



## Introduction

Welcome to this weeks edition of your weekly newsletter and blog digest 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 Ford 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 - 1
- Events of the week and the laptop lifestyle - 2
- News of the Week.. Anything Is Possible! - 2A
- My blog updates - 3
- Weekly news from the SFM - 4
- What is in it for you? - 5
- Six Figure Mentors review - 6
- This weeks top blog digest about the Six Figure Mentors, home business and internet business industries - 7
- Featured Six Figure Mentors videos of the week - 8
- Featured guest article of the week - 9
- Featured product of the week and getting started with the Six Figure Mentors application - 10
- Mark Ford's experience of using the products and services - 11
- Past editions of the weekly newsletters - 12

Okay, let's get going...

- 1) **Mark Ford's Story > Read More...**



**Mark Ford**

Mark Ford is a home business coach living a laptop lifestyle, an entrepreneur, digital marketer and information publisher. 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, an entertainment business owner for 10 years, a property investor and developer since 2006, 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. (Best watched using the Firefox browser)

Getting To Know Mark Ford Video 1



## 2) Events of the Week and Time Management

Wow, what a week. The week started on the Monday the 16th February 2015 with my mother being taken into hospital because she became unresponsive and generally out of sorts with dementia and general sickness. I won't go into it in any detail except to say that as well as running my home businesses I care for my mother at home as her full time carer. Often a reason, and a very big 'WHY' people work from home is to care for the elderly or maybe their own illness prevents them doing a 'normal' job. You may relate to this and building a home business with multiple income streams is an excellent solution.

As I write this Mum is still in hospital and in between trips to the hospital, social times, looking after Mums pets, blogging, business administration and marketing I still manage my time to get this newsletter done for you. Time management in a home business or internet business is just as important as when you are in a 9 to 5 job.

When you are in a job, working for a boss, you have to manage time but often the time is managed for you. When you are an independent business owner you have to learn many skills and one of them is time management. If you fancy a bit of a laugh on how we procrastinate and waste the day rather than being productive click the video link below and check out my time management video.

**CLICK THE VIDEO IMAGE BELOW - SEE THE TIME WASTING WE DO AT 5 MINUTES INTO THE VIDEO! - WORK OUT A TIME MANAGEMENT PLAN!**



After the events of the week the weekend gave me an opportunity to relax a bit and enjoy a meal and a few drinks in one of my favourite UK public houses.

**The Red Lion - Bradley, Staffordshire, UK**



Also, to get to know me a bit more... I am a bit of an animal lover at heart and I share below a photo of Mum's dog Ben with me at Christmas along with snaps of other family pets.



Mark Ford with Mum's Dog Ben at Christmas



Foggie - Shame, he got run over in 2012!



**The latest addition to the family - the 'lazy' office cat Jet - so called due to her colour!**

### **The Laptop Lifestyle**

If you have followed the previous editions of this newsletter you will know that I am setting up a second home in Cyprus. I tell you this because it shares with you the opportunity for anyone to free themselves up from the constraints of the 9 to 5 job and live life on their terms. There are many benefits to building multiple income streams online from your laptop.

Click the link or banner below and learn more.

>>> **To Start Your Own Laptop Lifestyle Business And Escape The Rat Race Check out The Webpage Below...** <<<

**" Discover How To **Escape The 9-5,**  
**Live Anywhere** and Join The New Rich!"**

It's not just about the money. It's about the lifestyle...

**"What if You Could Start Generating Income Online in the next 7 - 14 days or Less... Plus Get 6 Hours Of Critical Business-Building Strategies To Get You Running on Autopilot?"**

### **2A) News of the Week.. Anything Is Possible!**

This week I have also been checking in online to track how my online businesses are going and hooking into webinar trainings from my business mentors, Jay Kubassek and Stuart Ross. And.. the big news of the week is that my mentors have appointed me as the liaison officer for the Digital Experts Academy where I will act as the link between the Company and the members.

Also.. they have selected me to go on what is called a brand incubator program where they are to help me with the further branding of my Company and home businesses. Can't wait. Why?.. because it is out in New Jersey in the United States and I fly out on Monday the 9th March 2015 for the week.

It should be fun doing the training, seeing the sights, New York and the various restaurants and trips out that are lined up for us. I'll let you know how it goes.

**New Jersey Viewed From Battery Park, New York**



It is quite a tick in the box for me because for a very long time I have wanted to visit that part of the world and if I had not taken the decision back in 2011 to join the Six Figure Mentors this would not have happened. You never quite know where your journey will take you when you take on something new. You see, anything is possible. You just have to take action and make it happen to change your life for the better.

It all started when I checked out the product below.

Click the image to learn more...



### 3) Mark Ford's Blog Updates - Your Blog Digest!



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

### 4) Weekly News From The SFM

The Six Figure Mentors digital business system and online marketing training has come along way since my first involvement with it back in May 2011. It is greatly enhanced and it now has available many internet marketing tools that have improved the experience for it's members. Graphix Creator, Simple Lead Capture, Simple Trax, Digital Business Lounge to name but a few.



This week Stuart Ross and Jay Kubassek ran various webinars. In summary we can look forward to Momentum days in Australia, the States and the UK along with various marketing and online business workshops through the year.

Work continues on improving even further the internet marketing tools available and the SFM Back office has undergone a winter clean and update!

The membership continues to expand worldwide and the Community grows stronger with the Company itself increasing the staff levels to accommodate the growth. The signs are strong for a good year with the Six Figure Mentors and **if you would like to get started application packs are available at this link.**

### 5) 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
- Laptop lifestyle
- Start an online business
- Internet marketing training
- Escape the corporate rat race
- Sack the boss and have a business of your own
- You want to be a work at home mum or dad
- 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
- And many more...

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

#### 6) 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.



#### 7) This weeks blog digest about the Six Figure Mentors, home business and internet business industries.

>>> Visit The Full blog digest at <http://markfordsblog.com/news-and-updates/>

#### Promote Quality Products

Whether you are promoting your product/service or someone else's, the final step to a wildly successful online business is the promotion of high quality products that are in huge demand!

Video presentation from Stuart Ross, Six Figure Mentors

You can either WATCH us... or JOIN us!

Click The Image To Watch The How To Start Online Business Video!



WATCH THE VIDEO AT THIS LINK

#### 8) 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

2 Like 0 +1 Pin it Tweet

**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

3 Like 5 +1 Pin it Tweet

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



**9) Featured Guest articles of the week by Matt Press - Splash Copywriters**

**Tips For Building A Sociable Business**



**Guest Article 1 - Social Media Business Tips - Matt Press - Splash Copywriters**

Having an active social media presence is important for any successful business, but it's especially vital for anyone who is starting or managing an online, home-based business. The trouble is, there are loads of different social networking platforms out there, so it's crucial to understand the pros and cons of each one. Only then can you create the optimal strategy for you.

**Facebook**

Facebook is possibly the biggest social networking platform of them all and the one that kick-started the social markets for everyone else.

Pros: Facebook still boasts the greatest network in terms of numbers, holding the largest percentage of users compared to any other social network.

- Facebook's strength lies in its accessibility, so if you're just starting out it's perfect to get connected; start with your local area and contacts and build from there.
- Facebook remains a safe bet to promote, attract or engage with your customers.

Cons: Due to Facebook's open policy, while it's easy to build a huge friends list and fool yourself that your network is growing, it may not be. Unlike with tailored social networks, you could end up with a database of useless customers. Also, it's mainly for B2C brands, not B2B.

## Twitter

Twitter is now the fourth-biggest social network and with its emerging video service it's bound to grow from here.

Pros: If utilised properly, Twitter can be the greatest social assistant to any budding business. It's possible to build a reliable circle of followers that share similar interests, so for any business looking to sell a product or a service it's important for their voice to be heard by likeminded people; this is the advantage of Twitter over Facebook. Just get following, tweet a lot and direct message where possible. It's also great for collaborating and building a network.

Cons: The obvious negative is its accessibility. Once you have a strong following, it's easy to promote what you're selling and normally you'll get a good response. However, starting out can be challenging and gaining a strong stream of followers takes time and patience.

## Instagram

Instagram is the fast-growing social network and provides users with a unique imaging service.

Pros: Instagram is adding users at a rapid rate, so it can bring your business a lot of attention. Instagram will allow you to share pictures of your product or service in a way that words can't quite describe. The service is quick and Instagram still provides the best and easiest way to share images on the web, despite developments from Facebook and Twitter. Helpfully, Instagram is powered by Facebook, so gathering friends has become easier than ever as the two are fully integrated. That's very useful for product placement.

Cons: Aside from image-based content, there's not much else to Instagram. If your images are attractive and eye-catching you'll gain some followers but sometimes it's not possible to do this and as they say, 'the camera doesn't lie'. There will be some business that really put Instagram on the backburner and focus more on text-based networks. In a nutshell, Instagram is great if you've got quite a visual product or service to sell.

## LinkedIn

LinkedIn has become synonymous with business, and building contacts on the site has become a fantastic way to network, here are the pros and cons.

Pros: LinkedIn is fantastic for detail and for exposing the people behind your brand. If you optimise your profile for SEO then you're likely to pick up contacts very quickly and bridge the gap between a business and its staff. LinkedIn is also a great way to cement a meeting or a coffee break with something more than just an email address, get connected on a professional and advanced level. Try and connect with everyone you meet to build a bigger database.

Cons: The downside to LinkedIn is its efficiency to act as a 'social' network. You can build a good following but it's strongly advised by LinkedIn experts to only connect with those that you have met; this means that LinkedIn may take time to become effective.

Being a start-up, you may not know a huge amount of people, therefore don't be tempted to just search your industry and click 'connect' on everyone on that list; it won't help. As with Twitter, building a reputation and a solid list of connections takes time.

## The Words On Your Website



Matt Press – Splash Copywriters

### **Guest Article 2 - How the words on your website affect SEO performance - Matt Press - Splash Copywriters**

It never fails to amaze me how much attention is given to the design of a website in comparison to the scrutiny apportioned to the words on it. Words will play a decisive role in the user experience of your website, but if you're not convinced, know that words influence search engine optimization (SEO).

#### **Why is SEO important?**

Well, what's the point in creating an amazing website if no one's going to find it?

Getting to the top of search engine results has always been important, but in 2015 it's crucial. The overwhelming majority of internet experiences start with a search engine. And because of human nature, the search results on page one are getting all of the action.

That's why it's important to do as much SEO work on your website as you can.

How can words make a difference to the rank of your website? Here are three areas.

#### **1. Metadata**

To give your website the best chance of reaching page one, you have to create metadata for your content in a CMS.

*Metadata serves two purposes.*

Firstly, while it doesn't affect your ranking as such, it nevertheless acts like a signpost and makes it easier for Google to find your content in the first place. If you've not got metadata, you're just stacking barriers in the way of success. Speaking metaphorically, creating metadata is like making sure that your car is full of petrol before you drive to work.

Secondly, the copy in the meta titles and meta descriptions will be what's visible when someone is looking at a set of search results. It's important then – it's this copy that will persuade people to click on your website or not.

The words have to be succinct and effective. You've worked hard getting to page one, so don't waste the opportunity with sloppy copy.

#### **2. Keywords**

With SEO in years gone by, it always used to be the case that the more keywords you had in your copy and in your metadata, the higher you'd rank in search results. But as Google has refined its technology, that's no longer the case.

In fact, the opposite is now true – the more keywords you try and cram into your web pages, the more likely it is that Google will interpret your content as being spammy and will penalise you.

A lot has been written about how many keywords you're now 'allowed' to have in your copy, but the truth is, no one knows except the techies who actually work at Google. The best plan is to write for humans, not search engines. That will automatically see you put in a natural amount of keywords that will please Google and make for better reading.

### 3. Regular, quality content

Google hates static websites and tends to ignore them. As it's clearly not practical to update all your web pages every week, you'll need to have a blog or news section where you can upload new content that's naturally filled with keywords (see above), plus that's relevant and useful to people in your industry.

Every new piece of content means a fresh index from Google's clever software. If you get in the habit of posting up copy, videos, images or infographics on a regular basis, Google will know to come looking for you. And the more popular that content is, the better your chances are of reaching page one.

#### 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](#) <

#### 10) 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

#### 11) Mark Ford's experience of using the products and services

One of the ways I can put over to the experience I have had with the Six Figure Mentors over the years is to link you to one of the many videos that I have created on the business for my website visitors.

Click the video image below to watch the video



APPLICATIONS ARE BEING TAKEN HERE

#### 12) Past Editions of this Newsletter

This is edition 5, for the back catalogue of editions of this weekly newsletter click the links below...

[Six Figure Mentors Newsletter 1](#)



[GET INSTANT ACCESS](#)

[Six Figure Mentors Newsletter 2](#)



[GET INSTANT ACCESS](#)

[Six Figure Mentors Newsletter 3](#)



[GET INSTANT ACCESS](#)

[Six Figure Mentors Newsletter 4](#)



[GET INSTANT ACCESS](#)

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 the 28th February 2015.

Mark Ford - 21st February 2015

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



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

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

"Our greatest weakness lies in giving up.

The most certain way to succeed is always to try just one more time". ~Thomas A. Edison.

In the words of my namesake: Henry Ford > Whether you think you can or you can't you are probably right!