

Inner Hero Marketing Vol 1

Profit Legacy

**Newbie-Friendly Blueprint
for **Keeping Your Business**
Running During The
Most Challenging
of Times**

A BarbLing Production

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- Next, I am indebted to: **Donna Gillespie**, author of the life-changing books [The Light Bearer](#) and [Lady of the Light](#) – one of the most superb writers today.

Last but never least:

My family. My wonderful husband, Moses Ling, my terrific kids, my wondrous mooses, my absolutely fantastic parents - none of this would be possible whatsoever without their love and support. This one's for you, folks!

Dedication

To my parents:

Profit Legacy is dedicated to the memory of my father and mother. Dad was an entrepreneur like me.... and he passed away on July 4th, 2015 at the age of over 90. Mom raised us all and was a historian/antique expert like no other. She also was over 90 and passed away 3 years ago.

I asked myself.... what would Dad and Mom do after a loss? They would grieve... and then they would return to the land of the living and continue to support their family.

Which is what I have done as well.

Hug the people you love today... tomorrow is never promised.

Grow strong,

Barbara Ling

Fortune favors the bold.

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The Profit Legacy Collection

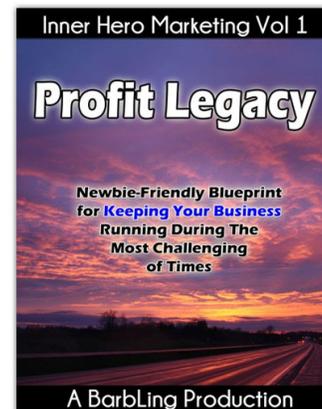
It's Grand!

Please check out the following:

[Profit Legacy:](#)

How to keep your business running even when grief strikes you down.

- [Click HERE to see!](#)



[Profit Legacy Grief Rolodex](#)

Grief-dealing resources at your fingertips

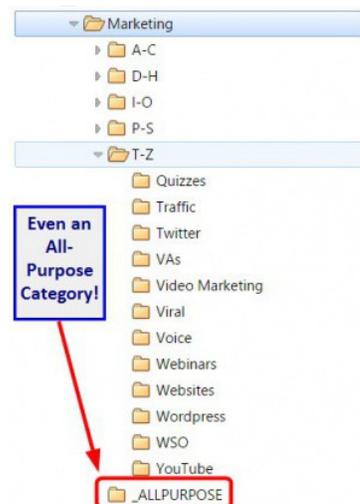
- [Click HERE to see them all!](#)



[Profit Legacy Marketing Rolodex](#)

100+ Marketing category resources at your fingertips

- [Click HERE to see!](#)



Introduction: Profit Legacy



On July 4th, 2015, my 90+ year old father passed away.

4 days later, on July 8th, I decided to honor him by carrying on his tradition (he was an entrepreneur and his mode of operation would have been, grieve and then get back to the business of supporting the family) and create a new product solution.

2 days after that, on July 10th, I released my Amazon Prime Day cheatsheet (which had 4 newly-created Amazon-focused products as the upsell).

2 days after that, on July 12th, it received the WarriorPlus Deal of the Day award.

13 days after my father passed, here were the current stats:

APD: Amazon Prime Day Authority Informer Cheatsheet	7 / 7	4118	657	16%	\$1.04	\$4,267.47	22.87	W	👤	🔒
---	-------	------	-----	-----	--------	------------	-------	---	---	---

and check out the conversions on the next page.

Profit Legacy

	APD: PLR To Cheatsheet	N/A	241 / 274	38/44	29	12%	\$0.70	\$5.79	\$167.91
	APD: Monetize Nearly Free Products Bootcamp	N/A	256 / 316	3/5	2	1%	\$0.76	\$97.77	\$195.54
	APD: Amazon Authority GOLD	N/A	63 / 73	25/30	25	40%	\$6.81	\$17.17	\$429.19
	APD: Amazon Authority	N/A	277 / 388	65/73	56	20%	\$1.42	\$7.03	\$393.94
	APD: Amazon Profits Family GOLD	N/A	157 / 190	40/45	35	22%	\$5.37	\$24.10	\$843.39
	APD: Amazon Profits Family	N/A	407 / 556	171/193	154	38%	\$2.66	\$7.02	\$1,080.91
	APD: Amazon Prime Authority Cheatsheet	N/A	3594 / 14492	699/1057	356	10%	\$0.32	\$3.24	\$1,153.12

The front end of the product (a one page cheatsheet) started at \$2.55 and ended up being around \$3.40 or so.

- The first upsell, Amazon Profits Family, was \$7.
- The upsell to that, Amazon Profits Family GOLD, was \$24.
- The next cross-sell, Amazon Authority, was \$7.
- That upsell was \$17 or so.
- My \$97 product followed....

And I closed the funnel with PLR to the original cheatsheet for \$5. Notice how 29 people bought that.

Now, "Profit Legacy" is NOT focused on the technical details for creating such a high-converting funnel (although I will touch on that).

Because remember....

4 days before I started creating it...

My father has passed away.

And grief struck me bigtime.

Not just grief, though.... so many things had to be worked through.

- Anger.
- Sadness.
- Loss.

You've gone through such emotions as well, right?

There must have been times that your soul was crushed by emotional agony so strong, it would have made the Eye of Mordor weep.

Or caused Jaws to become an avid organic vegetarian.

But you know something?

The plain fact is...

Life always continues (unless you die)....

And that means life's requirements never stop either.

- You still have to support yourself.
- You still have to support your family.
- You still have to **be there** for your loved ones who still remain!

And OMG that is so difficult indeed.

But that's what I did....

And that's what you can do as well!

In Profit Legacy, I'm going to share with you my story....

And how you can apply what I learned to your own situation.....

Before that situation ever comes into being.

Here's the blueprint for your adventure:

Adventure 1.) Read The Legend Of Ling

Prologue.) My Weapons Of Survival

Step 1.) Death Paid A Visit

Step 2.) The Fork In The Road

Step 3.) Braving The Fires

Step 4.) Thanking My Inner Hero

Adventure 2.) Prepare Your Own Future Legend

Before You Begin.) Your Weapons Of Survival

Step 1.) Coping With Loss

Step 2.) Choosing Your Path

Step 3.) Witnessing Your Path

Step 4.) Thanking Who Drives You

Adventure 3.) Become A Legend

Before You Begin.) Dig Up Your Weapons Of Survival

Step 1.) Focus On Who You Love

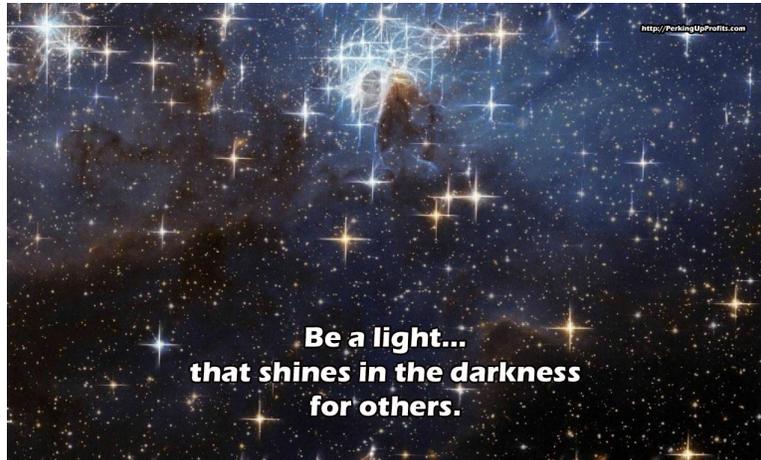
Step 2.) Choose The BEST Path

Step 3.) Make It Happen

Step 4.) Cherish The Ones You Love

Ready to turn the page and lose yourself in your future? Alrighty then, let's start with:

Adventure 1.) Read The Legend Of Ling



The first thing you need to learn about the Legend of Ling... **I have given myself permission to be all that I can be.** Like you, I take ownership of my actions.... success, failure, anything in between – I firmly believe that I am the captain of my own ship.

I know that while I cannot control how anyone acts.... I **can** choose how I personally choose to react.

So with that, let's first pounce upon:

Prologue.) My Weapons Of Survival

We all have them, aye?

- The tools of our trade...
- The cards in our deck....
- The coffee in our cup....

And for our chosen career....

- The weapons of our survival.

These tools are what we use to make money and support our family.

They include:

- **Microsoft Word:** The ability to create product solutions, Kindle books, white papers, etc.
- **Photoshop/GIMP/MSPaint:** The ability to create needed graphics.
- **Report Templates:** The ability to quickly update reports to a new topic. You have the framework already done.... all you have to do is add the new data.
- **Vendor Platform:** The ability to sell whatever it is you create. It could be WarriorPlus, JVzoo, WarriorPayments, straight Fiverr.... or even something as simple as a solo Paypal button. Thing is, you need a way to sell whatever you create.
- **Your Own Personal Internet Space:** A blog, a sales page, a website, a Tumblr blog.... anything where you can put up those buy buttons. You can also use [Amazon S3 Simple Storage](#) as well.
- **Your Niche Colleagues:** By myself, I was able to drive sales. However, affiliates made the final total so much more! Plus honestly, by the time everything was live... stuff really was catching up to me. Never underestimate the power of your colleagues.
- **Your Personal Support System:** A friendly ear is always beneficial. Remember... you **never** have to go thru traumas alone. More on that in later chapters.

So yep....

Those were MY personal weapons of survival. If I needed them, I knew exactly where they were and how to use them. Which was rather a Good

Thing, because on July 4th:

Step 1.) Death Paid A Visit

4th of July.

It was 1am or so. And.... for some strange (?) reason, I just...

Woke up.

Normally my wakeup time is 4am or so. And also oddly, I had slept so thoroughly prior to 1am, the phone call from 10 minutes ago didn't wake me up.

Got up, shuffled to my computer and then looked at my phone....

I had received 2 calls 10 minutes prior.

One from the hospice lady...And one from my brother.

Honestly, looking back now, it wasn't unexpected. My 90+ year old father had been decreasing steadily over the past few months. Thing was, I had planned on visiting him on July 4th....

But at 1am... he was gone.



Barb Ling

July 4 at 5:39am · 🌐 ▼

It's been awhile coming but the Father Unit is gone. I will be in and out for the next week or so.

Like · Comment · Share · Buffer · 👍 28 💬 109

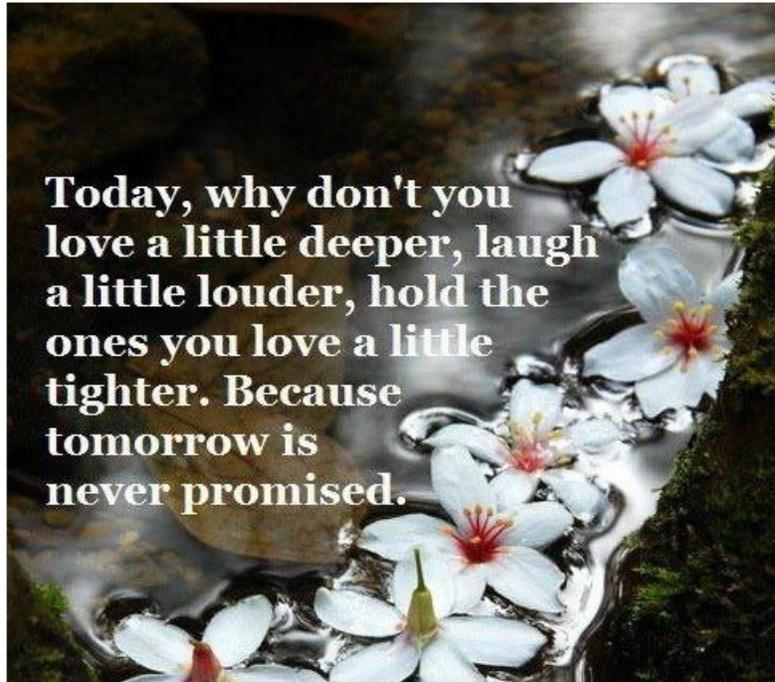
Followed by my next post:



Barb Ling

July 4 at 8:06am · 🌐 ▼

Wisdom.



And a post after that....



Barb Ling

July 4 at 2:28pm · 🌐 ▼

One day you'll simply be a memory to people. Do your best to be a great one.



and a post after that.



Do you see what I was doing there?

Whenever I feel like heck, I generally tend to post motivational thingees to my wall....

Because I figure if I'm submerged in the basement of Everlasting Soul-Searing heartache, at least I can either:

- Raise the spirits of others

or

- Pass on what I have learned

Take it from me...

When someone you love, dies....

You want to pass on what you've learned. And in this case, it was:

Life Is Short. Live It.

Love Is Rare. Grab It.

Anger Is Bad. Dump It.

Fear Is Awful. Face It.

Memories Are Sweet. Cherish It.

That was Saturday, July 4th.

Sunday I took off.

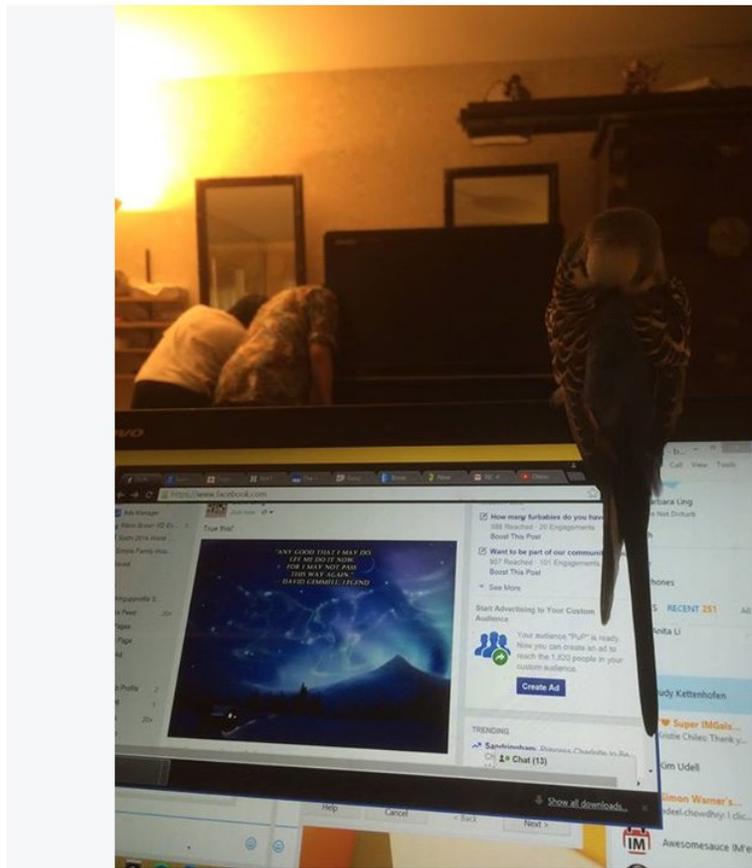
I chose to let things go and hibernate.

Well, business-wise I did...

Personal-wise, here's what happened.

First as you'll see on the next page....

Family time.



Barb Ling
Father/son time setting up my TV in the bedroom while Birdie oversees my laptop.
Album: iOS Ph
Share with:

My husband and son set up a working TV finally in my room. And that's Tech Support Birdie... perching on my laptop.

Monday, life started creeping back into me.

My social media posts included:



Barb Ling

July 6 at 6:34pm · When you're but a memory to people... what would you like people to say about you?



[Barb Ling](#)

July 6 at 3:24pm · I have massively strong biceps and arms. Discovered this when the ladder I was standing on... Tilted in a rather nonoptimal fashion. My. That goes down as one of my less intelligent actions....



[Barb Ling](#)

July 6 at 6:44am · I am hugely at 6s and 7s. This week will be massive exertion in many places. Wish me luck and coffee!

That post about massively strong biceps? I had visited my father's house and was climbing into the attic (entrance was from inside my mom's closet; the house was built in the 50s or so) and the ladder tipped away.

Like I said... adventures.

And then came:

Step 2.) The Fork In The Road

It was Wednesday afternoon, 4 days after my dad has passed.

I started thinking, what would he have done?

And as my dad was an entrepreneur, I figured he would have given some time over to grieving (which I had done) and then get back into the business of supporting one's family.

And I decided that the best way I could honor him....

Was to do what he would have done in my place.

So!

I visited [Google News](#)....

And I searched for:

- [social marketing “rolling out”](#)
- [facebook “rolling out”](#)
- [amazon “rolling out”](#)

Ever since 2013, I've been teaching how to find new trends one can create product solutions about – tacking on “rolling out” to any popular platform always yields bunches of goodness.

And the first thing that caught my attention was

- [Amazon Prime Day](#)

Now, I had never even heard about Amazon Prime Day. Turns out, it had been announced only 2 or 3 days prior.

But... the more I looked at it, the more I realized it had all the qualities of a quick (**key word there, quick!**), easy topic I could create a quick, easy, 1 page cheatsheet on.

I researched it further, and came across:

- <https://web.archive.org/web/20150708184359/http://www.amazon.com/b?ie=UTF8&node=11448061011>



What is Prime Day?

More deals than Black Friday, exclusive for Prime members.

Prime Day is a one-day shopping event on July 15, 2015, with more deals than Black Friday. Prime members can shop exclusive deals from electronics, toys, video games, movies, clothing, patio, lawn and garden, sports and outdoor items and more.

[Try Prime](#) and get immediate access to deals on July 15.



This was July 8th ... afternoon.

Further exploration showed that Amazon was sharing:

- All of the relevant Amazon Prime Affiliate Links (Amazon Mom, Free 2 Day Shipping, more)
- All of the Benefits to Amazon Prime

Voila!

That was enough to begin:

Step 3.) Braving The Fires

After reviewing all of the Amazon Help files, I realized I had enough information to create a simple 1 page cheatsheet.

Now, I've created 15+ one page cheatsheets....

So I already had my 1 page cheatsheet template available!

I asked myself:

“Jeepers Self, if I was a buyer, what would I like to learn?”

And I broke it down into 3 sections:

- Step 1.) Stay Abreast of Amazon Prime in the Newsletter
- Step 2.) Get Your Amazon Prime Affiliate Links
- Step 3.) Promote Benefits of Amazon Prime Day

Very simple, very easy.

I finished that cheatsheet Wednesday night. 4 days after my Dad has passed.

My dad would have been proud of me.

But I didn't stop there.

When it comes to marketing, my motto is, Over-deliver.

Which means that my front end products are always the Instant Boom – basic, simple, easy to see success.....

.... and my upsells will enhance that greatly.

Thing is... what to create as an upsell?

I mean, Amazon Prime Day is just, well, 1 day (that is now over, btw)....

So what **could** I include as an upsell?

I went to bed to sleep on it.

* * *

Thursday morning dawned....

And I realized that I could tweak my past Profit Maker and Authority Maker Templates....

NOT to Amazon Prime Day

But simply to Amazon itself.

So Thursday morning, I posted:



As you can tell, I left clues in social media that something was being developed.

Nobody caught on, however.

An opportunity for massive frustration soon arose, however.

My typical Profit Maker product solutions takes a niche like

- Fiverr
- CPA
- Apple Watch

and writes about 10-15 additional ways people can make money from them. Thing is, you just can't apply that idea to **Amazon Prime Day** only... (well, you can, but you need at least a month lead-in).

And while you can apply it to the Amazon Marketing niche.....

I figured that most cheatsheet buyers would be Amazon **novices**.

They wouldn't be aware of all the great ways Amazon proper could make them money!

So for my first upsell, instead of using my Profit Maker Template, I created a product solution that outlined 5 popular ways people make money with Amazon and called it Amazon Marketing Profit Family:



I used my report cover template to make this design, and free images from

- <http://pixabay.com>

I was able to use my templates to create the 3 other upsells:

- <http://barbaraling.com/caffeine/azonprofitfamily/amprofitsgold.html>
- <http://barbaraling.com/caffeine/azonprofitfamily/amauthority.html>
- <http://barbaraling.com/caffeine/azonprofitfamily/amauthoritygold.html>

To draw attention to the first upsell, I made this image:



I created the above image for free from:

- <http://www.flamingtext.com/>

and used the winner-logo format.

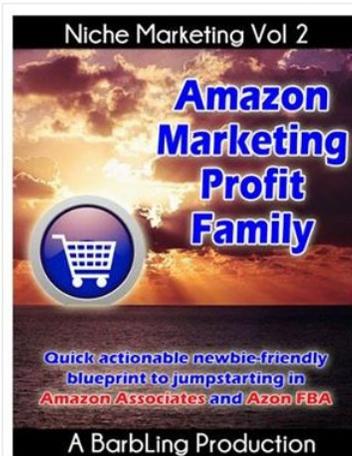
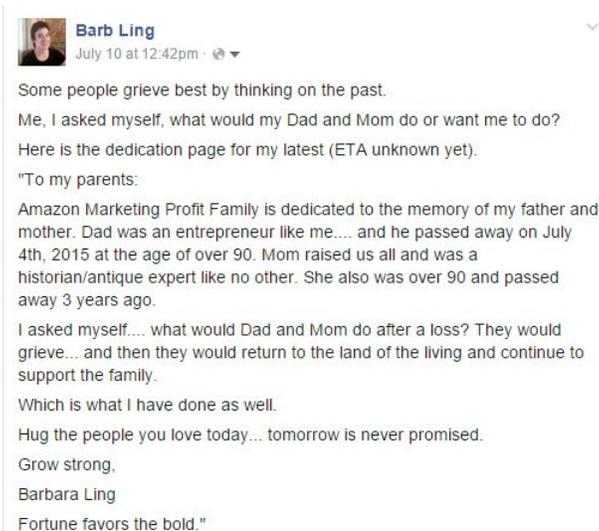
For all intents and purposes, all of these products were created that

Thursday.

The only hint I was doing anything like this was this one sole update:



Friday saw me creating the sales pages, packaging up everything and doing all that technical stuff. And also the dedication page:



If the dedication is too small to read, its:

Some people grieve best by thinking on the past.

Me, I asked myself, what would my Dad and Mom do or want me to do?

Here is the dedication page for my latest (ETA unknown yet).

"To my parents:

Amazon Marketing Profit Family is dedicated to the memory of my father and mother. Dad was an entrepreneur like me.... and he passed away on July 4th, 2015 at the age of over 90. Mom raised us all and was a historian/antique expert like no other. She also was over 90 and passed away 3 years ago.

I asked myself.... what would Dad and Mom do after a loss? They would grieve... and then they would return to the land of the living and continue to support the family.

Which is what I have done as well.

Hug the people you love today... tomorrow is never promised.

Grow strong,

Barbara Ling

Fortune favors the bold."

Notice that "ETA unknown yet."

That afternoon saw a comedy of errors:



Barb Ling

July 10 at 3:40pm · 🌐 ▼

Note to self. The call of the gym cannot be answered if Honorable Daughter 1 has taken the car. #BackToBuyButtons

Like · Comment · Share · Buffer · 👍 2



Barb Ling

July 10 at 3:37pm · 🌐 ▼

Buy buttons will wait. Methinks the gym calls. Stay tuned....

Like · Comment · Share · Buffer · 👍 1



Barb Ling

July 10 at 3:32pm · 🌐 ▼

I think RealMe and InnerMe and OverTheTopMe are all the same person today.

Like · Comment · Share · Buffer · 👍 7 💬 1



Barb Ling

July 10 at 3:11pm · 🌐 ▼

Me: Sighing deeply.

Honorable Son II: You okay?

Me: Forgot to add the buy buttons.

Like · Comment · Share · Buffer · 👍 11 💬 1

Notice how that was all during the span of 29 minutes.

And on Friday afternoon at 5:24pm, I posted:



Barb Ling

July 10 at 5:24pm · 🌐 ▼

Amazon Prime Day Authority Informer (and the 5 upsells and cross-sells) is now up and ready to go.

I feel rather content. I set out and made my goal.



Like · Comment · Share · Buffer · 👍 6

I made that image at

- <https://imgflip.com/>

and the sales page was:

- [Amazon Prime Day Authority Social Informer](#)

Life was good. I went to sleep content.

Until at 3am Saturday morning when I realized....

The upsell was NOT converting.

Very dismal.

Only 10% or so of the cheatsheet buyers were investing in Amazon Profits Family!

So I reexamined the product solution, and then figured...

Perhaps 5 ways to make money with Amazon aren't enough.

I then googled:

- [How to make money with amazon](#)

And realized I could ALSO include:

- Amazon Kindle Writing
- Amazon Mechanical Turk

So I added those chapters and changed the main image to:



Would you believe...

Conversions started to increase to 30%....

And by the start of Amazon Prime Day, were up to 40%.

Lesson learned. That evening, I shared:



Barb Ling

July 11 at 7:31pm · 🌐 ▼

Hot on the heels of Art Flair I am!

Very content that my latest cheatsheet has brought in close to 1K revenue in total for my affiliates and me. It deals with Amazon Prime Day and can be seen at <http://askbling.com/apdwplus> .

I created the product solution and all 4 enhancements during the last 48 hours... and feel like I followed in my father's footsteps (ie, when faced with loss, grieve... and then get back to the world of supporting one's family).

Life is good. Tomorrow is never promised. So make the most of today.

#	Product / Vendor
1	Urgent Arbitrage Cash artflair
2	APD: Amazon Prime Day Authority Informer Cheatsheet barbling

And Sunday night, closed with:

"And it's over.

Last Saturday, my father passed... and today, I completed my last visit to the house.

So much has happened during this past week... and now its over.

Don't know how this week will pan out. I think I will give myself permission to let things happen as they will... time to move on.

I'd write something about OverTheTopMe, but she's busy being amused by posts that are desperately seeking people in big huge capital letters to desperately succeed. I think now, in my vast venerable age of 28 (okay a bit older perhaps)... the best way to "succeed" online is to:

- 1.) Watch people who ARE successful*
- 2.) Distill their methods and then...*
- 3.) Add your own unique cool singing voice and begin your journey.*

*But see, not everyone is *capable* of giving themselves permission to try that.... and for those folks, the simple act of *buying* gives them hope. Retail therapy, as you were.*

*That's why not only OverTheTopMe but also RealMe and InnerMe is amused to hear other marketers belittle general infoproducts. The fact is... they sell because they give hope when the other alternative (actually get out and DO) isn't an option... yet. Not everyone possesses that kind of courage. And that's something you simply cannot teach... it *must* come from inside.*

And that's okay.

Anywhos. We'll see how the week pans out. Hug the ones you love and do your best to be a positive force for goodness!"

I thought I had successful closure... until Monday morning....

When I saw this.



Barb Ling

July 13 at 4:25am · 👤 ▼

Woke up to WarriorPlus Deal of the Day - thank you Michael Lantz for choosing it!



Unlike · Comment · Share

👍 You, Mel Day, Karen Wolfe-Milner Pottinger, Amanda Craven and 37 others like this.



Delilah Taylor Congrats 😊

Unlike · Reply · 👍 1 · July 13 at 5:42am



Nathan Zadworny Congrats Barb!

Unlike · Reply · 👍 1 · July 13 at 8:12am



Sam England Congrats Barb 😊

Unlike · Reply · 👍 1 · July 13 at 8:33am



Art Flair Congratulations 😊

Unlike · Reply · 👍 1 · July 13 at 9:46am



Jeremy Kennedy Barb, you are always staying on top of the trends.. love it.

Unlike · Reply · 👍 1 · July 13 at 11:00am



Tom January 😎 Cool beans! 😎

Unlike · Reply · 👍 1 · July 13 at 11:07am



Alessandro Zamboni Congrats Barb!

Unlike · Reply · 👍 1 · July 13 at 3:33pm



Joe Finn Are you amending for Walmart's response? 😊

Unlike · Reply · 👍 1 · July 13 at 4:13pm



Val Hampson WooHoo! Yay!

Unlike · Reply · 👍 1 · July 13 at 11:08pm

I had hoped... but didn't think it would happen. And again, here are the final stats for it:

APD: Amazon Prime Day	7 / 7	4118	657	16%	\$1.04	\$4,267.47	22.87	📄 👤 🗑️ 🔒
Authority Informer Cheatsheet								

There was only one thing left to do. And that was:

Step 4.) Thanking My Inner Hero

Everyone has their personal beliefs.

I have several.

And one of them focuses upon my Inner Hero.

You see, I believe that we all possess the seeds of greatness... if we only give ourselves permission to let them bloom.

Let me repeat that in big bold neon-highlighted letter.

You see, I believe that we all possess the seeds of greatness... if we only give ourselves permission to let them bloom.

I really believe this....

And I'd like you, dear reader, to consider believing this as well.

What I did....

Anyone can do.

- It requires planning....
- It requires taking ownership of one's feelings, emotions, and reactions....
- And it requires **doing**.

After receiving the Deal of the Day, I mentally and emotionally “let go.”

I had honored my Father and Mother.

I had believed in myself....

And because I believed in myself....

... was able to go above and beyond what most people thought was possible.

You know something?

It IS possible.

Probable in fact... IF you give yourself permission to make things happen.

And here's how you can do that yourself.

Adventure 2.) Prepare Your Own Future Legend



You've just finished reading how I dealt with my father's passing.

And while that is super important to ME, it pales next to YOUR future legend!

And that's what I'd like to cover now.

As I had mentioned, we all have our Inner Heroes. For some it's their Goddess/G-ddess/God/G-D of their religion.

For others, it's their IDEAL them.

For still others, it's their real-life or fictional heroes.

Everyone has their own personal Inner Hero... and it's up to each person how to view them.

And to prepare for YOUR own future lesson, you need to prepare and internalize:

- Before You Begin.) Your Weapons Of Survival
- Step 1.) Coping With Loss
- Step 2.) Choosing Your Path
- Step 3.) Witnessing Your Path
- Step 4.) Thanking Who Drives You

Let's go!

Before You Begin.) Your Weapons Of Survival

Ask yourself right now:

“Jeepers Self, if I needed to make money RIGHT NOW, how could I do it?”

Now, I'm not talking about abstract facts.

I'm talking about concrete ideas.

What You Should Do Right Now – Create a folder called 'LEGEND' in your browser, and bookmark the following resources for when you will need them).

For example, if you're a product solution creator, you need:

- **A Way To Make A Product:** The ability to create product solutions, Kindle books, white papers, etc. You can use:
 - [Open Office](#) (it's free!)
 - [Microsoft Word](#)

- [Google Docs](#) (also free!)
- **Photoshop/GIMP/MSPaint:** The ability to create needed graphics. You can use:
 - [Photoshop](#)
 - [GIMP](#) (Free!)
 - [36 Free Image Creation Tools](#)
- **Report Templates:** The ability to quickly update reports to a new topic. You have the framework already done.... all you have to do is add the new data. Get those at:
 - [Free Microsoft Templates](#)
 - [Free OpenOffice Templates](#)
 - [Free Google Docs Templates](#)
 - [Free Kindle Creation Templates](#)
- **Vendor Platform:** The ability to sell whatever it is you create. It could be WarriorPlus, JVzoo, WarriorPayments, straight Fiverr.... or even something as simple as a solo Paypal button. Thing is, you need a way to sell whatever you create. Here are some resources to get you started:
 - [WarriorPlus](#)
 - [JVZoo](#)
 - [WarriorPayments](#)

- [Paypal](#)
- [Top 10 Ways To Sell Digital Goods Online](#)
- [10 Wordpress Paypal Plugins for Easily Accepting Payments](#)
- **Your Own Personal Internet Space:** A blog, a sales page, a website, a Tumblr blog.... anything where you can put up those buy buttons. If you don't already have your own space, you can use:
 - [Amazon S3 Simple Storage](#)
 - [Wordpress.com](#)
 - [Blogger.com](#)
 - [Tumblr.com](#)
- **Your Niche Colleagues:** By myself, I was able to drive sales. However, affiliates made the final total so much more! Plus honestly, by the time everything was live... stuff really was catching up to me. Never underestimate the power of your colleagues. If you're in the Product Creation Niche, consider networking at:
 - <https://www.facebook.com/groups/jvfocus/>
 - <https://www.facebook.com/groups/1580277435531207/>
 - <https://www.facebook.com/groups/imsuperfriends/>
 - <https://www.facebook.com/groups/theiminsidetrack/>
 - <https://www.facebook.com/groups/perkingupprofits/>

- **Your Personal Support System:** A friendly ear is always beneficial. Remember... you **never** have to go thru traumas alone. Ideally you always have friends and family, but if you want more:
 - [Grief Healing Discussion Groups](#)
 - [Online Grief Support](#)
 - [Top 50 Web Sites and Forums for Grief Counseling](#)

Now, those are the tools that Product Creators need. Kindle writers, copywriters, CPA masters, etc.etc.etc....

I'm certain they have their communities and forums as well. Search for them on Google.

The next thing to do is to prepare for:

Step 1.) Coping With Loss

This is a biggie.

EVERYONE deals differently with loss.

And I sure as heck am not going to tell what should work for you!

However, I WILL tell you that even when someone you love, dies....

- Bills still need to be paid.
- Your other loved ones will still need you to be there for them.
- Groceries need to be bought.
- You might have to handle the legalities of the estate.
- If you work 9-5, deadlines still have to be met.

Etc.etc.etc.

So how to cope with loss? Here's some ideas.... and PLEASE! Modify them for what works for **you**.

- **First, understand the 4,281 Stages of Grief:** Alright, I will admit it – I made up that number. There are bunches of 'levels' to grieving... DABDA for example (Denial, Anger, Bargaining, Depression and Acceptance). You can read more at:
 - [Kubler-Ross Model](#)
 - [The 5 Stages of Grieving The End](#)
 - [Saying Goodbye](#)
 - [Coping with Grief and Loss](#)

Of course, reading about it is kinda sorta meh. You are a unique individual.... and experiencing the realities are far 'way different than simply reading about them. Remember, this is all academic until you are actually thrown into the path of the speeding locomotive (figuratively, of course). So, like you've prepared your business weapons of survival, prepare your personal weapons of survival by having:

- **A Personal Support Network:** This could be family, friends, colleagues and the like. When my father passed away, total strangers shared support on my FB wall. **Keep in mind this happened ONLY because I shared what had just occurred....** if you don't let anyone know, nobody will be there for you when you need them.

Next, you need to ensure there are no feelings of personal regrets. Remember, we're in the planning stages now, so move to:

- **Rebuild Or Maintain Bridges:** When someone you love (even if you have a dysfunctional relationship with said person), dies, you no longer have the ability to repair whatever bridges might have been damaged. I made certain to visit my dad at least once a week and call every day... towards the end, that increased a bunch.

My Dad is now gone, however.... I know within my heart I did the very best I could possibly have done. There ARE no regrets.

Death is pretty darned permanent. But regrets can last a long time. If you need some help in reopening communications, check out:

- [5 Ways To Reopen Lines of Communication](#)
- [Keeping The Love Lines Open](#)
- [Relationship Forum](#)
- [Your Grandma Knows More Than Peanut Butter Cookies!](#)

Speaking of family, each family might have their own way in dealing with the passing of a loved one, so consider:

- **Ceremonies and Rituals:** How DOES your family honor those who died?

What traditions are observed? Funeral? Open casket? Cremation? Viewing? For example, in the Jewish faith, one "sits shiva" - a 7 day mourning period after burial. The immediate adult relatives participate; other people visit to be with those who are sitting shiva.

In the Christian faith, one has funeral services where the dead is prayed for.

Whatever it is, chances are... you'll be expected to participate.

<https://www.funeralwise.com/customs/> provides some ceremonies

and rites different cultures and religions have.

And finally, might I suggest that you internalize this rather obvious fact:

- **Expect The Unexpected:** EVERYONE deals with grief differently. What you've just read so far.... it's just words. The reality of someone you love, passing away.... it can hit you in bafflingly bizarre ways.

Some people recover quickly and then BAM a week/month/year later, it hits them.

Other people find themselves reduced to redefining success as getting through one day after another (I had 2 days like that).

Still other people will find the occasion transforms their personality... and dedicate the rest of their lives to modeling what the deceased would have done.

There is NO one way to deal with loss.....

It's an extremely personal hero's journey.

Which of course, brings us to just **how** you will choose that hero's journey. Move now to:

Step 2.) Choosing Your Path

How on earth **can** you choose your path when you haven't yet experienced loss?

Superb question.

You can't. However, you CAN do the following. Learn how to:

- **Focus On YOU.** It's okay to grieve.... but some people were raised that excessive emotion is Not A Good Thing. Big boys don't cry and all that jazz.

That attitude can harm you in the long run. Grief... **is.** And

processing it, working your way thru it... and then ideally, giving yourself permission to let it go....

...is a very good thing indeed!

So you can choose the path of focusing on YOU and not feeling guilty about it. Some resources about that include:

- [How to Stop Feeling Guilty, Forgive Yourself, and Honor Your Needs](#)
- [Do You Feel Guilty of Pleasing Yourself?](#)
- [5 Ways Of Making Time For Yourself Without Feeling Guilty](#)

Next, consider:

- **Stop Business For Awhile:** To stop business for awhile, you need to put into place safe-guards that keep your business running without you. Again remember... bills will still need to be paid and the sun will rise no matter how lousy you feel.

Thus, ask yourself.

What can you start to automate in your business?

Are there things you can outsource?

Some resources for that include:

- [26 Ways to Automate Your Business Using Online Tools](#)
- [5 Ways to Automate Your Pinterest Marketing Strategy](#)

What you can do RIGHT NOW Part 1.....

If you have a blog/site/whatever, you can schedule a weeks' worth or a months' worth of posts. Take your niche topic and search on Youtube for:

NICHETOPIC tutorial

ie

- [internet marketing tutorial](#)
- [SEO Tutorial](#)
- [clicker training tutorial](#)

Why Youtube and not Google proper?

Because people like watching videos.....

And you can pick out 30 tutorials in your niche and create the:

30 Days Of Superb NICHETOPIC

series on your site!

For each day, simply highlight one already-done tutorial by embedding it into a Wordpress blog post (check out <http://codex.wordpress.org/Embeds> if you need help with that) and prefacing it with:

 Todays Topic: (name of topic)

 What You Will Learn: (description of video)

 (embed video)

and that's it.

Heck you can even outsource that to Fiverr if you'd like.

Once you're done, you'll have at your fingertips a months' worth of draft tutorial blog posts. When someone you love, passes.... schedule out the 30 days and then let it run.

Your site will continue on while you handle your loss. And if you're a product solution creator, consider:

What you can do RIGHT NOW Part 2.....

Create a product solution RIGHT NOW.

But don't release it yet.

Remember the earlier sections where I shared with you where to uncover free report templates?

Use those.... and either create a full-blown product in your niche (to be released when you need something quick), or even just a one page cheatsheet.

Need help with sales copy? Check out the resources at:

- [Conversion Club](#)
- [Cult of Copy](#)
- [Copywriting 101](#)

And if you want help with writing sales copy yourself, consider the software tool that writes your copy for you:

- [Scriptdoll](#)

One thing I want to add – virtually guaranteed, you will have ZERO energy to promote anything you release during a time of grieving. However, your affiliates can do your promotions for you!

To ensure the best participation, make sure you also offer upsells/cross-sells as well. My Amazon Prime Day cheatsheet had 6 additional upsell and cross sells. It's good if you can create them yourself (I created mine by the Power of Templates), but if you need a quick fix, consider using the high quality done-for-you PLR available at HQ PLR like:

- [Adwords Biz In Box](#)

- [CPA Biz in Box](#)
- [eMail Marketing Biz In Box](#)
- [IM Biz in Box](#)
- [Instagram Biz in Box](#)
- [List Building Biz in Box](#)
- [PPC Biz In Box](#)

One reason I **highly** recommend the above is because they are virtually done-for-you – add your name, your buy buttons, upload the product and BAM, you're done. (and don't forget their upsells – they include PLR to video training of the niche in question... which allows you to have an upsell as well!).

It's really helpful when your mind is blank from dealing with loss.

Speaking of your loss, while you might want to crawl under a rock and hide, you might still have to be there for kids. Move now to:

- **Help Kids Deal With Loss:** Loss is lousy. Especially for kids who haven't been prepared. Here are some resources to assist you with how to discuss such things:
 - [Talking With Children About Death](#)
 - [Saying Goodbye](#)
 - [The Child's Loss – Death, Grief and Mourning](#)

The above gives you some useful ideas for preparing for the future. One thing that I want to emphasize, however, is your own personal hero's journey that you WILL walk... when the dreaded happens.

And for that, you need to give yourself permission for:

Step 3.) Witnessing Your Path

Fair warning first: This is kinda a new-age touchy-feeling passage. Continue at your own risk.

When my father passed, I felt myself split into different personas.

There was the ME who just wanted to be left alone.

There was the ME who wanted to pass on what I was learning.

There was the ME who had to deal with legalities and the like.

And so on and so on and so on.

And one thing that really helped me was simply chronicling what I was feeling during the entire time.

Now, this might not be you....

But it definitely helped me.

By sharing images and putting into writing exactly what I was feeling....

I found myself better able to process it all.

In other words, I stepped outside of myself, observed everything going on.... and then shared it to help others.

Again, this might NOT be you.

But its something to consider if you want to do something... anything... but not really expend additional brainpower on it.

Another way to witness your path is to honor what the deceased would have done.... and do that yourself as well.

That was what drove me to create the Amazon Prime Day suite of products in under 48 hours, 4 days after my dad passed away.

My dad was an entrepreneur.... and he would have grieved first and then

gotten back into the business of supporting his family.

And that was exactly what I had done as well.

Remember:

We all process grief differently.

And whatever path you take.... it will be the right one for you. Never give anyone rent-free space in your mind who says differently.

And that brings me to the very last part of preparing for your own Legend:

Step 4.) Thanking Who Drives You

Danger Will Robinson!

More touchy-feely new-agey thingees!

Most likely, you have your own personal beliefs.

And they're YOUR personal beliefs so they shine!

When you're feeling down and out and in need of support.... you can always thank the spiritual entity that you believe in.

It could be G-d, God, G-ddess, Goddess, The Force, your own Inner Hero (my personal fav) or whatever.

But you might find yourself simply.... **feeling better** ... if you thank that which powers you on.

Just sayin'.

Let's pause for a moment and see where you are, okay?

You have passed these 2 Adventures:

Adventure 1.) Read The Legend Of Ling

Prologue.) My Weapons Of Survival

Step 1.) Death Paid A Visit

Step 2.) The Fork In The Road

Step 3.) Braving The Fires

Step 4.) Thanking My Inner Hero

Adventure 2.) Prepare Your Own Future Legend

Prologue.) Your Weapons Of Survival

Step 1.) Coping With Loss

Step 2.) Choosing Your Path

Step 3.) Witnessing Your Path

Step 4.) Thanking Who Drives You

You have your Weapons of Business Survival ready to be activated.

You have resources to help your family deal with loss as well.

And now... you can basically pause and put this book away. You're as prepared as you possible can be for future loss.

But WHEN that future loss happens..... dig this book back up and get ready to embark on your last Adventure. And that is:

Adventure 3.) Become A Legend



Dealing with loss.... it's horrible.

Sometimes it hits you unexpectedly.

Sometimes, it's something that has been a loong time in coming.

No matter what, however...

Life almost always will continue.

And that means:

- Bills still have to be paid
- Family still has to be comforted
- Life still has to be dealt with.

So! It's time to:

Before You Begin.) Dig Up Your Weapons Of Survival

Remember all those bookmarks you made regarding all the marketing automation tools you went over during Adventure 2?

Dig those up. Bigtime.

Chances are, you might NOT be able to focus on them right after loss.... but at least, they WILL be there once you decide to return back to life as you knew it.

So. Open your browser and just glance at your bookmarks folder. If you followed the instructions of Adventure 2, everything you need for keeping your business running in a pinch should be there:

- Product templates
- Copywriting resources
- Dealing with grief resources
- Talking with kids resources
- etc.etc.etc.

Is there anything that can help you Right Now? Ie, did you bookmark particular support networks or people you should contact or what have you?

If so and you're capable of it, use those now. But if you're still reeling from what happened, move to:

Step 1.) Focus On Who You Love

Loss can be crushing, not only to you, but also to the people you love. And you might emerge to be the strongest of everyone there..... and the person everyone else comes to.

So, after a loss.... focus on the people you love.

The people who are looking to you for comfort.

The people who, without you, will have a 'way worse time in coping.

Because you simply HAVE to be strong for them.

- Kids.
- Siblings.
- Spouse.

And there's one other person you need to focus upon....

YOU.

If you let yourself go to pieces, all the people depending upon you could do that as well.

More importantly....

You deserve the best treatment possible as well.

Be there for yourself.

Forgive yourself if you never got around to mending bridges or have regrets....

These things happen, and yep. We all do make mistakes.

The past is the past and you have to now exist in the present.

So depending upon how you react to grief (and remember – this IS no one right way!), consider:

- **Giving thanks.** You had however long in knowing the person who passed. It's something to be grateful for.
- **Alerting family and friends.** 10 minutes after my father had passed in the middle of the night, I got the call. And I called another sibling. If your family doesn't answer, consider contacting a spouse (sometimes people turn their phones off at night)
- **Updating your social networks:** Chances are, you will have ZERO desire to interact in your usual way.... and the people who love you will

worry about you. Share what happened - the outpouring of support might surprise you.

- **Forgetting about work if you can:** If you afford to, **take off from work.** It will still be there after you return.
- **Preparing for the farewell ceremony:** Again, this is deeply personal and up to you. Some people have a huge funeral. Some people, like myself, have a private personal remembrance time at home. See how long it takes for family/friends to travel. It's all up to YOU and what your network wants..... to heck with anything else.

Additionally, let me refresh your member from Adventure 2: if you're the point person (ie, the one on whom all the responsibilities fall), you'll need to:

- **Do point persons' action items:** In a broad nutshell, some of the things you'll have to do include:
 - **Get a legal pronouncement of the person's death.** If you had hospice like we did, the hospice nurse will do that.
 - **Contact mortuary to remove body:** Barring no autopsy needed, they are the ones who do the next step. Generally they work 24x7. <https://www.redbookfunerarydirectory.com/directory/search.aspx> is a direct link to your area.
 - **Designate someone to take care of house:** Cleanup, food removal, plant watering, etc.etc.etc.
 - **Schedule funeral/cremation/etc:** Very important to ensure the remaining family is comforted.
 - **Obtain bunches death certificates:** You will need these when

dealing with the banks, when dealing with Surrogate office and the like. Get a lot.

- **Consult an estate lawyer:** You might not end up needing one, mind you, but if the estate is complicated or will is complicated or for any other reason... a legal team can be a Good Thing. Some resources for that include:

- <http://wills.about.com/od/youandyourattorney/tp/How-To-Choose-The-Right-Estate-Planning-Attorney.htm>
- <http://extension.udel.edu/factsheet/choosing-your-will-and-estate-planning-attorney/>
- <http://www.nolo.com/legal-encyclopedia/finding-the-right-probate-lawyer.html>

One thing to remember – there IS a referral network that is alive and well, so you want to do your due-diligence when finding a good attorney.

Of course, the above is a VERY brief incomplete list of things to do. But it serves as a starting point.

And now comes one of the most character-building times.... you have to personally:

Step 2.) Choose The BEST Path

Remember – each person has the best path that works **for them**. To hell with the fact if your path is bizarre or weird to others.....

You must do what YOU must do.

And the best path can change daily! I remember the first few days after my father passed away..... I'd bounce between zombiness to blahness to anger to sadness to no coffeeness etc.

But after 4 days, I proactively chose to honor my dad by getting back into the business of supporting my family.... and back into product creation solution mode once more.

Some people judged me for that...

And that's okay. They have their lives to live, and I have mine.

If judging me made them feel better about themselves, more power to them.

It didn't affect me at all.

I did what I had to do.... and I did it grand.

So...

Give yourself permission to do whatever it is... YOU need to do... to bring closure to this trying time in your life.

There is NO One Best Path....

However...

There IS the Path That Works Best For YOU.

Let me repeat that in 24 point neon bold font:

There IS the Path That Works Best For YOU.

Honor yourself, and then:

Step 3.) Make It Happen

Only you can do that.

Have you decided to crumple in a heap?

So long as you've taken care of the ones who might need you...

More power to you. Take whatever time you need.

Have you decided instead to bottle up emotions and barrel your way thru

life?

Well, can't really say YAY! ... about the emotional bottling thingee..... eventually and at the most inopportune times, that might explode from you in the future.

But if that's the way you cope, so be it... but perhaps check out:

- [Ways To Release Your Bottled Up Emotions](#)
- [Unbottling Bottled Emotions](#)

Have you decided to return to work sooner than expected?

If that works for you.... then superb. Sometimes focusing on the familiar can help people get thru the tough times. It definitely helped me.

Are you stuck standing around unable to move from your current emotions?

Totally understandable! Remember, everyone deals with grief differently.... refer to:

- [Coping With Grief and Loss](#)
- [5 Things People Never Tell You About Grief \(cracked.com\)](#)
- [Online Grief Support](#)

for some ways to unstick yourself that might work for you.

Remember... the time spent in this phase will vary for each and every person. Give yourself permission to grieve in the way that works best for you, and close with:

Step 4.) Cherish The Ones You Love

If there's one thing death will teach you, it's how important life truly is.

Because when people die, that's it.

You cannot revisit the past to repair broken bridges.

It's over, it's done with... but!

You CAN use this time to reach out to those you love.

Let's haul out that big huge neon font again?

You CAN use this time to reach out to those you love.

Death has a way of bonking us on the head and saying:

“HELLLLLOOOOOO! Your time on this planet is limited.... make the best of it!”

It really does.

So! Make a list of everyone you love, and then one by one....

Make sure they know just how precious they are to you.

Life is short.

Glorious....

But short.

Make it shine wherever you can.

Let's now move to:

What You've Just Learned



You've just learned:

Adventure 1.) Read The Legend Of Ling

Prologue.) My Weapons Of Survival

Step 1.) Death Paid A Visit

Step 2.) The Fork In The Road

Step 3.) Braving The Fires

Step 4.) Thanking My Inner Hero

Adventure 2.) Prepare Your Own Future Legend

Before You Begin.) Your Weapons Of Survival

Step 1.) Coping With Loss

Step 2.) Choosing Your Path

Step 3.) Witnessing Your Path

Step 4.) Thanking Who Drives You

Adventure 3.) Become A Legend

Before You Begin.) Dig Up Your Weapons Of Survival

Step 1.) Focus On Who You Love

Step 2.) Choose The BEST Path

Step 3.) Make It Happen

Step 4.) Cherish The Ones You Love

What a tremendous amount of knowledge you now have!

And let's now close with:

Your Next Steps



Your next steps....

...are to DO.

Make sure you bookmark all the resources in Step 2.

Make sure you know where to find this guide for when the unimaginable happens.

Remember.... the coffee is in your cup....

Make it a stellar brew today!

Oh, and should you decide to make product solutions to honor the past, be sure to join our authority marketing group at <http://PerkingUpProfits.com> and post them at this image!

Perking Up Profits Presents...

This week's Buy Button Placeholders!

(The only way a buy button gets out there is if you create it on W+/JVzoo/WP first... Here, share achieving that first step!)

+ New Product

Add A Product (It's FREE!) ▶

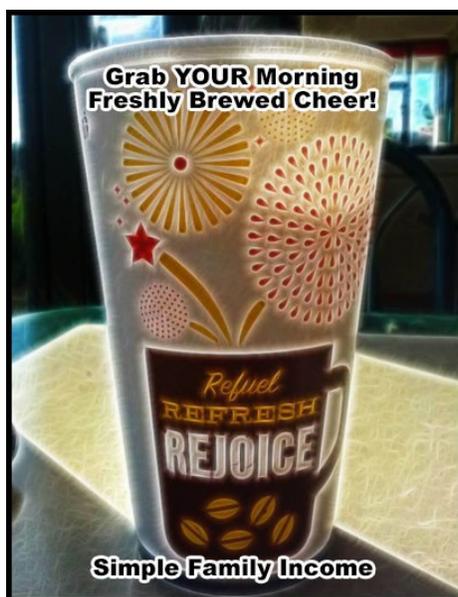
Sell my product or service

Buy Debbie!

(Btw, "Buy Debbie" refers to a colleague's marketing group at <https://www.facebook.com/groups/marketingmorsels/> - highly recommended!)

Conclusion

This concludes the power report "Profit Legacy"! Hope you enjoyed it bigtime! And please don't forget to network with me:



[Simple Family Income](#)

Hope you enjoyed this powerful blueprint! I welcome connecting with you on Facebook – please click above to “like” and start to chat!

You're going to love what you discover!

Grow strong,

Barbara Ling, [Http://www.barbaraling.com](http://www.barbaraling.com)

About The Author



Welcome! My name is Barbara Ling, and in a nutshell, I'm all about sharing what I've learned over the past decade about authority and creating and running a profitable business online.

My credentials include:

- **Writing 80+ books/ebooks** about various/sundry ways for people to generate income online (entrepreneur, recruiting, real estate, auctions, Mobile, finding a job, safe weight loss, hidden customers, etc.etc.etc.)
- Being quoted/featured/etc. in various publications/blogs online like:
 - <http://www.forbes.com/sites/cherylsnappconner/2013/08/28/do-press-releases-still-matter-yes-but-not-like-you-think/>
 - [Barbara Ling: Secrets of a Veteran Webmaster](#)
 - [Empower Your Children To Out-Earn Their Professors](#)
 - [Nailing a good contractor](#)
 - [Microsoft Small Business Success Story](#)

There's 'way too much to write here....you can visit my [Barbara Ling About Me](#) page to learn more!

Appendix 1: Other BarbLing Products

There are bunches!

Check out my latest at

- [Internet Marketing Informer 1 Page Cheat Sheet](#)



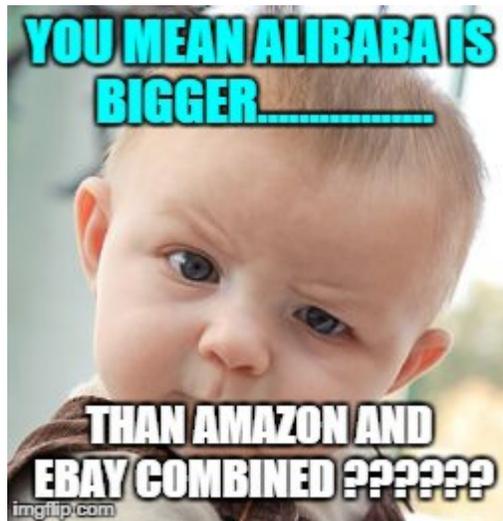
- [List Building Informer II 1 Page Cheat Sheet](#)



- [Beginners Blogging 1 Page Informer Cheat Sheet](#)



- [Alibaba Social Informer](#)



- [#TheDress SocialViral Informer](#)



- [Fiverr V3 Social Informer](#)



- [FB Remarketing Social Informer](#)



Lots of goodies you'll find.

Appendix 2: Recommended Resources

Want to know the tools I myself use and/or recommend? They include:

Autoresponder:

- [aWeber](#)
- [GetResponse](#)

List Building:

- [LeadPages \(free class!\)](#)
- [LeadPages Itself!](#)

Copywriting:

- [Scriptdoll](#)
- [SpeedReadCopy](#)

The BEST Paid Marketing Community!

- [Earn1KaDay](#)

Remember.....

Fortune Favors the Bold.

**Go out and make yourself
fortunate...**

TODAY!

