joins a viral challenge, they're not just watching. They're participating. They're investing social capital. And if your brand can slide into that conversation without being cringe? You've just earned more reach and trust than a month of sponsored posts ever could.

How to Hijack the Trend Cycle (Even as a Small Marketer)

1. Scan Like a Social Media Scientist

You don't need a crystal ball — you need the TikTok Discover tab, Instagram Reels feed, or tools like Trendspottr or Exploding Topics. Watch what's blowing up. Look for:

- Challenges
- Viral audio
- Meme formats
- Reels or Shorts with "remixable" templates

Pro Tip: Use AI tools (like ChatGPT with a browser plugin) to summarize the top 10 trends on a platform daily.

2. React Fast — But Make It Yours

Trends have the shelf life of a ripe banana. If you wait a week, it's over. So move fast — but don't just copy-paste. Add your own spin.

Example: A virtual assistant business posted a Reel using the "POV: I just cleared your inbox for the first time" meme with a dramatic soundtrack and got 10x more reach than usual. Why? Because it was relevant, funny, and timely.

3. Stay True to Your Brand (or Risk the Cringe)

Nothing screams "trying too hard" like a brand awkwardly twerking into a TikTok trend that doesn't fit.

You don't need to do every dance or meme. You just need to pick the ones that naturally fit your message or audience. If you're a serious productivity brand, lean into trending sounds or skits about burnout. If you're in fitness, hijack food challenges with a healthy twist.

Rule of thumb: If your ideal customer would laugh, nod, or say "so true" — it's fair game.

4. Turn Viewers Into Participants

Don't just ride the trend — amplify it.

- Create a simple challenge and ask your audience to join.
- Use a trending format but swap in your niche (e.g., #BookTok for your self-published book).
- Encourage UGC with a playful CTA like: "Show us your version!" or "Tag us and we'll repost."

Want next-level participation? Offer prizes, features, or shoutouts. Your goal is to spark a chain reaction.

5. Ride the Hashtag Highway

Hashtags aren't dead — they're just misused. Don't just spam #fyp. Use niche-specific trending hashtags that relate to your audience and the current trend.

Example: When #AIavatars were trending, a small design brand used #AIstyle, #DigitalFashion, and #AvatarArt to ride the wave — and they got thousands of impressions from audiences who never knew the brand existed.

Want Examples? Here are 2 small brands crushing trends…

Small Batch Coffee Co.

They didn't wait for permission. When the #CoffeeChallenge hit TikTok, they filmed a behind-the-scenes shot of their signature brewing method with a trending audio clip. The vibe was casual, cozy, and ridiculously shareable. The post exploded — and orders doubled that week.

Zoe's Custom Jewelry

When AI avatars were flooding social feeds, Zoe hopped in. She posted stylized AI versions of her customers wearing her pieces, and asked others to join in. Boom: viral engagement, new customers, and a mini waitlist.

These weren't big-budget campaigns. They were smart plays on what people were already doing.

Track the Buzz — Then Turn It Into Bank

Don't just chase vanity metrics. Here's what to monitor:

- **Engagement rate** (likes, shares, comments — especially from new followers)
- **Profile visits and link clicks**
- **Follower growth during the trend window**
- **Sales spikes tied to trend participation**

Use Instagram Insights, TikTok Analytics, or even a simple UTM link to track click-throughs from trend-driven content.

Bonus Tip: If you're running an offer, pin the promo post to your profile right when you jump on the trend. Strike while the algorithm's hot.

Bottom Line: This Isn't Optional Anymore

If you're marketing online, you are in the attention business.

And right now, user-driven trends are where attention lives.

This isn't just a "nice-to-try" idea — it's modern marketing 101.

Forget perfection. Forget polished campaigns. If you're small, agile, and willing to experiment, you can outplay the big guys by joining conversations that are already happening.

So the next time a trend is blowing up your feed?

Don't scroll past.

Jump in. Remix it. Make it yours.

That's how small brands make big waves.

Justin Burns

Interview

Editor:

Today we are delighted to have Justin Burns with us, a visionary entrepreneur and the founder of Miestro, a platform dedicated to empowering coaches and trainers to effectively share and monetize their knowledge As a spiritual ascender healer and light worker, Justin seamlessly blends his profound spiritual insights and practical business acumen. So I think we should dive right in. Justin, great to meet you.

Justin Burns:

Glad to be here. Appreciate you.

Editor:

Well, maybe we could start by asking you to share what inspired you to create Miestro and its mission.

Justin Burns:

Yeah, so Miestro came from back in about 2008, I started this online journey, meeting a really good friend of mine, actually interesting that we're still good friends today, and I met him while I was working at a cell phone shop in Chicago, Illinois. And I wondered what this guy did. He would come in at all times of day. I was like, what does this guy do? Does he work a job? He's always dressed down. So I just one day asked him, "What do you do?" And he said, "I sell digital products online." And I'll never forget, it was the first time ever I had heard about this. Now imagine hearing about this in 2008. It completely blew my mind. So fast-forward, I became more interested. He would come in, I said, "How do I learn about this, whatever, selling digital products or whatever?" And he's like, "Well, there's actually, if you say that, we're doing a seminar next week."

And I was like, "What's a seminar?" This is how naive I was. So I come to this event, I didn't know what to expect, and I remember a statement that really caught my eye. He said, the guy, it wasn't him speaking, it was another speaker, and the guy said, I forgot the guy's name, he said, "In the future, not too distant from now, people are going to buy your product all over the world. They're going to be able to ..." Right now, it was some challenges in that space. It was like 1ShoppingCart. I don't know if you remember the one shopping cart, that's how old school I am. You didn't have five, no, you didn't have hundreds to choose from. You had really one, which was 1ShoppingCart. Everybody used it. And so I was like, wow.

It was like "People from London and Spain and Germany and Africa and Australia, everywhere. They're going to be able to buy your product."

And it was like for that moment, I didn't know what I wanted to do with my life. And it was at that moment that I was like, it was like the sky's part of it, the heavens came down. I was like, "This is the thing. This is the thing I want to spend the next decade." So fast-forward, many failed in trials, so many blood, sweat, and tears, three or four years of not making any money. And then I was able to crack the code and I became a digital entrepreneur selling courses, and I was able to have 30,000 customers. And then that led to now where I wanted to create a tool. I wanted to do something long-term that would actually impact people. And so we've been building, that's how Miestro came along, and we've been involved in it since 2017.

Editor:

Wow-

Justin Burns:

It's been-

Editor:

That is a journey. That is a real journey. I mean, Justin, one of the things you mentioned there is the fact that when you got started, technology wasn't as advanced as it is now. So you started with a piece of software called 1ShoppingCart, which for anybody who's reading this or listening to this might think it's a shopping cart, but it was quite primitive in many ways, isn't it? So my next question I guess is for those people that are putting off getting started on their journey with digital products, what would you say to them? Was it hard back when you started or was it harder now? Because other people tend to think it's harder now.

Justin Burns:

Well, that's a good point, but there's different challenges. It's not that it's harder now, it's just there's a different challenge. So let me give you back in those days, like 2008, the challenge was you had all type of tech challenges. Every tech challenge you could think of. To get signed up to ... I'll give you a couple examples. In order to build a landing page, there was nothing called a drag and drop builder where you drag something from one column to the next. That didn't exist. You had to either learn some HTML or hire a developer, which was freaking ridiculous amounts of money. So that was the challenge.

Or if you wanted to connect something, you needed to have a rocket science degree in order to connect it because it was so hard. And even shining up. Nowadays strike like two seconds, five minutes, you have an account, boom, you're selling. You had to pretty much sign over your firstborn child to get a payment processor back in those days.

So it was so many challenges. Now I believe the challenge has shifted where now technology is different like Miestro or other platforms that make it easy to sell online. It's super, super challenging. But now the challenge nowadays becomes, it's now attention. Attention is the challenge because back in those days, attention wasn't the challenge because there was only a few people who you could say was a guru or whatever they called them. It was like, oh, the gurus existed.

So the funny part about it is now you have attention because everybody and their mother now can just literally take this phone and start selling a digital product. Or they have now Zoom. Now remember technology, here's another example, the technology. I was just telling my team because they're new to online, I was like, listen, we used to have to sell. Zoom didn't exist. I mean Zoom did not exist. Back in those days, 2008, we tried to do a webinar. There is a 100% chance that the thing is going to buffer halfway and it's going to crash. That was the thing about webinars, they crashed. So now you could do a whole Zoom call for four or five hours and it completely goes through. So now I think the biggest challenge is you have to know how to capture attention and there's ways to do that.

Editor:

Yeah, it's really interesting, isn't it? I mean, you seem to be the perfect embodiment, Justin, as well as someone who's taken this digital lifestyle. Because you mentioned before you're in Chicago, Illinois. Where do we find you today?

Justin Burns:

I'm in Pattaya, Thailand.

Editor:

So that's quite a difference, isn't it, in many ways?

Justin Burns:

Yeah. And initially enough about a year and a half ago because you mentioned about spirituality. So I'm a very spiritual guy.

I never hide that. I have another spiritual company as well. Great part about digital is you can take what you're passionate about and turn it into a digital business. So about a year and a half ago I had a spiritual awakening and I decided just one day, why am I here? I had moved from where I was born in Chicago, moved to Atlanta, Georgia, and I was there just like this building, but I wasn't fulfilled...

Scan The QR Code To Listen To The Full Interview Now

The $ales Multiplier You're Not Using: How AI + Personalization Is Quietly Making Brands Rich

Let's face it - people hate being sold to. But they love feeling seen, and that's your edge.

Right now, most marketers are flinging content like spaghetti at a wall, hoping something sticks. But the smart ones? They're using AI to read minds (well, close enough) and craft freakishly accurate, ultra-personalized experiences that make people say, "Whoa, how did they know?"

This isn't hype. It's backed by hard numbers:

- **80% of consumers** are more likely to buy when brands offer personalized experiences (Epsilon).
- **AI-driven personalization** can increase conversion rates by up to 202% (Instapage).
- Brands that master personalization earn **40% more revenue** than those that don't (McKinsey).

Translation? AI + personalization = a sales machine on steroids.

This isn't just "nice to have" anymore—it's a non-negotiable if you want your business to survive and thrive. And the best part? You don't need a team of data scientists or a Silicon Valley budget to get started.

So how does a new marketer (like you) actually pull this off?

Glad you asked.

Case Study #1: How a One-Person Course Creator Used AI to Triple Her Sales

Niche: Productivity & Time Management

Tools Used: ChatGPT, ConvertKit, Deadline Funnel

Sara was selling a $47 mini-course on daily planning. She had a basic email funnel, but her conversions were flat.

Here's what changed everything:

She started using ChatGPT to segment her audience based on quiz responses—Are they overwhelmed moms? Burnt-out freelancers? ADHD professionals?

Then, using AI-assisted emails and conditional logic in ConvertKit, she personalized her sales sequence to speak directly to each group's pain points.

Result?

- **Tripled her email click-through rate**
- **Increased course sales by 212%**
- Got rave replies like, "This email felt like it was written just for me!"

Lesson: Personalization doesn't mean creating 100 different funnels. A few tailored messages can make your offer feel like a perfect fit.

Case Study #2: The Affiliate Marketer Who Doubled Conversions with a Chatbot

Niche: Fitness Equipment Reviews

Tools Used: Tidio AI, WordPress

Derrick ran a niche blog reviewing rowing machines. His traffic was okay, but affiliate sales were unpredictable.

He added a simple AI chatbot that asked, "What's your fitness goal?" and then guided users to the best gear for their needs. Some users got links to beginner machines, others got pro-level equipment.

This small tweak:

- Doubled his affiliate conversions
- Kept visitors on the site 3x longer
- Made him stand out in a boring niche

Lesson: Even small personalization touches—like a chatbot that helps visitors choose—can skyrocket conversions.

How to Get Started with AI + Personalization (Even If You're Brand New)

You don't need to be a coder, or even "techy." Start here:

1. Know Your Segments

Use a simple quiz (via Google Forms, Typeform, or Interact) or a welcome email with tagged responses to identify key groups in your audience.

2. Use AI to Customize Content

Plug segment details into ChatGPT and ask it to rewrite your email or sales page for each audience type. Example prompt:

"Rewrite this email for busy moms who feel overwhelmed by their to-do list."

3. Automate Smarter, Not Harder

Use free tools like:

- MailerLite or ConvertKit to tag users and send personalized emails
- Tidio AI for easy chatbot setup
- RightMessage to change your website copy based on who's visiting

4. Test and Tweak

Don't overcomplicate this. Start with two or three audience types. Track which messages convert better. Let AI help you improve over time.

Free (or Cheap) Tools to Supercharge Your Personalization Game

ChatGPT - Rewrite content for different segments - Free / Plus

ConvertKit - Email sequences, tagging, automation - Free/$$

Tidio - AI chatbot for your website - Free/$$

Interact - Create quizzes for segmentation - Free/$$

RightMessage - Website personalization based on visitor data - $$

Claude/Gemini - Alternative AI writers for variation – Free

Here's a Complete Example of an AI-Personalized Funnel…

…that integrates social media, email, and a simple landing page — ideal for digital products, affiliate marketing, or content creators.

Scenario: You're selling a $27 mini-course called ***"Fast Focus: Beat Distraction in 5 Days"***, designed for people who feel overwhelmed, procrastinate, or struggle to stay on task.

You want to personalize the funnel using AI and segment your audience into 3 buckets:

1. Busy Parents
2. Overwhelmed Entrepreneurs
3. Neurodivergent Creatives (ADHD, etc.)

Overview of the Funnel

1. Social Media Post or Ad →
2. Quiz Opt-in Page →
3. Segmented Email Sequence →
4. Personalized Sales Page

Let's break it down.

Step 1: AI-Written Social Media Hook (Instagram, TikTok, Threads)

Instagram Post (Hook + CTA):

"If your brain feels like a browser with 37 open tabs… this is for you."

I created a fast, 5-day distraction detox that helps you refocus — even if you've got kids screaming, clients calling, or a creative brain that never slows down.

Not sure where to start? Take the quick quiz to see how your distractions show up (and how to shut them down).

[Take the Distraction Type Quiz]

This changes everything when you know your brain's focus style.

Written by ChatGPT with slight edits for voice and tone. You could easily batch 10+ variations for different reels, posts, and stories.

Step 2: Quiz Funnel Landing Page

Headline:

"What's Your Distraction Type?"

Discover your biggest productivity blocks (and how to beat them fast).

3 Result Types (Personalized):

• **The Exhausted Juggler** (Busy Parents)

• **The Hustle Hamster** (Entrepreneurs)

• **The Creative Chaos Wizard** (Neurodivergent/ADHD)

Quiz Tool: Use Interact or ScoreApp — both integrate with email tools and tagging.

Opt-In Gate:

After quiz results, require email to "see full breakdown + get your 5-day fix."

Step 3: AI-Written Personalized Email Sequence

Each audience segment receives a slightly customized version of a 3-email sequence written by AI with tailored hooks and pain points. Here's one version as an example:

Email 1 – For "Creative Chaos Wizard"

Subject Line: Your brain isn't broken — it's brilliant (and here's your fix)

Body:

Hey [First Name],

You scored as a Creative Chaos Wizard — meaning your ideas are ⚡ but your focus? Not so much.

That's not a flaw. That's a superpower… once you know how to work with it.

Over the next 5 days, I'm going to show you how to channel your wild creativity into deep focus bursts — without fighting your brain.

Ready to turn chaos into clarity?

Start here → [Day 1 Focus Tip]

The emails are AI-personalized with language and metaphors specific to the result. You write one base version and prompt ChatGPT to adapt tone, examples, and metaphors to match each personality.

Step 4: Personalized Sales Page (Optional, But Powerful)

Using a tool like RightMessage or even just smart copy blocks, show different headlines and testimonials based on user segment.

Busy Parent Headline:

"Finally… Focus Strategies That Work Even When Your Kids Are Climbing the Walls"

Entrepreneur Headline:

"Unlock 90 Minutes of Deep Focus a Day — Without Burning Out"

Neurodivergent Headline:

"This Isn't Another Productivity Course. It's Built for Brains Like Yours."

Tools Needed (All Beginner-Friendly):

ChatGPT - Write quiz, emails, headlines - Prompt per segment

Interact - Quiz + segmentation - Free trial available

ConvertKit - Tagging + email automation - Free up to 1,000 subscribers

Canva - Social media visuals - Templates for quiz promo posts

RightMessage - Optional: Dynamic content on pages - If you want deeper personalization

Tally/Typeform - Simple quiz if you don't need automation - Quick & easy for MVP testing

Final Thoughts on This Example
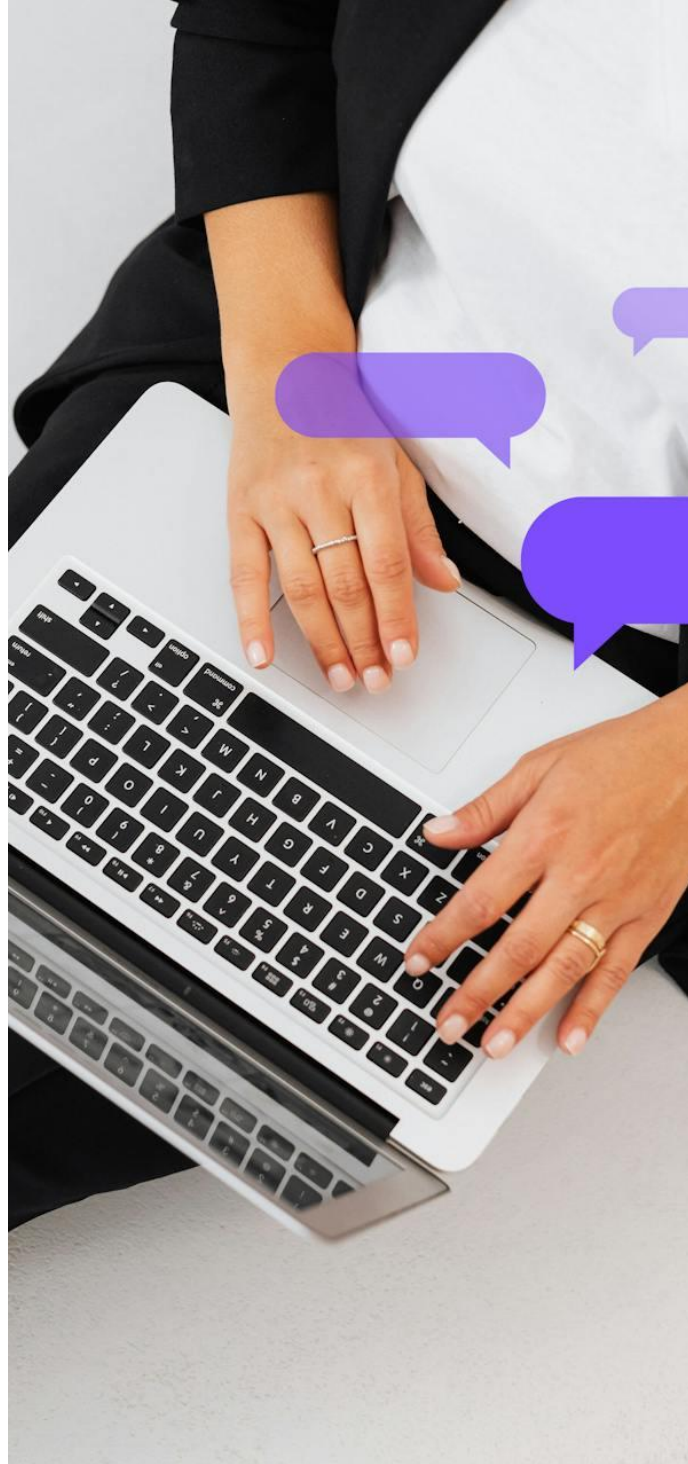
This funnel isn't just clever - it's human.

And that's the whole point of using AI for personalization: not to automate spam, but to scale empathy.

You're not just selling a product. You're saying:

"I see you. I get you. And I built this for you."

That kind of experience?

It builds trust. It drives sales. And it makes your brand unforgettable.

Beyond Pop-Ups: Fresh Ways Marketers Are Growing Their Email Lists in 2025

Email isn't dead - it's thriving. But in 2025, the smartest marketers know that stale tactics like basic pop-ups and generic lead magnets aren't enough. Today's audience expects more value, more personalization, and less friction. Here's how savvy brands are building better email lists right now.

1. Quiz Funnels

Interactive quizzes are everywhere for a reason - they're fun, fast, and effective. Tools like Interact, Outgrow, and Typeform let you create branded quizzes that segment subscribers by interest. Think: "What's Your Skincare Personality?" or "Find the Right Workout Plan for You." The result? More qualified leads and higher open rates from day one.

2. Text-to-Join Campaigns

SMS-to-email opt-ins are making a comeback, especially at live events or on podcasts. Marketers prompt users to text a keyword (e.g., "JOIN") to a number, triggering a reply that captures their email in exchange for a freebie or special offer. It's fast, mobile-friendly, and frictionless.

3. Embedded Signups in Video

Video tools like Wistia and Loom now allow email collection inside the video itself. Marketers are embedding email gates before revealing results, bonuses, or tutorials—perfect for webinars, walkthroughs, and product demos.

4. Gamified Opt-Ins

Spin-to-win wheels, scratch cards, and digital giveaways are capturing attention on ecommerce sites. Powered by platforms like Wheelio or OptinMonster, these gamified pop-ups boost conversions by offering discounts or free gifts in exchange for an email.

5. Lead Magnet Libraries

Instead of one generic freebie, marketers are offering "resource vaults" or gated content hubs—collections of guides, templates, and checklists users can unlock after subscribing. This adds perceived value and appeals to a broader audience.

In short, email list building in 2025 is all about creativity, interactivity, and delivering real value up front. The more tailored and frictionless your offer, the faster your list grows.

Google's AI-Powered Search Disrupts Traditional SEO

Google's introduction of its AI Mode is transforming the search landscape by providing direct, conversational answers to user queries, reducing the need for traditional click-throughs to websites. This shift poses challenges for marketers who rely on search engine optimization (SEO) to drive traffic, as AI-generated summaries may decrease website visits and ad revenues. Industry experts suggest that businesses may need to pivot towards alternative channels, such as email marketing and subscription models, to maintain visibility and engagement.

https://www.thetimes.com/uk/technology-uk/article/google-ai-kill-seo-7kmk5x88q
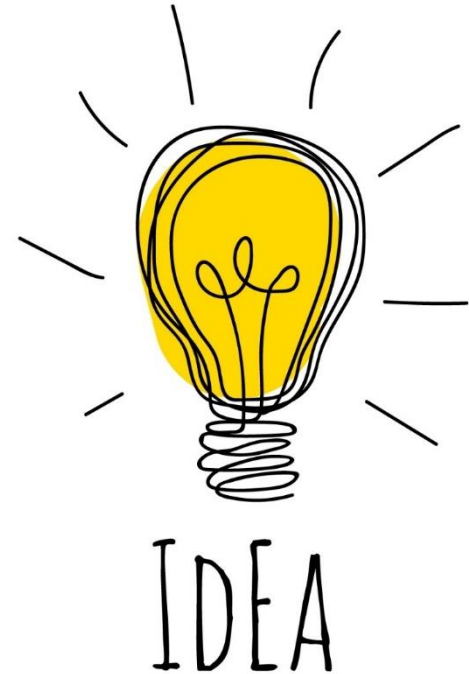
WordPress Gets Smarter with New AI Dream Team

WordPress is officially diving into the AI era with the launch of its brand-new AI Team — a squad of seasoned pros from Automattic, Google, and 10up, all working to bring intelligent features to your favorite platform. Their mission? To make AI innovation faster, more open, and aligned with the community values that make WordPress tick. Think smarter tools, faster iteration through plugins, and a public roadmap you can actually follow.

Why should you care? Because this team isn't just theorizing — they're building. Expect AI features that help with content creation, design, accessibility, and performance, all developed openly with your input. Curious? Join the convo in #core-ai and follow the action at make.wordpress.org/ai

https://wordpress.org/news/2025/05/announcing-the-formation-of-the-wordpress-ai-team/

Short. Addictive. Profitable. Why Short-Form Video Is the Marketing Gold Rush of 2025 (And How to Get Your Cut)

Forget everything you thought you knew about social media.

This isn't a gentle shift. It's a platform-wide power grab — and short-form video is winning by knockout.

In 2025, attention is a shrinking resource. People scroll faster, care less, and swipe past your brand like it owes them money… unless you grab them in the first 3 seconds. That's where TikToks, Reels, and YouTube Shorts come in — and they're not "just trends." They're currency. And if you're not using them to grow your business, you're bleeding opportunity.

Zuckerberg knows it. TikTok owns it. YouTube's chasing it.

So here's the real question: Are you capitalizing yet — or just watching from the sidelines?

The Stats That Prove This Is a Full-Blown Land Grab

The numbers aren't just impressive — they're game-changing:

- TikTok now has over 1 billion daily active users, and average time-on-app is up 30% year over year.
- Instagram Reels usage is up 20%, now making up over 20% of all time spent on the app.
- YouTube Shorts saw a 30% jump in views in the last 12 months — yes, even the long-form king bowed to the scroll.

And here's the kicker: **TikTok videos under 15 seconds get 35% more engagement than longer ones**.

That means shorter = smarter = richer.

Why Short-Form Video Works (And Why Text Posts Are Dying)

Short-form video isn't just fun — it's biologically irresistible. Fast cuts, trending audio, face-to-camera storytelling… it triggers the brain's dopamine loop like a slot machine. Every swipe is a hit. Every like is a micro-validation.

Compare that to a long caption or a static image. In 2025, that's digital wallpaper.

Social algorithms now reward attention, engagement, and watch-time — and video is the only format delivering all three consistently.

If you're still relying on quote graphics and text carousels? You're basically marketing in slow motion.

This Is Where the Smart Money's Going

Top brands are already cashing in. But here's the twist: so are tiny businesses and solo creators. Why? Because short-form video levels the playing field.
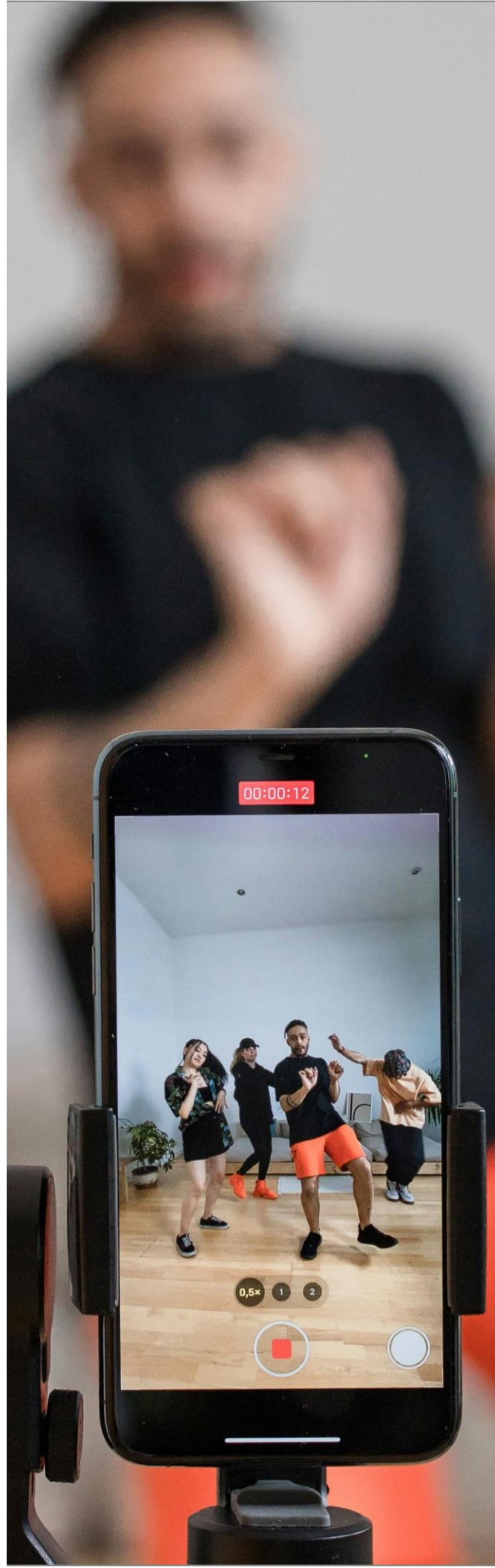
Example:

- Chipotle's TikTok challenge pulled in over 50,000 user-generated videos — millions in free impressions.
- Solo creators are launching products with 15-second Reels, getting thousands of views without spending a dime on ads.
- E-commerce brands are driving sales directly from video thanks to TikTok's shoppable features.

Short-form video is no longer just about visibility — it's sales infrastructure.

Platforms Are Throwing Fuel on the Fire

Each platform is doubling down — fast.

- Instagram's "Blend" feature lets users co-create Reels, making collabs go viral.
- YouTube Shorts added slick new editing tools — no pro gear needed.
- Meta is pushing Reels with aggressive algorithmic love and new ad placements.
- TikTok is rolling out in-video shopping features so users can buy without ever leaving the app.

Translation: the platforms are begging you to create short-form video. And if you play their game, they'll reward you with reach.

How to Cash In: Even If You're New

If you're a newer marketer, here's how to tap in today:

1. Think Fast, Not Fancy

You don't need production value. You need personality. Hook fast, speak clearly, and keep it moving. You can film your first video with nothing but your phone and a decent ring light.

2. Make Your Audience the Star

Challenges. Duets. UGC. Let your community play. When your customers create, share, or remix your content — the algorithm goes wild.

3. Create Snackable Offers

Tie your product, lead magnet, or promo to the vibe of the video. If you're teaching productivity? Post a tip in 10 seconds. Selling a planner? Show a before/after transformation in 5 seconds flat.

4. Post > Perfect

Don't get stuck in editing hell. The best content is done, not perfect. Speed beats polish. You'll get better by doing, not planning.

10 Viral Short-Form Video Ideas for Information Marketing

1. "This One Tip Changed Everything"

Hook: "I wasted 2 years doing it wrong. Then I learned this."

What to Show: Deliver one specific, counterintuitive tip your audience likely hasn't heard.

Why It Works: It sets up contrast and creates instant curiosity.

2. "3 Signs You're Doing [X] the Hard Way"

Hook: "If you're doing any of these, stop — you're making it 10x harder."

What to Show: 3 quick mistakes people make related to your topic (marketing, writing, productivity, etc.).

Why It Works: Makes viewers self-assess. Triggers FOMO and builds authority.

3. "The Advice I Wish I Ignored"

Hook: "This is the worst advice I ever followed when I started online."

What to Show: A popular but outdated or bad strategy in your niche — and your smarter alternative.

Why It Works: Pattern interrupt + a controversial take builds credibility and engagement.

4. "Behind the Curtain" Mini Tutorial

Hook: "Here's how I built this in under 10 minutes…"

What to Show: A timelapse or quick walkthrough of you building a lead magnet, writing an email, or outlining a course.

Why It Works: People love fast wins and over-the-shoulder peeks.

5. "This Is Why Your Funnel Isn't Working"

Hook: "You don't have a traffic problem — you have a message problem."

What to Show: Break down one tiny tweak (like fixing a headline or CTA) that transforms conversions.

Why It Works: Delivers value instantly and positions you as a solution provider.

6. "I Made $[X] From This 1 PDF"

Hook: "I made $3,214 last month from a single freebie. Here's how."

What to Show: Tease the result (e.g. a simple ebook) and then tease the system behind it.

Why It Works: Specific results + curiosity = click magnets. Even small numbers impress when paired with simplicity.

7. "Here's What I'd Do If I Had to Start Over"

Hook: "No audience. No list. No budget. Here's exactly what I'd do…"

What to Show: A quick-fire, 3-step plan for beginners in your niche.

Why It Works: You meet your viewers where they are — and give them hope + a path forward.

8. "Stop Doing This If You Sell Info Products"

Hook: "This one thing is killing your sales and you don't even know it."

What to Show: A common, outdated strategy (e.g., info overload, bad upsell structure, etc.) and your fix.

Why It Works: Threat + solution = perfect hook for scroll-stopping curiosity

9. "What No One Tells You About Selling Courses"

Hook: "Everyone talks about passive income… but here's what actually happens."

What to Show: A moment of transparency (e.g., tech breakdown, launch flop, refund story).

Why It Works: Vulnerability + truth bombs build insane trust and relatability.

10. "Want to Copy This? Go Ahead."

Hook: "Steal this template — it works like magic."

What to Show: Share part of your script, email, webinar outline, or funnel framework.

Why It Works: Generosity feels rare. Giving away "real stuff" builds authority and reciprocity fast.

Bonus Tips to Go Viral:

Use trending audio but mute it under your voiceover to tap algorithm bonuses.

Add text overlays to hook non-sound viewers in the first 3 seconds.

End with a CTA like: "Want the full breakdown? Drop 'PDF' in the comments." (Boosts reach.)

Use AI (like ChatGPT) to generate 10 hooks per topic — then test the best one.

The Bottom Line: Short-Form Video Is Not Optional
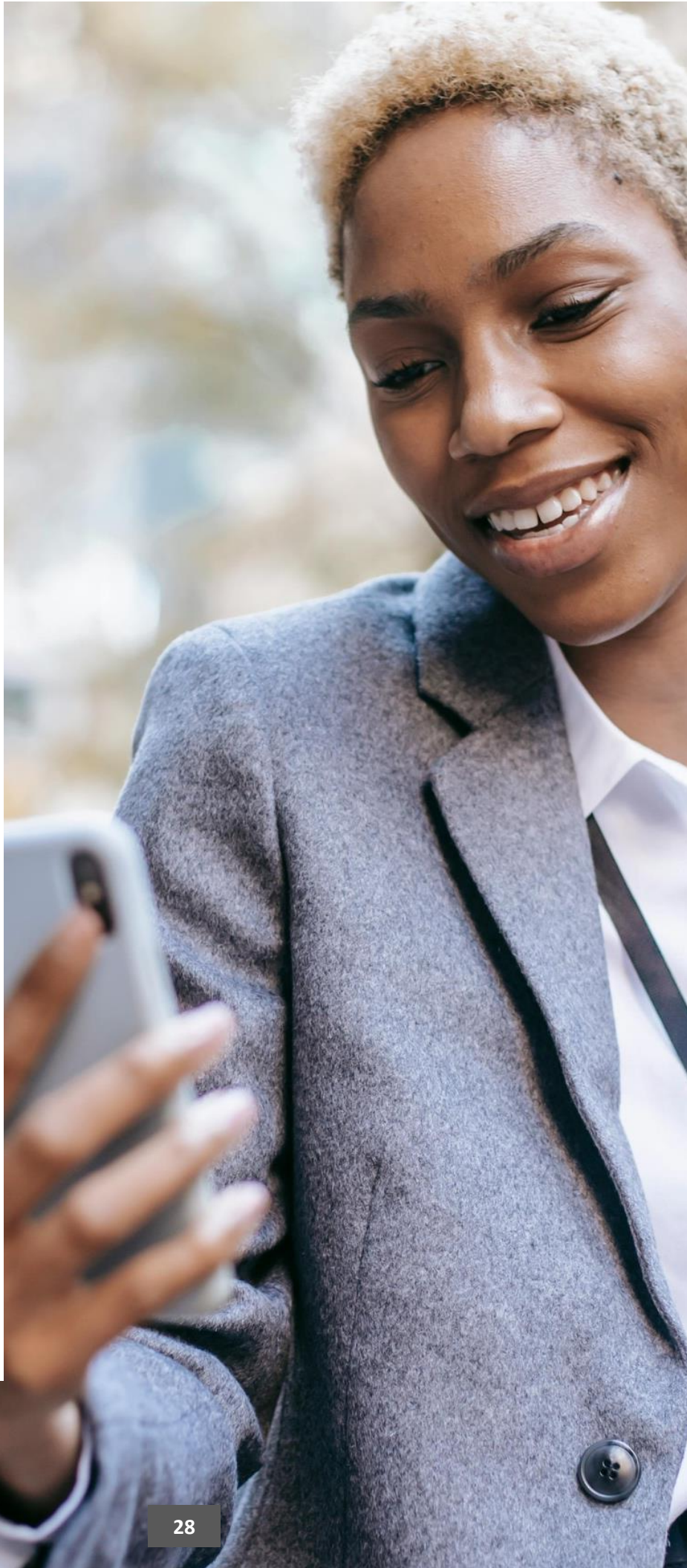
In 2025, short-form video isn't a strategy — it's the strategy.

Ignore it, and you'll be invisible.

Master it, and you can explode your reach, build rabid fans, and drive sales even if you're brand new.

Want attention, engagement, and revenue? It's time to get on camera, hit record, and join the scroll war.

The future is short. The money is fast. The time is now.

Case Study: How a Laid-Back Pet Lover Built a 6-Figure Business in 6 Hours a Day — By Breaking All the "Hustle Rules"

Ron didn't launch his pet business with a fancy plan or startup capital. He started it half-heartedly in college — between parties, skipped lectures, and way too much takeout. But one thing stuck: his love for animals. And the idea that maybe, just maybe, he could build something that let him work on his own terms.

Fast forward a few years. Ron now runs a six-figure pet business built around affiliate marketing, organic pet food, and simple, helpful content for pet owners. He works just six hours a day. No burnout. No boss. No constant grind.

His secret?

He ignored most of the advice online marketers love to give.

Instead, he followed five unconventional rules that helped him focus, stay profitable, and actually enjoy the business he built.

If you're tired of hustle culture and want to create something sustainable, simple, and smart — this might be the playbook you've been waiting for.

Rule #1: The 2-Hour Money Rule

Here's something Ron discovered the hard way: You only need 2 focused hours per day to make money.

When Ron first started his pet business, he was juggling college and side gigs, thinking he needed to hustle non-stop. But then one week, he got sick and could only work for two hours a day. To his surprise, his income didn't drop. In fact, his business actually grew. Those two hours forced him to focus only on the tasks that brought in revenue, like creating affiliate videos for organic pet foods and following up with customers.

Now, Ron follows this rule without exception:

Spend the first 2 hours of your workday on money-making tasks: promoting affiliate products, engaging with customers, and creating content.

Everything else—emails, social media, and busy work—can wait.

Tip from Ron: "If you focus on revenue-driving tasks, you'll see results. My income went up 41% when I started sticking to this routine."

Rule #2: The "Boring Business" Advantage

Here's the thing Ron learned: Boring is profitable.

While everyone else chases the latest tech gadgets or flashy trends, Ron stuck to simple, useful products. His business revolves around promoting organic cat and dog foods as an affiliate. Not glamorous, but the products are in high demand because pet owners care about what goes into their animals' food. Along with his affiliate work, Ron creates engaging videos for pet owners, showing them how to make healthy, affordable choices for their pets.

Soon, he plans to launch his own line of pet toys, making his product offerings even more personal and unique.

Tip from Ron: "Chasing trends isn't always the way to go. Stick to simple solutions that solve real problems. Organic pet food isn't sexy, but it's what pet owners actually want—and it brings in steady income."

Rule #3: The Single Channel Focus

Here's a controversial take: Being everywhere is overrated.

Ron tried being on Facebook, Instagram, TikTok, and YouTube at first, but it wasn't sustainable. He was spreading himself too thin. Eventually, Ron realized he needed to master one platform. So, he focused primarily on YouTube—the perfect platform for his video content about organic pet food, pet care tips, and product reviews. Once he built a loyal following on YouTube, he used Instagram as a backup to engage with followers in a more personal, community-based way.

Tip from Ron: "Focus on one channel and own it. Once you've got that down, then expand. I grew my YouTube following 5x faster once I stopped trying to juggle everything."

Rule #4: The 90-Day Project Limit

Ron's biggest productivity breakthrough came when he started applying the 90-Day Project Limit rule. This rule says that if a project can't start bringing in money within 90 days, it's not worth pursuing.

One of Ron's earlier projects was a long-term product idea—a pet behavior course—but it would've taken over 6 months to create. Instead, he decided to launch a simple product bundle that offered discounted, high-quality organic pet food in combination with pet care videos, available for purchase within 90 days. It started bringing in revenue immediately.

Tip from Ron: "If a project isn't making money fast, ditch it. Focus on quick wins that will bring in revenue right away."

Rule #5: The Minimum Viable Day

This is Ron's most controversial rule: Plan for your worst days, not your best.

Instead of packing his schedule with ambitious tasks that were impossible on tough days, Ron now plans his day around what he can accomplish even when he's sick, tired, or unmotivated. For instance, when he's feeling off, he focuses on the essentials, like fulfilling orders, answering customer emails, and posting a quick video or Instagram story. He leaves bigger tasks—like creating new content or improving his website—for the days when he's feeling more energetic.

Tip from Ron: "When you plan for the worst days, you'll never feel overwhelmed. I know I can still get the essentials done, no matter what's going on in my life."

The Reality Check

Let's be clear: these rules aren't about getting rich overnight or following the latest "hustle" trends. They won't make you famous. But they work.

Since implementing these principles, Ron has:

- Generated consistent 5-figure months
- Worked less than 6 hours per day
- Taken weekends completely off
- Actually enjoyed running his business

If you're tired of the traditional startup advice that leaves you burnt out, try these rules. Start with one, test it for a month, and see how it transforms your business.

THE BIG SECTION

The Zeigarnik Effect:
How to Keep Your Audience Hooked Like a Netflix Cliffhanger

Ever start a Netflix show thinking, "Just one episode"—only to look up, it's 3 AM, and your brain's begging for just one more?

There's a reason you're sleep-deprived, emotionally invested in a fictional stranger's love triangle, and incapable of stopping: Your brain hates unfinished business.

Psychologists call it the **Zeigarnik Effect**—and it might be the most powerful (and underused) psychological tool in your marketing toolkit.

But here's the twist: One tiny change to your content strategy can trigger this same unstoppable curiosity in your audience.

We'll get to that trick—but first, let's unravel why this works so well.

What Is the Zeigarnik Effect (And Why Should You Care)?

The Zeigarnik Effect is your brain's annoying little compulsion to focus on what's incomplete.

You don't remember everything you accomplished today—you remember the one thing you forgot.

You don't obsess over the 20 items you picked up from the store—you fixate on the peanut butter you left behind.

That little loop in your brain stays open… until it's resolved.

And here's the marketing gold: when you intentionally leave loops open, your audience can't help but lean in.

Think about:

- Netflix cliffhangers – One jaw-dropping twist, and now it's 3 seasons later.
- Page-turning thrillers – Each chapter ends with "…but what happened next?"
- Social media threads – The dreaded "(1/?)" means you're about to fall into a 27-tweet wormhole.

People desperately want closure. You? You're about to become their favorite unresolved story.

How to Use the Zeigarnik Effect in Your Marketing (Without Being Infuriating)

1. Start With a Burning, Unanswered Question

Mystery = momentum. Leave something unsaid, and your audience has to keep going.

Boring headline: "How to Grow on Instagram"

Zeigarnik headline: "I Doubled My Instagram Followers in 30 Days—But Not for the Reason You Think…"

Now curiosity takes over. They need to know what the reason was.

Same goes for subject lines:

Instead of: "How to Lose Weight Fast"

Try: I Lost 10 lbs by Adding Something to Breakfast—Not Cutting It

Or: I Was Stuck—Until This Stupid Little Breakfast Habit Kickstarted My Weight Loss

Now they're hooked.

2. Use Cliffhangers Shamelessly

Want people to binge your content like they binge TV shows?

End every piece with a reason to come back.

- **Blog post teaser:**

"Next week, I'll reveal the mistake that cost me $10,000—and how to avoid it."

- **TikTok series:**

"...and that's how I found out my landlord was hiding something. Part 2's coming."

- **Email series:**

"Tomorrow, I'll show you the exact 3-line email that landed me a $5,000 client."

You don't need to wrap every story with a bow. Leave some threads dangling.

3. Tease Your Offer—Don't Dump It All at Once

You don't want to be that person who explains the movie ending halfway through. Give just enough value, then hold something back.

Example: "Here are 3 easy breakfast swaps to lose weight. But the one thing that made the biggest difference? It's in my free guide—grab it here."

You're not hiding the good stuff—you're building curiosity-fueled action.

4. Break the Boring Copy Pattern

Most sales copy is predictable—and predictability is a momentum killer.

Meh: "My course will help you get more clients."

Much better: "Most freelancers think getting more clients is about marketing harder. It's not. In fact, the real problem is the one thing almost no one talks about..."

See the difference? Curiosity activated. Brain loop open.

In email: "I'll share the strategy that tripled my conversions—but you'll only get it in tomorrow's email."

Congratulations—you just earned a higher open rate.

5. Start Mid-Sentence (Seriously)

TV shows do it. YouTubers do it. And it works because the viewer/listener/reader feels like they've missed something… and wants in.

Instead of: "In this video, I'm going to show you how to boost Etsy sales…"

Try: "It took 6 months to make my first $1,000 on Etsy—because I was doing one thing completely wrong."

Now they're already halfway through a story. They can't stop.

But Wait… What's the Trick?

Remember that one tiny change I said could make your content addictive?

Here it is: **Intentionally leave something unresolved**.

Use curiosity as a tool. Whether it's a cliffhanger, a teased benefit, a story split in two, or a hint at something just out of reach—don't give them everything at once.

Your audience will come back. Not because of some algorithm. Not because you posted at the right time.

But because their brain won't let them walk away.

Now… imagine what would happen if you layered this with urgency, scarcity, or emotional storytelling?

Let's just say, your next piece of content might not go viral—
But it will keep them coming back for more.
And that, my friend, is how you binge-worthy your brand.

15 Wickedly Smart Ways to Use the Zeigarnik Effect to Keep Your Audience Hooked

Want people glued to your content, opening every email, and obsessively refreshing for your next post?

Harness the Zeigarnik Effect—the psychological itch caused by unfinished business.

Here's how to turn that itch into clicks, conversions, and loyal fans.

1. End on a Cliffhanger, Not a Period

Don't wrap up your story—cut it off at the "what happens next?"

Example: "And that one mistake? It cost me $15K… but I'll explain in tomorrow's email."

2. Break It Into a Series (Then Tease What's Coming)

Instead of one big info dump, drip it out.

Subject line idea: "Part 1 of 3: The Mistake That Almost Killed My Launch"

3. Turn Long Videos Into Addictive Episodes

Binge-watching isn't just for Netflix. Slice your how-to video into 3 juicy parts—each ending with a "don't miss the next one."

4. Show Off What's "In Progress"

Label content as early access, beta, or unfinished. It makes people curious, involved, and primed to stick around for the rest.

5. Let Learners See What They Haven't Done Yet

In your course platform, show locked modules. That "incomplete" status gnaws at people until they finish what they started.

6. Give Partial Checklists (Then Watch the Magic Happen)

Show users a to-do list that's 40% done. That visual tension? It pushes them to complete it—fast.

7. Trigger "Hey, You Forgot Something" Emails

Abandoned cart? Send a friendly nudge. Include a pic of what's still waiting and a subject line like: "Still thinking it over?"

8. Lock the Good Stuff Behind a Gate

Give a taste of something great—then say: "Want the rest? Pop in your email to unlock it."

Tease. Gate. Convert.

9. Pre-Sell Instead of Preach

Drop the "buy now" button. Say: "This is coming soon. Get on the list to be first."

People remember what they almost got—and it drives them to act.

10. Mirror Their Unfinished Goals on Landing Pages

Use language that pokes at what they haven't achieved yet.

Example: "Still haven't launched your course? Let's fix that."

11. Split Social Content—and Force the Follow

Drop "Tips 1–4" in your post, then say: "Want the rest? Check the blog (or email list)."

They will chase the closure.

12. Drip Content Over Time

In memberships, unlock one lesson at a time. Drip-fed content creates anticipation—and keeps people paying.

13. Give Away Only Step 1

Your lead magnet should solve part of the problem—then pitch the full solution.

Start the journey. Make them crave the finish.

14. Gamify Their Progress

Badges, levels, milestones—let users see how far they've come and what they haven't done yet. It's digital FOMO meets dopamine rush.

15. End with a Question, Not a Mic Drop

Instead of neatly concluding your content, end with something like:

"So what would YOU do next?"

Unresolved = unforgettable.

Bonus Tip #16: Progress Bars Are Pure Brain Candy

Progress indicators tap directly into the Zeigarnik Effect.

Use them in:

- Courses
- Checklists
- Quizzes
- Onboarding emails

People hate stopping at 80%. Use that to your advantage.

Bonus Tip #17: Sell the Final Puzzle Piece

On your sales page, position your offer as the thing that completes what they've already started.

Example: "You've done the hard work—now here's the piece that makes it all click."

Ready to Be the Cliffhanger They Can't Quit?

You don't need more content. You need content that creates tension.

Every open loop, every unfinished line, every teaser you drop... it burrows into your reader's brain until they have to come back.

So don't just publish. Haunt their thoughts.

How to Use the Zeigarnik Effect to Build a Sales Funnel They Can't Escape

We've already talked about how the Zeigarnik Effect—your brain's inability to ignore unfinished business—can turn casual browsers into obsessive readers. But now it's time to take that power and wire it directly into your sales funnel.

Because here's the truth: Most funnels leak money. Not because the product's bad. Not because the traffic isn't there.

But because there's no psychological tension pulling people forward.

No curiosity.

No urgency.

No reason to keep going.

That ends now.

By using open loops, cliffhangers, and unresolved tension at every step, you'll guide people from "just looking" to "take my money"—without ever feeling pushy.

And in just a moment, I'll reveal the one funnel tweak most marketers miss (and it's not what you think)...

Step 1: Hook Them with a Lead Magnet that Doesn't Satisfy

Your lead magnet should not be a complete solution. It should open a loop—solve part of a problem and make the reader crave the rest.

What most marketers do wrong:

"Here's my 10-step blueprint to grow your business!"

(Thanks, I'll skim it and ghost you.)

What works instead:

"The strategy that got me to $10K/month—but why most people get it dead wrong."

Boom. Now they need to know more.

Make it work:

- Use a title that raises questions, not answers them.
- Deliver legit value but leave the breakthrough unfinished.
- End with: "Now that you know this part, there's just one final step to make it work—and I'll show you inside [paid offer]."

Step 2: Your Welcome Sequence = Your Personal Netflix Series

Don't send one flat welcome email and vanish. Drip your emails like cliffhanger episodes.

Boring: "Here's your free guide. Let me know if you have questions."

Binge-worthy: "You've got your guide. But before you dive in—there's one mistake that ruins this for most people. I'll send that tomorrow. Watch for it."

Now they're waiting for you. That's power.

Make it work:

- Send a multi-part welcome series.
- End each email with a tease for the next.
- Keep them clicking. Keep them curious.

Step 3: Sales Pages That Make People Scroll Like Their Life Depends on It

If your sales page is easy to skim, it's easy to skip. You want readers glued to every line.

How?

Inject unfinished thoughts. Create curiosity gaps. Use testimonials that almost reveal the secret.

Try headlines like:

- "The strategy worked—but only after I figured out what I was missing."
- "Most people try this and fail. Here's why…"

Make it work:

- Start with a bold but incomplete statement.
- Drop curiosity breadcrumbs throughout the page.
- Don't show your full offer too early—make them work for it.

Step 4: Turn Abandoned Carts Into "I Can't Leave This" Moments

When someone's about to bail, you need one last hook—something they can't ignore.

Try this on your checkout page: "You're one click away—but if you walk now, you'll miss the most powerful lesson I've ever shared."

Or an exit pop-up: "Still thinking? Just know: Module 3 is where everything changes—and you won't find that info anywhere else."

Make it work:

- Use countdown timers to trigger urgency.
- Insert one last cliffhanger before they leave.
- Remind them what they don't know yet.

Step 5: Keep the Curiosity Going After the Sale

Most funnels stop after the buy. Big mistake.

If you want people to stay engaged (and come back for more), keep the loop open.

Instead of: "Thanks for your purchase!"

Try this: "You're in! But before you start, I need to warn you—there's one mistake new members make that can kill their results. I'll email you about it tomorrow."

Make it work:

- Use onboarding emails that tease the next step.
- Introduce "bonus" content or upgrades they don't have… yet.
- Frame their purchase as just the beginning of the journey.

Why This Works (And What Most Marketers Get Wrong)

The average funnel hopes people "feel like buying."

Yours makes them mentally uncomfortable until they do.

Because once you open a loop—whether it's a promise, a mystery, or an unfinished solution—your audience's brain won't let them walk away until they've closed it.

Apply this now, and watch your:

- Open rates climb
- Sales pages convert longer readers
- Cart abandonment drop
- Customer lifetime value soar

And remember that one funnel tweak I mentioned earlier?

The One Funnel Tweak Most Marketers Miss?

They treat each funnel step as a transaction instead of a story.

Here's what that really means:

Most marketers build their funnel like this:

- Step 1: Lead magnet
- Step 2: Email
- Step 3: Sales page
- Step 4: Checkout
- Step 5: Thank you

Each step is isolated. Functional. Mechanical.

But the tweak—the magic—is to **weave a narrative thread through the entire funnel** so every step teases the next.

It's not:

"Here's a freebie."

Then, "Here's your email."

Then, "Here's a product."

It's:

"You just discovered part of the strategy…"

"Now here's what most people get wrong…"

"And here's how to fix it—but only if you're ready for the next level…"

Each message opens a loop. Each step resolves one and creates another.

You're not just moving people through a funnel, you're pulling them through a story they have to finish.

And that's what keeps them reading, clicking, and buying—without needing discounts, pressure, or pushy tactics.

How to Stay Relentlessly Driven (Using the Zeigarnik Effect)

You've already seen how the Zeigarnik Effect keeps audiences hooked.

Now it's time to turn that power inward—because this same brain glitch is also the key to staying relentlessly motivated while building your business.

No more ghosting your own projects.

No more half-built funnels or dusty course outlines.

This is how you turn unfinished tasks into an unstoppable urge to keep going.

Let's make momentum your default setting.

1. Stop in the Middle—Every Time

The easiest way to kill momentum? Finish everything neatly and then "start fresh" tomorrow.

Wrong move.

Instead, end your work sessions midstream. Leave a sentence hanging. A slide unwritten. A product listing half-filled.

Your brain will obsess over it until it's done—and tomorrow's restart becomes effortless.

Try this:

- Mid-sentence: "This page converts better because…"
- Mid-task: Leave your headline without a subhead.
- Mid-design: Leave a blank space labeled "image goes here."

2. Turn Giant Goals into Incomplete Mini-Missions

"I'm building a business" is not a task. It's a spiral.

Break it into tiny missions that feel doable—but deliberately unfinished.

Instead of:

- "Finish my email funnel."

Try:

- "Write 3 subject lines."
- "Sketch the outline for Email 1."
- "Draft the first paragraph."

Each incomplete piece becomes a mental hook that keeps tugging at you to finish the set.

3. Always Know What Comes Next

Don't just close your laptop and walk away.

Before you log off, write down exactly what you'll do when you return.

This creates an open loop your brain will automatically keep working on in the background—even while you're binging tacos or scrolling TikTok.

Sticky note magic:

- "Next: write CTA section for sales page."
- "Pick email #2 subject line tomorrow."
- "Add testimonial block to homepage."

Small notes, big impact.

4. Tease Yourself with What's Next

You're not just writing to-do lists. You're setting traps for your future self.

Think of it like a trailer for tomorrow's work.

"I just outlined the blog post. Next, I'll write the intro—it starts with a wild stat I found."

"I've got a killer hook for tomorrow's Reel, just need to shoot it."

You'll wake up thinking about it and then you'll want to sit back down and knock it out.

5. Open Loops in Public = Built-In Pressure

Self-motivation is great. But if your inner drive is snoozing, put the Zeigarnik Effect on loudspeaker.

Tell the world what's coming.

Post: "I'm launching something new next week—can't wait to show you what I've been building."

Email: "Working on something BIG. I'll reveal the first detail on Thursday."

Now you're not just mentally invested - you've got a public loop hanging open. And your brain hates letting people down.

6. Reward Progress, Not Completion

Don't make your rewards the end. That signals "we're done now."

Instead, tie your rewards to the next step.

Try this: "Once I finish writing this page, I'll grab a coffee—and plan my next promo."

Or: "I'll take a break after I schedule tomorrow's tasks."

Momentum stays alive. You stay in motion.

7. Never End on an Empty Desk

This one's big.

Before you walk away for the night, leave something undone:

A tab open.

A file mid-edit.

A sticky note saying "start with this."

That tiny bit of tension will stay buzzing in your brain, so you hit the ground running next session—no ramp-up required.

Final Push: Start an Open Loop Right Now

Don't just nod and close the tab. You'll forget.

Here's what to do instead:

1. Look at the last thing you were working on.
2. Leave it halfway done on purpose.
3. Jot down the exact next step for tomorrow.
4. Walk away—but don't close the loop.

Let your brain do the heavy lifting while you recharge. When you come back, motivation won't be a struggle - it'll be automatic.

Because once your mind is *hooked*, the hard part's already over.

PushButton HOSTING

PROFESSIONAL
WEB HOSTING

✔ Domain Names Register & Renewal
.com $12.91 .net $14.63 .co.uk $9.53
(Less than GoDaddy & NameCheap)

✔ State-of-the-Art Hosting Infrastructure
✔ 30-Days Money-Back Guarantee
✔ FREE SSL With Every Website

GET STARTED NOW

www.PushButtonHosting.com