



Ian Jackson reports that...

“Grab your reader’s attention by using just this one SINGLE mindset adjustment...”

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by [clicking here](#).

The whole point - at least the whole point according to every top Internet marketer and online business owner I’ve studied over 10 years, is *to write content that capture the attention of your readers* (no shit!).

Seriously, they’re right. In an online World that’s getting ever more crammed and competitive every day, **you need to be in a position that ensures you stand out from the crowd** - or invest time in learning how to be.

That might seem like a statement of the obvious, but I make no apologies for repeating it because it is **SO** important.

It staggers me how many striving marketers (ok, I know we’re all striving, but bear with me) still truly believe that they need to go all-out with bells and whistles in every area of their business.

Right from the get-go, it’s all about luring unsuspecting “newbies” through a series of bling-infested narrative and pictures of flash cars, houses, “working” on sun-drenched

beaches (I doubt they'd ever see their laptop screens in that much sun) and rags to riches stories, some of which could have been dreamed up by a Year 7 school kid; no disrespect to Year 7 school kids, we've all been there.

Here's the thing...

Think this way:

What do I need to do first **to become noticed, and then in demand online?**

Looking at it in the context of marketing, it begins with knowing which market sector you know you can help. Trust me, **for every niche that has a demanding market there is a group of people who are hungry, desperate, for information that will show them how to do what they cannot do** - or can only partially do.

The professionals don't waste time reinventing the wheel because they understand it cannot be done, and that means you shouldn't either... that makes sense, right? Thinly populated markets are thinly populated for a good reason - there's no demand.

Be yourself. Your brand is the single most important thing that will make you stand out from the crowd. Why? Because no one has your character and personality EXCEPT YOU. I'm an independent marketer working from home, so THAT is my brand - an "Indey Marketer" (a play on words twist).

Adopt the "brand" mindset

Follow the experts...

That my friend is YOUR call to action!

Obviously you have to make a judgement as to whether the niche or subject area you choose is viable or not.

But that's easy, and all you have to do is use a spot of Google, type in some search terms and a whole crap load of information will be right in front of you. Niche related Forums, blogs, and Facebook pages/groups are all obvious places to begin.

So what should you do next?

Here's the magic pill, or as close as you can get to one..

Become the expert!

How?

Study!

That doesn't land too well with some readers - I think it is a bit of a challenge and doesn't fit nice and easily into their mindset. No apologies I'm afraid because ***IT IS darn hard work***, but you need to learn and digest ALL you can about your subject area.

Trust me, it is **WELL WORTH** it

You will ***never*** be able to learn everything because it's a dynamic process that evolves, and that's normal because the Internet does. **Experts allocate a sizeable portion of their time online to learning, researching, and *challenging themselves***

But if you make an honest effort and spend some time learning your craft, it will be worth it because that is a sure-fire way to stay one step ahead of your rivals and **ONE STEP** is all you need to have to keep ahead of your market!

The mindset that will put you on the road to

success is one which sticks to framing information in your own way, in your own words, from your own point of view. It's called your "USP" (unique selling point), and *THAT is the kind of originality that makes successful marketers*



Talk soon

A handwritten signature in black ink, appearing to read 'Ian Jackson', written in a cursive style.

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