

Business Report:

# 3 Things You Can **Stop** Paying for in 2016

Plus... what you should start investing in  
to **grow** your business and **increase profits**.

There are plenty of necessary expenses for your business, and as everyone knows, you have to spend money to make money.

But there are at least 3 major things you can stop pouring cash into this year. These services can run you thousands of dollars a year... without actually growing your business.

These are things we continue to spend money on even though *we know* there's no return. Cut these bad boys loose, and you'll start enjoying a healthier profit on your business.

## 1: SEO

SEO is easily the single most overrated business service on the face of the Earth, and you've probably experienced the disappointing results for yourself.

That's not to say that your website shouldn't be optimized for search engines, but the only way to actually achieve that is through content, not SEO "tricks."

In fact, search engines are specifically designed to ignore all the tricks that SEO experts use to manipulate search results. Google relies most heavily on the actual usefulness of your content, not how many keywords or meta tags you've added to your site.

Real SEO, the kind that works year in and year out, is done by creating interesting content. If you're still paying someone for the manipulation of search engines... well, *you're* the only one getting manipulated.

*What to buy instead:*

[Blogs](#), lead magnets, and industry-specific tutorials will all give you more bang for your buck.

## 2: Web design

This ranks close to SEO in terms of hype.

Think about what web designers really advertise:

- "Attention-grabbing visuals."
- "Clean, modern look."
- "Responsive design."

You know who else has all that? *Free or cheap* design tools like WordPress and Squarespace.

As my affiliate-marketing mentor use to say, “web design doesn’t sell products: copywriting does.”

People don’t hand over their money just because your website looks nice, and even if they did, you can achieve a clean, professional look without forking over \$10,000 in web design and “maintenance” fees.

More importantly... there is **no research** that proves you need a unique, “hand-crafted design” to improve your conversion rate. Template sites work amazingly well (as long as the copywriting is good).

I use WordPress for my own website. That hasn’t stopped me from making up to \$5,000 a week in copywriting fees, or up to \$1.2 million for my supplement sales page.

*What to buy instead:*

Just because you aren’t hiring a web designer doesn’t mean you have to go it alone.

For about \$100, you can have a professional install some very slick themes to a WordPress site. Copy-and-paste your professional content, and you’ll have a website that’s both good-looking and effective.

For great themes, I recommend either [OptimizePress](#) or [ThemeForest](#). (No, they’re not affiliate links; this is my honest recommendation.)

### 3: Video services

I understand why people are paying so much for videos.

It’s true that video is a powerful medium that can increase sales and grow your customer base, but more importantly, you don’t need an expensive animation to get the job done.

In fact, study after study has proven that the most effective videos are simple powerpoints with a voiceover.

Just write up your content, speak into a decent microphone, and post it online. It might not “wow” your friends and family, but your profits will.

What to buy instead:

Get a professional script written--one that will [increase your sales through effective language](#). Then, use a free program to create your slideshow and record your own voiceover.

You could even hire a professional voice actor for a few hundred dollars... far less than the thousands of dollars you might spend on a video production team.

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