

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/>



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

>>> [Crush It With You Tube](#)



[>>> Click Here For Crush It With You Tube <<<](#)

Mark Ford shares information and images about his attendance at a Crush It With You Tube workshop with the Six Figure Mentors.

Last weekend I spent a very interesting weekend down in London staying at the Holiday Inn, M4, J4 attending a Crush It With You Tube Workshop With The Six Figure Mentors. [Learn more...](#)

>>> [The Six Figure Mentors Community](#)



[>>> Click Here For The Six Figure Mentors Community <<<](#)

The Six Figure Mentors Community > What others say. [Learn more...](#)

>>> [Mark Ford | Working From Home Benefits](#)

Life from time to time throws various challenges at you and one of the working from home benefits is that it gives you the ability to step out of your home business and look after your family members in times of need. Good!

This week I shared something that is quite personal to me but it serves to show that having residual income in your home business, and automated marketing systems, allows you to still pay the bills whilst you care for your loved ones.

For the last two months I have had my mother living with me as her full time carer and she has severe dementia. [Learn more...](#)

[>>> Click Here For Working From Home Benefits Help Family <<<](#)

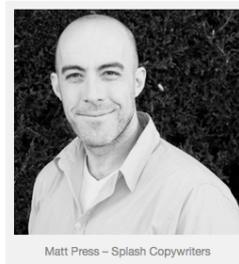
>>> [Website Copywriting Tips](#)

Website Copywriting Tips

Posted on January 21, 2015 by Mark Ford

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Website Copywriting Tips from Matt Press – A good website is about more than just words.



Matt Press – Splash Copywriters

When we talk about copywriting in relation to websites, it's easy just to focus on the words. Their importance is clear – if you own a business, then you need the words on your website to communicate what you're selling in an interesting and engaging way.

And anyway, that's what copywriting is all about, isn't it – words?

Well, not quite...

Your website copy will go a long way to dictating how successful you are.

However, just looking at the words on your website means that you could be missing a trick. In order to deliver persuasive and truly successful copy, modern copywriters need to be aware of so many other factors.

[>>> Click Here For Website Copywriting Tips <<<](#)

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

2 Likes, 0 Tweets, 0 Submits, 0+1, 0 Pins

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 Likes, 5 Tweets, 0 Submits, 0+1, 0 Pins

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

Websites that work: why the bigger picture matters.



Matt Press – Splash Copywriters

As humans, we often don't act rationally. But we are predictable. And thanks to psychology, we can learn about why we do the things we do. As a result, we can take a lot of this knowledge and apply it to our business websites.

Put simply, if you spend time understanding a consumer's habits and thought processes, you can build a business website that's more efficient and makes you more money.

As consumers, we have a tendency to pay more for items or services when we don't see or hold the money we're parting with. Similarly, we are more likely to become a customer (and also pay more) when a payment transaction isn't that obvious or transparent.

For the record, when I say that payments shouldn't be obvious or transparent, that's not to advocate any sort of deception. Not at all. It's just about user experience and making sure the payment journey is so smooth that it doesn't give a customer any extra opportunities to walk away.

There are a couple of key things that we should note.

Firstly, don't be afraid to charge what you're products or services are worth. Paying with plastic is a lot easier than releasing the cold, hard cash you're clutching. And actually, we're somehow more trustful of things that cost more. It's all to do with our perception of value. That doesn't guarantee a sale – some people will still opt for the cheapest version, but it stacks things in our favour.

Secondly, the fewer barriers you put in front of a customer, the more sales you'll get. Do you want to turn browsers into buyers? Then keep things simple on your website. Don't use jargon and don't overburden users with unnecessary. There's a reason why Amazon love to promote their 'one-click ordering' approach to buying stuff.

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 - 24th January 2015 <http://markfordsblog.com/six-figure-mentors-support/>



Home Business Coach
Entrepreneur
Digital Marketing
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P.S. Applications are currently being taken here > [six figure mentors system](#)