

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 Monday 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
- Thought for the week - 2
- Home business benefits - 3
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Okay, let's get going...

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

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.



Mark Ford

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) Thought for the week - my name sake.

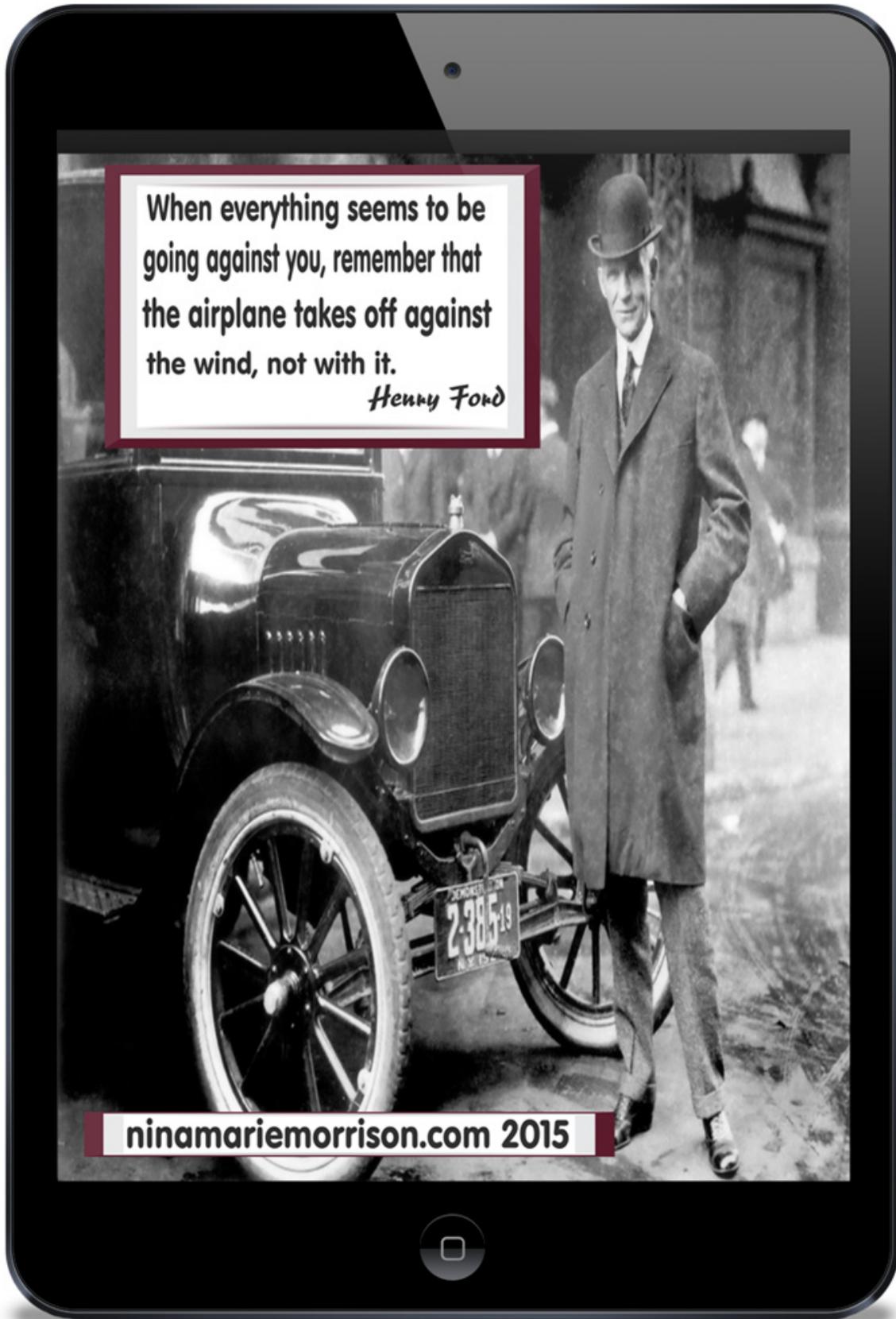


Image created by fellow SFM and Team member Nina Morrison - thanks Nina!

3) Home Business Benefits Mark Ford is Enjoying!

As I update this weeks newsletter for my Six Figure Mentors subscribers I am reminded what a pleasure it is to make money online from your laptop, tapping away at the keyboard. The sun is shining outside, Easter has passed and spring is here. Here's what I shared on my Facebook timeline today, Tuesday the 14th April 2015.

“Thought for the day: What a beautiful sunny day for a change in the UK, windows open (and that is not a PC as it's a MAC), no sitting in traffic commuting to an office, music on in background and writing reports for my home business and doing research, all from the comfort of a home office. Nice! — 😊 feeling happy.

Oh and yes, England are playing the West Indies in the Test Match. Now that's a distraction!

A Massive Benefit of Running Your Own Business At Home - Looking After Others!

And the biggest part about this is that my mother has developed dementia and as a home business entrepreneur I have been able to be at home for her and, along with the carers that come to the house, attend to her everyday needs. Are you in this position? I have found that a home business, where we live the life we want and not the life we think we must live, is a fantastic solution to keep the money flowing for the bills whilst you care for your loved ones.

On the other hand... it may simply be that you want more time with the family...



Whatever your 'WHY' is, a home business with the Six Figure Mentors is a viable solution working as an affiliate marketer and learning how to market products and services online.

>> APPLY HERE <<

Whilst it is a part of my 'why' and my story, if you find yourself wanting to have more time to be with your family you too can escape the nine to five like I did and be available to look after the family, or simply enjoy more time with family and friends and be free to make choices about how you spend your time.

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



It all started when I checked out the product below.

Click the image to learn more...



4) Mark Ford's Blog Updates - Your Blog Digest!

Blog Share of the Week - A Leader In the Six Figure Mentors Business winning a Mac Book Pro and a Mini iPad having made more than \$20,000 in one month.

Learn more here >>> <http://markfordsblog.com/success-in-achieving-your-goals/>

Achieving Your Goals?

Mark Ford knows how to achieve goals.



Mark Ford can help you achieve your goals.



If you would like
help achieving your goals
visit markfordsblog.com

created by ninamariemorrison.com

<http://markfordsblog.com/success-in-achieving-your-goals/>



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/>



5) 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 spring clean and update! The latest!!! > a micro digital skills learning centre has been added that educates us about everything digital.

In partnership with a company called Grovo the SFM has launched a digital skills centre. Grovo say "Start training your team in 60 seconds with micro courses on Internet tools, digital apps and professional topics, all on a sleek, intuitive platform." this is an excellent addition to the services offered by the Six Figure Mentors in association with Grovo.

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.

6) 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

7) 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.



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!



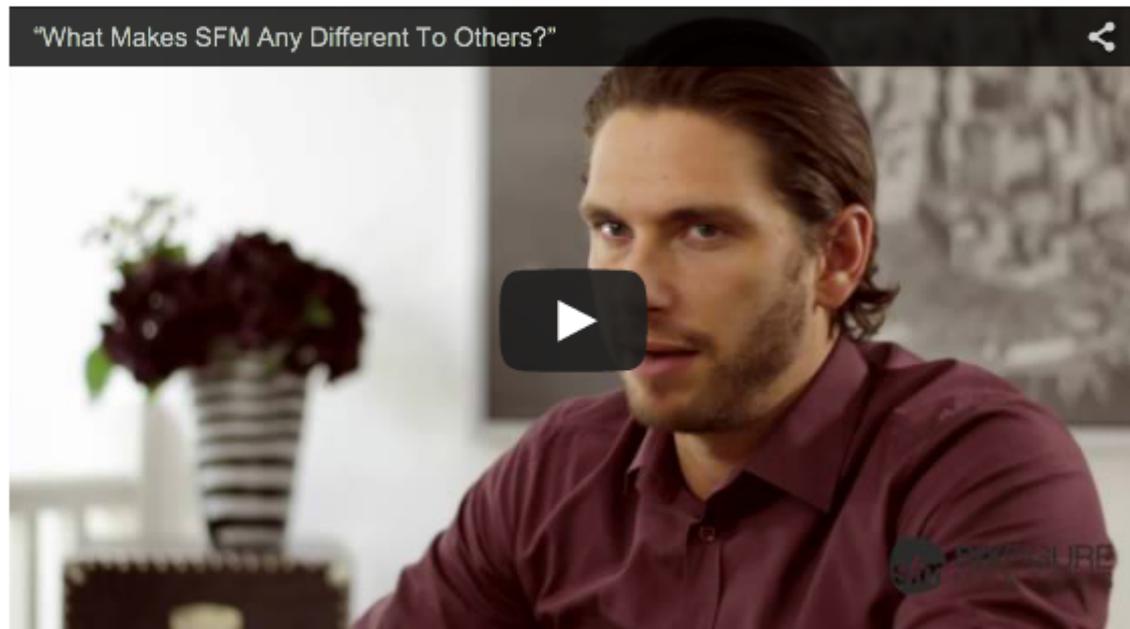
WATCH THE VIDEO AT THIS LINK

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

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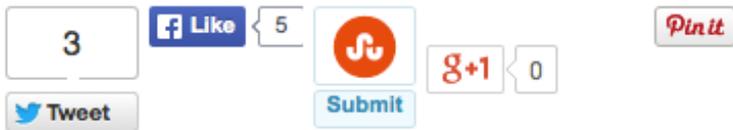
Stuart Ross, Six Figure Mentors Founder, Discusses The Six Figure Mentors Products.

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?



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

Guest Article 1 - Getting started with SEO - Matt Press - Splash Copywriters

[Getting started with SEO](#)



Matt Press – Splash Copywriters

As a business owner it's important to make sure that your website is seen by as many potential customers as possible. That means having an effective SEO strategy.

Becoming visible in the major search engines when users search for keywords related to the services and products you offer is one thing. That can sometimes be hard enough as it is. But another problem is staying visible, even when you're on page one.

The world of SEO is one that's constantly in flux. Only the consistent and the adaptable survive.

The quickest way to get onto page one of Google is through pay per click advertising, but while this is a fast method of gaining visibility, it can also be expensive - if a PPC campaign isn't managed correctly, it can result in irrelevant clicks and wasted spend. Not only that, but research suggests that the majority of people are quite wary of sponsored ads (i.e. search rankings that have been paid for). In summary, it's going to be far more effective to rank highly for organic searches.

Organic search results are the listings that sit directly beneath the adverts. There's no cost per click with these, making them a much better option in terms of the cost and return that can be achieved. The only real

downside to ranking highly in organic search results is that it can be hard to achieve (the difficulty will vary depending on the industry and the keywords you're trying to target).

However, that's no reason to ignore SEO. If SEO was easy, everyone would do it.

The first step in the SEO process is to finalise a list of keywords and phrases. These should be specific and relevant to your business. They shouldn't be too generic and you should ideally research the keywords thoroughly.

Once you've chosen your keywords, your SEO strategy is all about working with Google to build up trust, authority and momentum. That should be done by carrying out on-site and off-site work to demonstrate to Google that your website deserves a page one ranking. It's not rocket science - the more Google loves your website, the higher it should rank.

With regular updates, tweaks and content, your website should start moving up the search results. Depending on the difficulty, it can take a bit of time, but once it is ranking well the numbers of visitors to your website, not to mention enquiries and leads, should improve.

Guest Article 2 - Content marketing – people don't want to be sold to - Matt Press - Splash Copywriters

[Content marketing – people don't want to be sold to](#)



Matt Press – Splash Copywriters

With an online, home-based business, you're going to have to create – or at least get someone else to create – a lot quality content. There are two fundamental problems with this.

Firstly, almost every business is now creating some sort of content. Not only does all this noise make it harder for your brand to cut through the clutter and get heard, but also, all this content increases the chances of consumers zoning out to your key messages. Can't see the wood for the trees, and all that.

Secondly, the very nature of how you communicate to consumers will take on more significance, which will perhaps test your level of creativity. Infographics, podcasts, power points, white papers, comic strips... every form of content marketing has been predicted for great things. Yet while fads and trends come and go, the common word remains.

Essentially, people don't want to be sold to. And consumers aren't stupid. If your hastily-assembled infographic is a weak, sloppy way of trying to convey a latest discount in a less-than-obvious way, they'll know. The challenge then, is to narrow the wide disconnect that usually exists between content creators and consumers.

That's why you needn't worry about getting too fancy with your content marketing. There's nothing wrong with blogging, reviewing and then syndicating that content around your various channels. If your copy (and

concepts) are good enough, people will read, website visitors will come and customers will buy.

***Guest Article 3 - Understanding the psychology of a customer -
Matt Press - Splash Copywriters***

Understanding the psychology of a customer



As a copywriter, I've an interest in writing words that work for businesses, regardless of whether the words are for a blog, an advertising campaign, an ebook or the front page of a website. Through studying what makes words that work, I often champion the need to understand human psychology. So here is part one of a two-part guide to looking at what makes people and consumers, therefore us, tick.

Take a home-based business for instance. You're going to be selling something and it doesn't matter what it is. You might be selling shoes or food, plumbing services or SEO, the fact is, by understanding a couple of key principles, your copy can become much more effective.

For starters, people buy from people. That's even the case for huge businesses like Amazon. Sure, you may not be speaking to an Amazon

employee when you're clicking on that DVD, but you're probably acting after reading someone's review.

And the smaller the business, the greater the role of the human touch. By revealing the people behind your brand on your website and by adopting a number of different tactics, you can vastly increase the chances of gaining a consumer's trust. As they'll ideally be finding your business and buying from you via the internet, that's going to be vital.

In a nutshell, a successful online business will hopefully mean that a customer can find you and be convinced to part with their money without ever speaking to you personally. Everyone loves to feel special, so your words can go a long way to achieving that. Actually, scrap that. Your words will be solely responsible.

Also, people like to be reassured with testimonials and client lists because, as you'd imagine, if others have trusted you, they can too. This whole concept of trust and likability is why blogging is so vital. Because businesses often need their websites to be clean and not clogged up with blocks of text, it doesn't give us a lot of room to talk about various topics within an industry. Who wants to land on a homepage with 1000 words on the latest plumbing news? However, a blog does allow us that chance.

A blog can unlock serious potential because you can reach out to both new and existing customers alike. By giving out free news and advice, you can build your profile, and by being open about challenges and goals, you add some personality to your business.

Guest Article 4 - Understanding what motivates a customer - Matt Press - Splash Copywriters

Understanding what motivates a customer



Matt Press – Splash Copywriters

Another interesting part of your business strategy should be examining the psychology of a consumer during their purchase journey. Having the ability to look at what people feel and think when they're weighing up a purchase is extremely powerful.

Every paying customer goes down a particular journey, a purchase path.

Sometimes the journey of developing from a lead into a paying customer is really quick, maybe when someone has had a great recommendation about your business and knows beforehand that they're going to buy. In those situations, they're only going to be put off by something going seriously wrong.

In the majority of other cases, though, the journey will be much longer. Some people need to hear your key messages several times in order to reaffirm what they subconsciously already know – that they're interested in what you're offering. With the website copy for your business, it's worth noting that as humans, we find the uncertain surrounding products and services quite exciting.

Whilst consumers will crave certainty in some areas (reliable delivery, safe payment options), recent research indicates that uncertain benefits really motivate us. Diets are probably one of the best examples of this mindset. Because of our individuality and a bunch of other variables,

there are no guarantees with any diet (even if you stick to them). But they'll always be appealing. If a diet is branded attractively, the desire to give the next big fad a try 'just in case' can be enormous. It's not a question of being deceitful – the results are quite tangible. It's just that no diet creator can ever be 100% accurate with any prediction.

So, what can we learn from all this and what can we apply to our own businesses? For starters, know that uncertainty also increases our enjoyment of something. That's important to bear in mind when you're writing content for your business products. Use emotive, exciting words that will contribute to creating a memorable, enjoyable experience for all your fans.

Also, we're all motivated to get an uncertain reward, despite that sounding like a counterintuitive attitude. You can leverage this tendency through your marketing in order to incentivise the behaviour of both your existing customers and any people interested in your offerings. This effect will be particularly strong for those of us who are more instinctive and impulsive. Capitalise by penning emotive, engaging copy.

Guest Article 5 - Is your content getting overlooked?- Matt Press - Splash Copywriters

[Is your content getting overlooked?](#)



Matt Press – Splash Copywriters

As we've explored before, if you're running a successful, home-based online business, you'll already be creating lots of quality content. The trouble is, you can't just expect your content to be found. And even when it is found, how can you make sure that it's read?

The stats are alarming. We already knew that, when online, people tended to scan web pages rather than read copy thoroughly. Recent research suggests that only 20% of words on web page are actually read, putting our bottom line in serious danger.

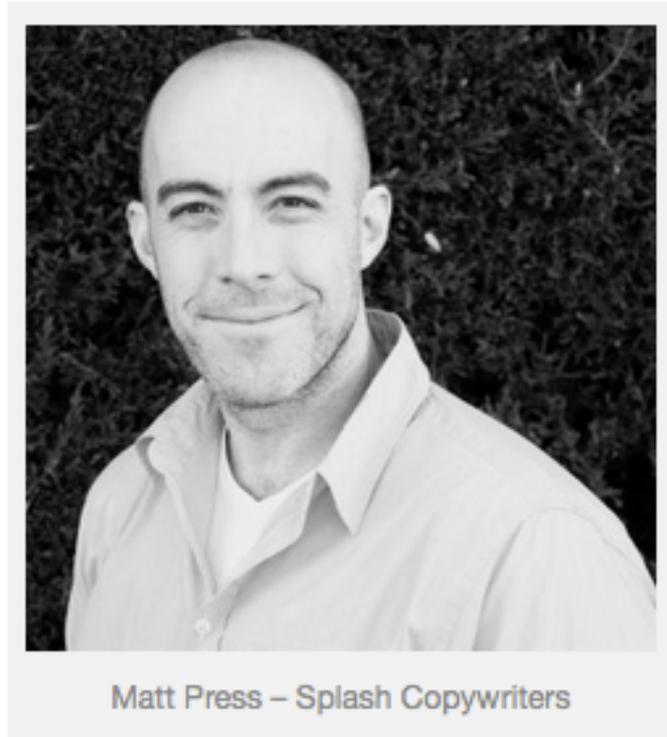
Your content should have clear, catchy headings and sub-headings. So, regarding copywriting tips, what better place to start than the very first heading we see – the title of your pages and posts?

Most people spend ages writing their content and quickly scribble down a headline at the end. If anything, you should use the opposite approach. The character limit shouldn't exceed 65 characters so that it will show up nicely in search results. Research also seems to suggest that the perfect headline length is 6 words, as we're naturally lazy and are wired up to absorb less information these days.

Headlines made up of a question and focus on the reader are very popular. Meanwhile, don't be afraid to use negative words and phrases, because they reach out to our insecurities and imply you're about to

solve a problem.

Guest Article 6 - Optimising your website and its content - Matt Press - Splash Copywriters



From both a marketing and SEO perspective, it is vital that you create effective metadata for your website and its content. Metadata sounds like an intimidating term. A quick search will tell you it just means ‘data about data’, but there’s so much more to it than that. For starters, creating metadata makes life easier for Google. It allows them to find your website and also makes your content simpler to analyse. But also, your metadata acts as a sales tool. Don’t forget that ranking highly in searches is only part of the battle. Ranking on page one for a search term is utterly pointless if users are always bypassing you and clicking on your rivals. To that end, your metadata needs to have a hook and a call-to-action.

Your metadata also needs to be a certain length. If you write too much, you won’t be penalised, but the copy trails off and your mini sales pitch loses some of its punch. Again, if one of your competitors has nailed their pitch, expect to lose out.

There are no official, published limits, but there are widely accepted guidelines that have been tried and tested. Your meta title needs to be

around 55 characters long and your description shouldn't exceed 160 characters in order to display correctly. Both those limitations include spaces.

So you can see that writing effective copy within those tight limits can be quite tricky. But try to see it as a challenge. Take yourself out of business mode for a while and imagine what your customers would like to see. Better still, the next time you search for something, make a mental note of what made you choose the link you chose. Then you won't go far wrong.

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 ver 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 10, for the back catalogue of editions of this weekly newsletter click the links below...

- 1) Edition 1 > Six Figure Mentors Newsletter 1
- 2) Edition 2 > Six Figure Mentors Newsletter 2
- 3) Edition 3 > Six Figure Mentors Newsletter 3
- 4) Edition 4 > Six Figure Mentors Newsletter 4
- 5) Edition 5 > The Six Figure Mentors Newsletter 5
- 6) Edition 6 > The Six Figure Mentors Newsletter 6
- 7) Edition 7 > The Six Figure Mentors Newsletter 7
- 8) Edition 8 > The Six Figure Mentors Newsletter 8
- 9) Edition 9 > Weekly Newsletter About SFM From Mark Ford 9

10) Edition 10 > Weekly Newsletter About SFM From Mark Ford 10

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 week and I look forward to getting out to you the next edition of this newsletter next Monday the 20th April 2015.

Mark Ford - 13th April 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!

P.S.S. If you don't have a business yet or are looking to learn how you can become an affiliate marketer and promote products like this then [this could be for you.](#)

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