

When A 3 Second
Read On Social Media

WON'T CUT
IT, YOUR
MAGAZINE
CAN

STEP
AND TAKE
THE STAGE
FOR YOU. UP

Visit somethinggoodmagazines.com

"It was an amazing price and it just looks so much better than we anticipated. One of the things that we didn't expect from it, because we are a software company - it really helped people understand that we are a tangible business and it added real credibility to what we were doing.

Despite there was nothing in the magazine that we don't already say, but it just changed it and the staff and the team and everybody has really enjoyed it.

So I think it's one of the best value things we've ever done in the business in terms of promotion and we will be doing one quarterly and with all our other businesses as well."

Suzanne Hall

"It was such an incredible experience to work with Ali Fowler, putting together the Love Is The True Black story for her Something Good magazine. Ali truly is a visionary and she has an incredible eye for putting content together in a really really engaging way."

"If you are thinking about working with Ali, absolutely don't hesitate because she is a joy and a light to work with and I'm so excited to see what happens as she moves forward with Something Good and all of the other incredible magazines that she has been creating. Thank you Ali."



Suzanne Hall

Founder - Be Intent
beintent.com



Natalie Alexia

Creator - Love Is The True Black
nataliealexia.com

Natalie
ALEXIA



***At the time of publication, this issue of SG magazine had had over 1.5 million views on Yumpu and counting. Help us get the message out there by sharing this magazine here*

Share this Magazine:

www.yumpu.com/s/Rfbp2UW9hHi01J5l





When You Are Ready...

**LEARN MORE
ABOUT
MAGAZINES
- PRINT &
DIGITAL**

READ ON...

25



Secrets How A Magazine Can Help Your Business

- 1. Ability to embed video & promote your Youtube channel*
- 2. Customers hear your message in your own voice (audio) and you can or showcase podcasts or interviews you've done*
- 3. Teach/educate on your content right from the page - a simple alternative to online courses*
- 4. Unlock special content/pricing via Opt-ins*
- 5. Fewer words are best - don't need to write tons of copy*
- 6. Easily shareable on all socials*
- 7. Monetise via subscriptions, membership or advertising*
- 8. Leverage a print / digital format combo*
- 9. Links to anywhere you want*
- 10. Sell off the page / scan codes / direct links to your eCommerce store*
- 11. Answer your customer's most common questions in an engaging format - create a learning centre*
- 12. Publish local or global - wherever your audience is*
- 13. Unlimited page formats for your bespoke content*
- 14. Ideal for product guides, business updates and customer deals*



15. *Add to your email signature to reach more people*
16. *Add to your content planner for seasonal, quarterly, launches and special events*
17. *Appear anywhere in the path to purchase - pre or post-purchase - wherever your customer needs your information*
18. *Cross-promote your blog*
19. *Combine Branded native content plus curated content from industry sources to build trusted advisor / expert status - all in one great read*
20. *Inspire your customers with powerful imagery*
21. *Share your own business story in an engaging way*
22. *Present your work portfolio and credentials in a professional format*
23. *Prominent Call To Actions (CTAs)*
24. *Bragging rights by telling people you have your own magazine!*
25. *And we can do all of this for you! Book a free call with the Something Good Team today and get started.*

[BOOK A CALL](#)

WHO CAN HAVE THEIR OWN MAGAZINE? YOU CAN!

Personal magazines can work in any industry or special interest group. Spoiler alert... the more niche the better!

- Coaches
- Public Figures / Speakers
- Business Owners
- Social Entrepreneurs
- Bloggers
- Health Practitioners
- Financial Services Companies
- Fashionistas
- Bricks & Mortar Retailers
- Musicians
- Travel Businesses
- E-commerce Businesses With Special Range Offers
- Non-Profits On A Mission To Change The World
- Lifestyle Enthusiasts
- Sporting Clubs & Organisations
- Beauty & Wellbeing Companies
- Medical Researchers
- Food, Chefs & Nutritionists
- Art Enthusiasts
- Startups Looking For Investors
- You!

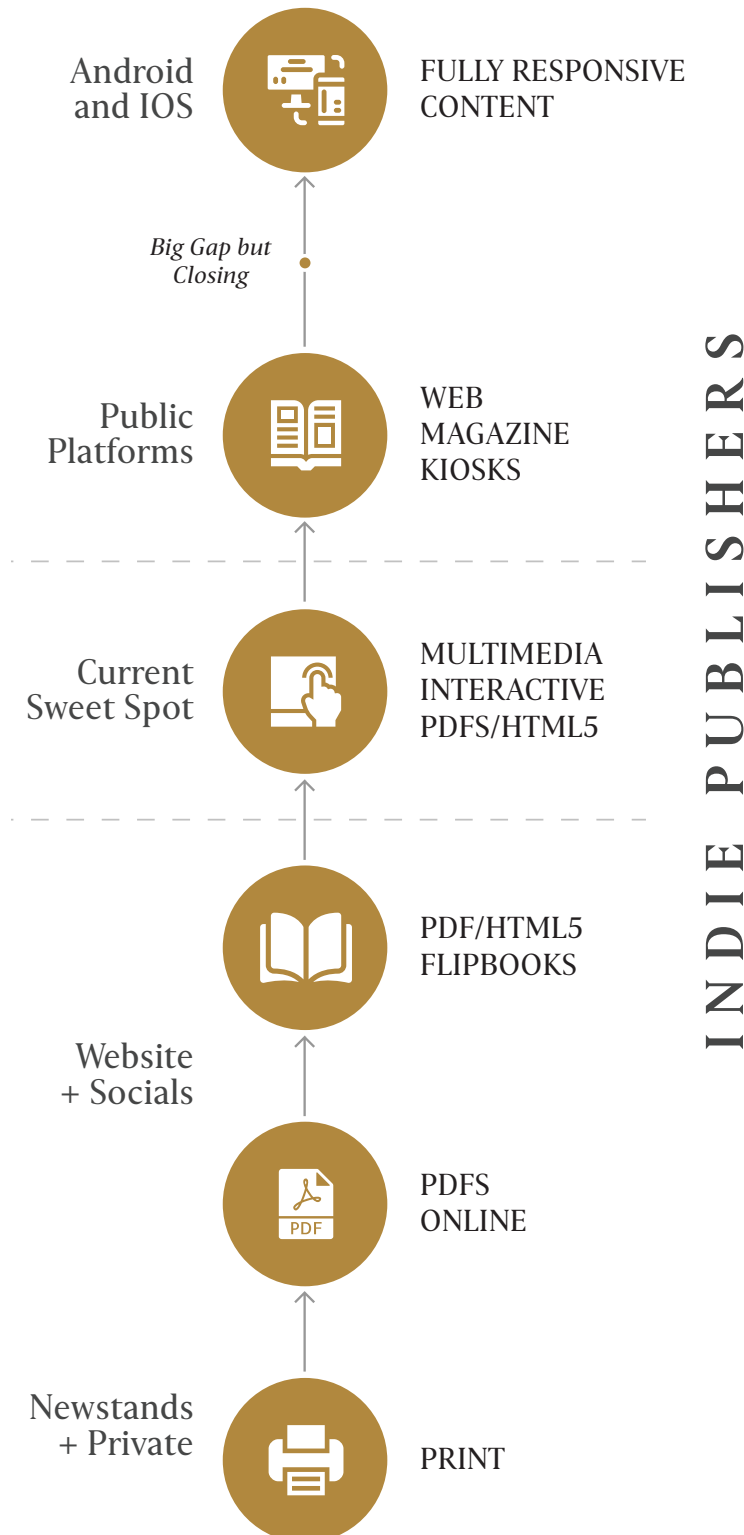
“MORE than a
BETTER blog.
EASIER than a
brochure.
than a
book.

Get your own business magazine.
It's easier than you think.

Ali Fowler

SomethingGoodMagazines.Com

Not All Magazine Reading Experiences Are The Same



Magazines are a unique way to put your branded content out into the world. The magazine business has been evolving from print to digital over the past decade and much has been said about the decline in print publications and the meteoric rise of content being made available online - free and via subscription.

So how does that relate to your opportunity to get your own personal or business magazine? The good news is - you have plenty of options open to you.

1. Print

Let's start at print magazines- we know what they are. We have all bought one from a newsstand or perhaps picked one up in the reception area waiting for our accountant or doctor looking for something interesting to read. We are now seeing an increase in free print magazines in all major supermarkets and hardware stores for example, as the recognition increases for magazines as a way to successfully increase customer engagement. The advent of private publishing i.e publish directly to your customers, is not new either, and has some specific use cases where 'print works best'.

Magalogs (meaning a combination of a magazine and a catalogue) have been around for some time as another form of print magazine for business owners as well.

2. PDFs Online

Most magazine design outputs as a PDF format. There are other formats but the most common is a PDF. The ability to attach that PDF to emails or click to download as a lead magnet is

incredibly common and easy to do. The upside is that it is a super simple process, the downside is that PDFs are not particularly friendly to read on mobile devices.

3. PDF/HTML5 Flipbooks

An extension to the humble PDF is to turn it into a flipbook or magazine format, showing dual pages at once, either with a 'page turning' feature or a swipe feature on mobile devices.

This is a nice add on to the reading experience as it has the feel of 'flicking through a magazine' mimicking the behaviour we show when we have a magazine in our hand. Anyone with a website today can access a wide range of free plugins that will take your humble PDF and turn it into a flipbook in just a few simple steps. Easy!

4. Multimedia Interactive PDFs/HTML5

Here's where the fun starts and you can start to create interactive experiences with your audience, limited only to your imagination. The technology is readily available - it's just a matter of doing your research and choosing the best software (free or paid) to use for your needs. So we're talking about embedding video, audio, and links back to your website or landing pages right from the pages in your magazine.

For e-commerce business, authors, coaches, consultants and any business selling online, this means that the browsing is done when viewing your magazine, with the ability for the customer to click a link taking them straight to your shopping cart - just as the big players in magazines are already doing. The simplicity of social sharing also becomes available to you, by embedding your social accounts into your magazine page, enabling a quick click through to your preferred channels. Just

to get you really thinking about how you could create a unique customer experience in your magazine, National Geographic will be (maybe already has by now) adding virtual reality into their magazines to take you right into the landscape of the location you are reading about on the page. I wonder if you will feel the temperature change too if you are viewing a page all about the Antarctic. Cool stuff!

5. Web Kiosks

There are many public platforms now that offer a free publishing service to get your magazine out into the world. Another feature available is to have your own web kiosk for your magazines, displayed like a newsstand on your website and in formats that easily allow for both free content and content made available by subscription.

This is most relevant where the intention is to have multiple magazines published or multiple editions of the same magazine that will build up over time. The subscription model is relatively straightforward to set up, the challenges lie fair and square in the 'art of marketing' to build followers and sell your subscriptions to create recurring income.

There are many examples of indie publishers successfully creating subscription-based magazine businesses using paywalls and the creation of magazine libraries, where customers get access to substantial back catalogues of content for a monthly subscription.

6. Fully Responsive Content

So where we are all heading is to view all content fully responsive on the device you are using. The birth of the magazine app has started and there are a number of startups and established media organizations using this technology already.

What this means is you can have your own native app, branded to your content available on AppStore and Google Play today.

The advantage is, your 4-page article on the 'Top 5 Tips For Gardening In The Rain' converts to a one-page vertical scrolling action where the content is relayed according to the size of your screen, making it a super enjoyable experience to read.

The downside is that most of us don't want to become software or tech companies and are reliant on developers to crack the code on the most affordable and easiest ways for us to become early adopters and build the knowledge bank. It won't be long though when this becomes the new normal for viewing magazine content online.

So where are you on this pipeline?

BY ALI FOWLER

THE SECRET Advantages OF HAVING A PRINT MAGAZINE TODAY

Recently I was at a business conference and on the attendee's tables (you know the ones you visit during the breaks) were a significant number of business cards, several flyers of different shapes and a handful of magazines - displayed there by the business owners to connect with potential customers and business partners.

Each break that day, I deliberately watched as the magazines were picked up, flicked through and shoved into laptop bags to be read in more detail later on - perhaps on the plane trip home. If we consider 'airtime' on content, the magazines received the most time - people holding them in their hands, staring at the compelling covers, handing them to each other - just like you do at a newsstand or magazine retail outlet with one of the 'glossies'.

On my plane trip home, I read those magazines about people's business offers, programs or services that they could provide and started to understand their company and the person behind the company pretty well by the stories and content they had collated for their magazine.

The flow was different than a website scroll and I was in a more receptive mood to receive what they were offering. In 10 minutes I had read this particular magazine and identified a service that one of my colleagues could potentially use and had referred her to that business (via their magazine) before I had left the plane.

* Side note - I also thought how wonderful it would be to have my magazine in the seat pocket of every business owner on that flight home.
#notetoself

WHEN LUMPY MAIL IS THE ANSWER

7 EXAMPLES WHEN PRINT WORKS BEST

- 1 It's not as common as a flyer, so your magazine is more likely to stand out and be noticed.
- 2 Receiving a magazine as 'lumpy mail' is less and less common these days, therefore it's a great chance to delight and surprise future leads or clients by being different in your approach.
- 3 It tells the story of who you are and what you do and what you can offer in one reading experience.
- 4 They are a great handout for every seat in the room when you are speaking on stage.
- 5 Super cool hack - every page (if designed purposefully) can act as its own stand-alone flyer and be printed separately as needed - giving you more bang for your buck!

At a Business Blueprint conference, I heard Justin Herald, founder of the highly successful 'Attitude' brand talk about the resurgence of 'lumpy mail' to surprise and delight your customers. Sending out your printed magazine (perhaps with an offer or gift - personalised to your prospective lead or client - hmm that's a good idea isn't it!), whilst you incur the cost of postage, it is more likely to be opened and read, rather than being just another email from you.

There's a new behaviour now about the excitement of receiving home delivery of parcels of things we have bought online - why not create the same excitement with your 'lumpy' magazine delivered straight to the door of your customer.

For all our magazine clients, we seek out sustainable printing quotes from reputable printers with proven records in environmentally friendly offset and digital printing and encourage all to do so too.

- 6 Ability to showcase more than one product or service in one media, without confusion - we are used to reading magazines that cover many different topics in the one edition - customer familiarity is high.
- 7 Super handy for businesses who have high-end content or services to leave with clients and demonstrate their portfolio in a professional and modern way. It's not as common as a flyer and, more likely to stand out and be noticed.

JUST LIKE YOUR COFFEE

A hand wearing several beaded bracelets pours coffee beans from a copper sifter into a silver cup. The beans are captured mid-air, creating a dynamic visual effect. The background is plain white.

We make and serve
your magazine the
way you like it!

SomethingGoodMagazines.com



“ORDERS UP!”

Go ahead. Press the bell.