

Introduction

Welcome to this weeks edition of your weekly newsletter and blog updates from Mark Ford, Home Business Coach, Entrepreneur and Digital Marketer. Living a laptop lifestyle and helping you improve your income with the Six Figure Mentors digital business system.

The Six Figure Mentors is an internet business training system that provides you with all the internet marketing tools, digital business and laptop lifestyle training, resources and community you need to fast track your success and build your ultimate lifestyle business! This is the same business system used by Mark Ford day in and day out and it has been key to helping Mark learn how to profit with an online business.

This newsletter is published to my subscribers who have opted in to receive information about the Six Figure Mentors and building a lifestyle business from home or wherever around the world there is an internet connection.

Mark Ford will send out to you this newsletter each Saturday and update and develop further the newsletter as time moves on, sharing with you any updates about the Six Figure Mentors business as they are published.

In addition, as someone who has been a member of the Six Figure Mentors since the 29th May 2011, I will share my own experiences of using the products and services they provide and how it can help you overcome any challenges you may have in your life.

What Can You Expect In This Edition?

In this edition Mark Ford shares with you;

- My story
- My blog
- What is in it for you?
- Six Figure Mentors review
- This weeks top blog posts about the Six Figure Mentors, home business and internet business industries
- Featured Six Figure Mentors videos of the week
- Featured guest article of the week
- Featured product of the week
- Getting started with the Six Figure Mentors application

Okay, let's get going...

1) Mark Ford's Story

Mark Ford is a home business coach living a laptop lifestyle, an entrepreneur and digital marketer. Mark introduces people to internet businesses and home businesses that will help them achieve their personal and business goals. A part of this is to publish information through this newsletter and my websites about the Six Figure Mentors digital business and marketing platform.

A former lawyer in the UK of 29 years, a property investor and developer, digital marketer and home business coach, Mark reaches out to people to offer a helping hand to build home and digital businesses having been involved with this since 1996 when he first started an entertainment agency from home.

To watch a video where I share my story with you click the video image below.

Getting To Know Mark Ford Video 1



2) Mark Ford's Blog



Each day Mark Ford adds articles and content to his main personal blog over at <http://markfordsblog.com>. A lot of these blog posts provide you with further educational material about the Six Figure Mentors. To view my latest blog posts visit <http://markfordsblog.com/news-and-updates/>

Enter

3) What is in it for you?

I don't know why you have opted in for information about the Six Figure Mentors but clearly you have a reason for being here. These reasons, your 'why', could be many things.

- More time with the family
- More holidays
- Pay off debt
- Be at home to look after a family member - one of mine!
- Start a home business or other business
- Increase your marketing knowledge and lead flow for your existing business
- Learn about entrepreneurship, online marketing, helping local businesses, branding and creating your own products
- Build multiple income streams on a part or full time basis
- Extra income
- Increase your pension pot

All these and more could be your reasons why you are looking to the Six Figure Mentors to be a solution to your 'Why'. For me it was to replace my former full time income as a lawyer, be charitable, help others succeed online from home or from anywhere in the world where there is an internet connection and pay off debt. For you, well only you will know that until we partner up as Six Figure Mentors members when we will get to know each other as team members.

Whatever your reasons by going through the getting started steps and digital lifestyle blueprint that the Six Figure Mentors provide you with when you join you will be well on your way to achieving your goals and helping others as you do so.

With my experience of the system, and as a pro-active member of the Community, I can tell you that this is a very enjoyable and viable solution to what you are looking to achieve. Sure, you will need to roll up your sleeves, get stuck into the learning curve but on this journey you will be transformed into a new being, a new lifestyle, and one that will give you what you want for you and your family if you work the system and don't quit.

If you don't have any experience of online marketing, you are new to the industry, and you don't have any of your own products to develop and promote then you can start as an affiliate marketer. This means that you sell other people's products using your marketing training and earn while you learn receiving commissions on your sales. With the Six Figure Mentors product line commissions can be earned that run into the thousands as you take action on the training provided to you.

You can also use the Six Figure Mentors products and services to learn...

- how to change your lifestyle and create a digital life
- learn how to live a laptop lifestyle making money online from your laptop anywhere in the world where there is an internet connection
- how you can become a professional digital marketer
- how you can help local businesses market their products online
- learn about branding
- have the opportunity to partner up with Stuart Ross and Jay Kubassek and promote your own products
- and more...

The Company are not really looking for opportunity seekers but are looking for entrepreneurs who want to build businesses for the long term and be an active and supportive member of the Community. Therefore, they have an application process in place where applicants are vetted prior to full membership.



Applications Can Be Made At This Link

4) Six Figure Mentors Review

I know how I felt when I looked around the internet in the summer of 2011 doing my research on the [Six Figure Mentors](#). I couldn't find a six figure mentors review that would give me enough in depth information before I joined

It's a minefield out there and the information is all over the place. My objective in writing up this Six Figure Mentors review page for you is to bring all the information together into one central resource. This will help you with your own research and provide you with all the information you need to decide whether or not this is right for you.

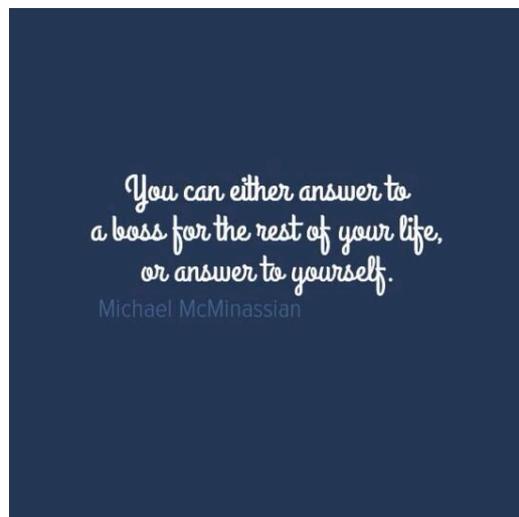
On this page Mark Ford goes into detail about the Six Figure Mentors, discussing the mission, what it is, the Six Figure Mentors key features, a back office tour, information about Stuart Ross, Co Founder of the Six Figure Mentors, who the Six Figure Mentors can help, the benefits, some testimonials, what you get when you join, working with Mark Ford as a team member, and...

... how you can get more information.

Enter

5) This weeks top blog posts about the Six Figure Mentors, home business and internet business industries

>>> [Escape Rat Race Now](#)



[>>> Click Here To Escape Rat Race Now <<<](#)

>>> **Search Engine Optimization For Home Business from Matt Press – SEO is important, but don't rely on it.**



Let me start by making something clear: every home-based business with any sort of online presence needs a solid **Search Engine Optimization** strategy. There's little doubt that every company would benefit from being on page one of Google for their industry terms, and you only give your website and its content the best chance of hitting those highs by creating metadata, optimising your web pages and establishing backlinks.

But, like with a lot of other things you do for your home business, nothing is guaranteed. Read the full story here.

>>> **Laptop Lifestyle Mark Ford**

Laptop Lifestyle Mark Ford – Sharing My Trip To Oriklini, Cyprus, January 2015 – Living The Laptop Lifestyle!

Last Wednesday, after quite a rough trip across on the aeroplane, I arrived in Mountain View, Oriklini, Cyprus to sort out a property deal that I am involved with.

Living a **laptop lifestyle** is truly a flexible way to live your life allowing you to travel the world, taking your laptop with you, and run your business from your laptop wherever there is an internet connection.

A part of this *laptop lifestyle* strategy for Mark Ford, and one you can have to, is to set up an apartment over in Cyprus that I can use as a holiday home and do my work from there in a different environment to being at home all the time.

Check out the [laptop lifestyle](#) video below that I share with my blog readers. Click the play button.



>>> [Click Here To Watch The Laptop Lifestyle Video <<<](#)

>> [Click Here To Take A look At The Business That Has Helped Mark Develop A Laptop Lifestyle Business <<<](#)

6) **Featured Six Figure Mentors videos of the week**

Click the play button in each of the video images

Stuart Ross, Six Figure Mentors Co-Founder, Interviewed About The Six Figure Mentors Experience and What Makes The Six Figure Mentors Different To Anything Else Out There?

Learn more by watching the [Six Figure Mentors experience](#) video below...

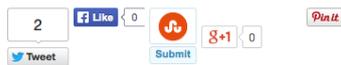
Six Figure Mentors Support – What kind of support do you get with the Six Figure Mentors?

Stuart Ross, Six Figure Mentors founder discusses the Six Figure Mentors Support that he provides with his Company.



The Six Figure Mentors Products

Posted on January 19, 2015 by Mark Ford



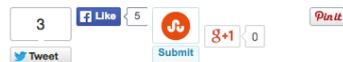
Stuart Ross, Six Figure Mentors Founder, Discusses The Six Figure Mentors Products.

Do I need to sell the six figure mentors products to make money? Learn more by watching the video below from Stuart Ross.



Set Up The Six Figure Mentors Internet Business

Posted on January 20, 2015 by Mark Ford



How long will it take to set up a Six Figure Mentors Internet business, Stuart Ross?



7) Featured Guest article of the week by Matt Press - Splash Copywriters

Your Website Copy And It's Tone Of Voice



Matt Press – Splash Copywriters

The words on your website are reaching readers in a certain way, whether you like it or not. The tone of voice for your website copy will go a long way to deciding whether you're connecting with customers.

A while ago, former Apple marketing vice president Allison Johnson revealed that Apple never used to refer to marketing strategies or advertising campaigns. They used them like every other business, but it was more of a question of internal attitude: Apple didn't want to feel like they were **selling** anything (consciously or subconsciously).

Johnson worked for Apple between 2005 and 2011, during which time they released several products (including the iPad and iPhone). She says that just before the release of a new product, Apple would turn into a 'launch machine'.

What does that mean?

Effectively it meant that Apple would just focus on teaching and informing people about their new product, rather than selling.

This technique has quickly become part of Apple's culture and it is highly effective: when Apple has a product that's ready for consumers, the whole world writes, tweets and blogs about it. That's not a coincidence.

Apple's tone of voice and ethos is to focus on the facts: what have they launched, why do you need it and what problems it will solve? And they keep their words as simple as possible. They'd focus on these principles so hard that you'd forget you were being sold to. That's magic, stealth-like marketing.

I don't think a lot of companies think about their tone of voice and their attitude to communication. Certainly, not many businesses operate like Apple and I wonder why.

So what's your tone of voice? Who are your best customers? Who's most likely to visit your website and how do they want to be talked to?

Look at the words your business uses and make them work as hard as possible. You could do far worse than focusing on your customers' relationship with your products, rather than the products themselves or their relationship with you.

Matt Press – Splash Copywriters Accreditation

"Matt Press is an experienced copywriter who has written words for some of the UK's biggest brands, such as Sky, Three and Vodafone. Working through his company Splash Copywriters, he creates content and delivers marketing, branding and SEO advice to businesses of all sizes." Learn more about Matt Press and his copywriting services over at his website [> Splash Copywriters <](#)

8) Featured product of the week and getting started with the Six Figure Mentors application

My recommended product for you to take a look at this week is the Six Figure Mentors Application itself. **Read my review... (read with Firefox browser)**



Applications Can Be Made At This Link

Well, that's it for this week and if you click through on the various links in this newsletter you will be able to find a wealth of information to help you in your research about the Six Figure Mentors digital business.

Above all else, have a fantastic weekend and I look forward to getting out to you the next edition of this newsletter next Saturday, all the way from Cyprus as I continue my laptop lifestyle internet business.

Mark Ford - 31st January 2015

<http://markfordsblog.com/six-figure-mentors-support/>



Home Business Coach
Entrepreneur
Digital Marketing
[Mark Fords Blog.com](http://MarkFordsBlog.com)

P.S. Applications are currently being taken here > [six figure mentors system](#)