

Launch It!

The New System to Launch Your  
Online Business

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# 1.Introduction: The Old Way and the New Way to Launch an Online Business

Are you ready to take the first step?

The first step towards financial freedom?

The first step towards the life you have always wanted to live?

The first step towards the person you have always wanted to be?

Launching your online business *is* that first step.

With your own online business, you can unsubscribe from the 9-5 existence and take back control of your life. The truth is — as long as you're working for someone else, you'll never reach your full financial potential. So I say take back the power and walk your own path!

You might be thinking, *"Woah, woah, woah. Launching an entire online business sounds like a really big project. I wouldn't even know where to start."*

The answer — take one small step at a time. And I'm here to walk you through the entire process.

I've launched 4 businesses in my life, all of them have been successful. So, you could say I know what I'm talking about. But it didn't start out this way. **After a lot of hard work, hard lessons, and hard decisions, I've found my way to the life I've always wanted to live** — and I'm still growing. Now, I find myself in a position to take what I've learned along the way and help you achieve similar success.

When I was younger, I moved to Australia with \$15,000 of insurance money from my stolen car and the resolve to never go back to the purest form of adult torture — a 9-5 office desk job. After working a small job selling paintings door-to-door and seeing the business' success, I heard the whisper of opportunity. And so, I launched my first business doing imports and exports. It only took a month, and I already had a car and 5 salespeople. A year and a half later, I had made \$200,000 in sales. I was able to put \$50,000 right into my pocket.

When I moved back to France, the internet was all the craze. Everyone was an avid blogger, with blogs ranging from fitness to finance. I then learned that you could make money from it, and I discovered the CHANGE INDUSTRY.

**The CHANGE INDUSTRY aims to help the customer go from point A to point B.**

For example:

Point A: I want to launch my first online business.

Point B: I've successfully launched my first online business.

What the CHANGE INDUSTRY taught me, was that this concept could apply to anything, really. I want to lose 10 pounds — I've lost 10 pounds. I want to make more friends — I've made more friends. I want to move out of my parents' house because I'm 35, and they're starting to look at me strangely — well, you get the idea.

Jobs within the CHANGE INDUSTRY usually fall into one of three categories: experts, coaches, and consultants. *But here's a little 'expert' secret —* **you don't need to be an expert to change people's lives.** You just need to know more than they do.

***“You don't need to be an expert to change people's lives.”***

The heart and soul of the CHANGE INDUSTRY, the thing that keeps the blood pumping and the body breathing, is **the offer**. Put simply, this is what you can offer your customer. The offer of every business is a promise of change — hence the “CHANGE” INDUSTRY. It's this promise of change that your customer purchases, thus it's your job to ultimately help supply this change.

You need to offer your customer something valuable. If it's not valuable, it's not going to be worth their time and money. Your offer will be the key to your marketing, your sales, and your success. No matter how amazing your marketing is, **you'll never be able to sell a bad offer** — this is an offer that holds little value to your customer.

I applied all of this to my next business — a self-help blog on how to make money online. My offer promised to help people change their lifestyle so that they never had to go back to a boring office job. And with this, I had the base of my second business.

Using half of my profits from Australia, I hired a marketing consultant. I also built a course and sold it, making \$10,000 in return. Then, I ran 2 webinars and a year later made \$550,000 in sales from my first launch.

As you can see, this industry offers bountiful opportunities. It's a long-term profitable industry — your quick success won't be followed by a fast fall. Your audience will only continue to grow and, with that, so will your confidence, traffic, and profits.

There are also incredibly high profit margins of 50%-100%. Profit margins show by how much your revenue exceeds your costs (the higher they are, the more profit you make). With the low startup costs, even a startup capital of less than \$100 can grow into a multi-million dollar business.

Most importantly, this is one of the most fulfilling industries because you can *actually help people*. There is nothing better than hearing from a customer whose life has changed because of you. Bonus: you're also getting paid to do it — it's the best of both worlds.

When launching an online business in the CHANGE INDUSTRY, there are two approaches — the **classic, old way** and the **new and improved way**.

## 1.1. The Old Way of Launching an Online Business



Launching an online business the old way involves these 3 steps:

1. *Build an email list*
2. *Survey the list to find your leads' pain points*

### 3. *Create an online course that solves these pain points*

I used this method for my third business — a blog in the French market on how to learn English. First, I built my email list of about 4,000 people. Next, I surveyed my list and created a 2-month online course on learning English, making \$352 in total. I grew the business to where I was earning \$3,000 per month. This is still one of my side businesses and acts as a passive form of income.

So, as you can see, this way works. But just because the old way works doesn't mean that there isn't a better way.

Building an email list, creating an online course, and writing a sales page can take a really long time — and time is precious. *Especially* when you aren't making any money.

The conversion rates (the rate at which you convert leads on your email list to paying customers) are quite low (1%-5%). Combined with the low price tags, you're going to need a lot of customers just to make ends meet. This means more precious time spent building an even bigger email list.

Fortunately, this isn't the only way of launching a business. I thought it was high time that this method got an upgrade, so I created a new way myself.

## 1.2. The New Way of Launching an Online Business



All you have to do to launch your online business the new way is:

1. *Create a premium offer (\$497-\$997)*

2. *Sell it “face-to-face” while delivering a ton of value*

3. *Build a team to delegate*

The first big difference is that this method is light-years faster than the old one.

There’s no need to spend months on end building an email list and creating a course — you can make your first sale within the first few days. Plus, it’s so simple! **All you need is an offer.**

By selling the offer face-to-face, i.e. over the phone or on a service like Skype, you get *insane* conversion rates. I’m talking 33% conversion for a \$6,000 6-months coaching offer.

This means that I was converting *every 3rd person* I spoke to on the phone!

**You can start making a living with just a couple of clients per month almost right away.**

On top of all of this, you can open yourself up to extreme growth by building a team.

Here’s an example of how this method works:

Imagine you’re a fitness trainer. You can offer coaching every two weeks for 1 hour and charge \$150 per month for 6 months. That’s almost \$1,000 per customer! *And this is just the beginning.*

I used this method for my fourth business — *systeme.io*, a Software as a Service (SaaS) company. We now make \$40,000 per month selling high-end coaching offers.

While both methods clearly work, it’s undeniable which one you should use to launch your first online business.

So let’s jump straight into the first step of launching your online business the new way.

Are you ready?

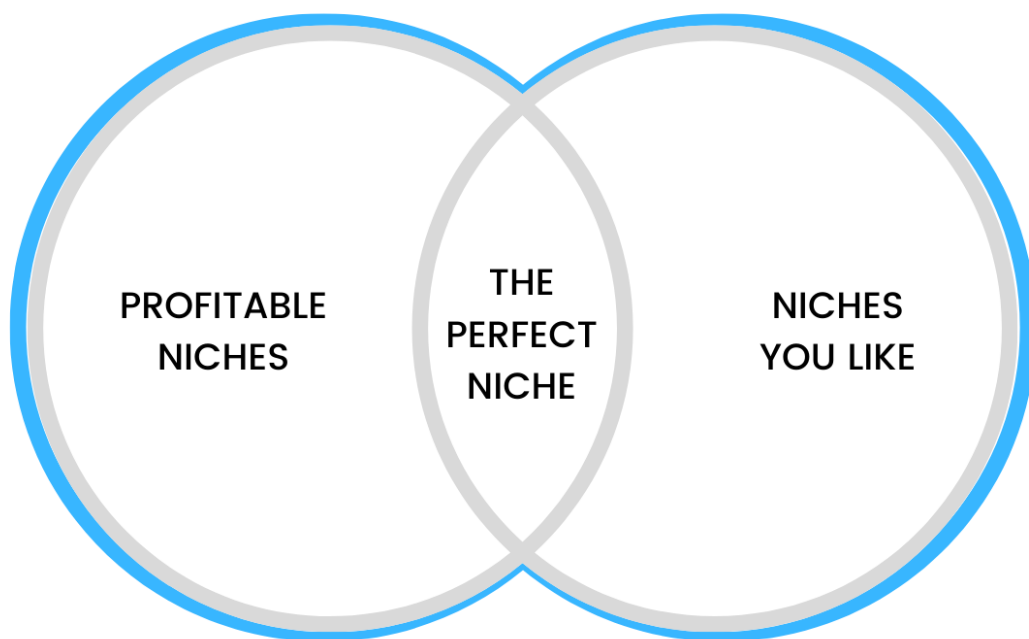
## 2. How To Successfully Launch your First Online Business

Let's get back to those steps that I mentioned. There are only 3 steps you need to take to launch your online business. In this chapter, I'll break down each step into even smaller steps and show you exactly what you need to do.

All you have to worry about is putting one foot in front of the other and getting your business up and running in the process.

### 2.1. Step 1: Launch It!

#### 2.1.1. Pick a Niche



Your first step is to pick a niche. If “niche” is a new word to you, don't worry, it's a pretty simple concept.

Also known as a niche market, your niche is a distinct sector of the larger market where you'll find your potential customers. Each niche has its own audience with



specific needs and desires that you can target for optimal effect — hence why it's referred to as your target audience.

Some examples of niches include fashion, finance, travel, and marketing. Even Halloween costumes for dogs is considered a niche if that's what you're into.

Unfortunately, not all niches are created equal, and while I don't mind if you want to invest your time and money into vampire costumes for chihuahuas, your bank account might. The sad truth is that not every niche can make money. That's why you should **choose a profitable niche — a niche where there's financial opportunity.**

***“choose a profitable niche — a niche where there's financial opportunity.”***

The key to knowing whether or not a niche is profitable is by looking at the businesses already there. **If there are already people making money and offers being sold, then you know that you can do that too.**

Applying this very simple principle has led to the success of all my businesses.

In 2012, I learned that there were many websites on how to learn English, and, more importantly, I learned that they were making good money. So, I launched my own blog in the same niche, and the rest is history. The competition didn't intimidate me. Rather, it reassured me that if others could make money doing this, then so can I.

A common misconception is that competition is a negative thing. A lot of people think that if there's a lot of competition, they'll lose customers and make less money.

The reality is — if there isn't any competition, you won't make money because you won't *have* any customers, period. If there isn't anyone making money in a niche, it's because someone already tried it and failed. And yes, there are those rare cases where someone invents something entirely new, and it becomes a massive success. But your chances of striking gold are very slim. For each successful new idea, there

are thousands of unsuccessful ones. It's a lot safer to find something that works and put your own spin on it. Plus, if you have a great offer that provides value to your customers, then you should have nothing to worry about. Now that's an entrepreneurial mindset!

**So don't shy away from competition, embrace it.**

Another key point is to **choose a niche that you actually like**. This may sound obvious, but many people would tell you to go for the money whether or not you enjoy it. The truth is — if you love what you do, it doesn't feel like work. So I definitely recommend that you find a niche that aligns with your passions.

***“choose a niche that you actually like.”***

You can also consider your skills and expertise. While it's incredibly useful to choose a niche you already know a lot about, it also isn't necessary. These days you can find an abundance of books, courses, articles, and resources online to start learning about new things. In just a few days, you can know enough to get started and continue to learn as you grow in your business. With my method, you can bring great value to the market without knowing that much — so don't worry if you're not an expert.

My last piece of advice is to pick a niche as soon as possible. I believe that **failing is learning**. With that mindset, you never have anything to lose. **Choose a niche fast, and try to make some sales as quickly as possible**. If it works out, congratulations! If it doesn't, learn from the experience and pick another niche. Don't let the fear of striking out stop you from playing the game.

***“Choose a niche fast, and try to make some sales as quickly as possible.”***

Follow these few tips, and you'll be well on your way to picking the perfect niche that will build a solid foundation for your business — setting you on a trajectory towards success.

## 2.1.2. Run Strategy Sessions

Now that you have a niche, the next step is to create a winning offer.

As we've established, your offer is your promise of change. The best way to present this promise is to divide it into two parts:

### **the result + the price**

Here's an example:

"6 months of coaching to lose weight. One call every 2 weeks. \$150 per month."

RESULT

PRICE

It's as simple as that!

When deciding on your price, **it's not about how much time it takes you but, rather, how much it helps the client.** If it makes you feel a bit more comfortable, you can start with a lower price and increase it as you gain more clients and more confidence. But *never do it for free*. If naming your price is a bit scary, then you know you're on the right track. You need to get out of your comfort zone and avoid underselling yourself. That isn't to say you can oversell yourself and charge too much. The trick is finding that perfect balance.

Once you've landed on a killer offer that provides great value, you can start selling.

*"But how do I sell an offer without an audience?"*

Easy! All you have to do is run strategy sessions. These are live calls you have with your leads where you provide a ton of value. **Strategy sessions are the key to selling offers quickly without an email list or audience.**

And all it takes is 3 simple steps:

- 1. Every time you post on social media, add a call-to-action to book a strategy session**

Every time you post something on social media, add a call-to-action (CTA) at the end of your content. A call to action is a prompt that encourages your lead to take action. The CTA that you're going to use is the opportunity to have a strategy session with

you. For example, *“Click here to book a free strategy session.”* Simple, right? You don’t need a massive audience to get going. All you need are some friendly followers, or maybe just a stranger to stumble across your content, and bam — you have a lead!

Who wouldn’t take the chance at talking to a keen listener and getting some free advice? Soon you’ll have some takers. I would recommend that you use a scheduling app such as Calendly or Youcanbookme to make sure you have all your bookings in one place. You’re building a business reputation, and double-booking or missing a session isn’t the best first impression. Having a technological helper can make your life *a lot easier*.

## **2. Include a form to filter out unmotivated people**

Eventually, you’re going to start building quite the roster of leads, and even an app won’t be able to keep your schedule in control. At this point, you can use a form to filter out people who lack motivation. **Your time has become a special commodity, and you don’t want to waste it on people you can’t help** — either because they don’t want it, don’t need it, or can’t take it.

After people have requested an appointment with you, send them a form with questions like:

- *What’s the biggest problem you’re struggling with?*
- *What will happen if you don’t solve this problem?*
- *How will you feel if you don’t solve this problem?*

Asking these questions will give you the sense of urgency and pain that the person is experiencing. A secret to finding motivated people is by looking at the length of the answer.

Consider the following responses:

*“If I don’t solve this problem, my business will be impacted.”*

Or

*“If I don’t solve this problem, I won’t be able to grow my business, and it won’t be sustainable. If this business doesn’t work out, I will probably have to go back to a desk job, working 9-5, under somebody else. I know I can’t be happy living like that.”*

Who sounds like they’ll be more motivated to hear you out and really put in the work to make the changes? Definitely the latter, right? If something is really important to someone, **if they’re experiencing real pain and struggle, they’ll take the time to write it out** and really engage with the problem — which is exactly what you need them to do during the call.

### **3. Run the strategy session**

Once you’ve found the most qualified leads and made appointments, it’s time to get on a call.

Now, I know what you may be thinking — calls can be very scary, especially with a stranger. Phone anxiety seems to be a universal human experience, even if it’s for something as small as booking an appointment or ordering a pizza. Hopefully, I can give you some reassurance in saying that you’re not alone in this. However, my advice on how to overcome it may not be as comforting. **The only way to get over this fear is to actually do it.** Each time you do it, it’ll become easier until it’s eventually second nature.

To make the process even easier for you, I’ve written a sales script for you to follow. Stick to this script, and you’ll never have to worry about the call going sour or running out of things to say.

The script is incredibly easy to follow — all you have to do is ask 3 simple questions:

- 1. If we were to have this conversation 3 years from now, what needs to have happened in both your professional and personal life for you to feel completely happy?***
- 2. What steps do you need to take in order to reach your goals?***
- 3. What are the obstacles that could prevent you from reaching your goals?***

After the last question, you assess whether or not you can help this person with your offer. If you believe you can, then **make them an offer**. If you can't, then everyone walks away from the experience having learned something new.

As much as I wish I could, I can't take credit for these questions. They're inspired by *The Dan Sullivan Question*, written by, you guessed it, Dan Sullivan, — a great read that I would highly recommend.

What makes these questions so impactful is the journey you go through with the lead. First, define their goal, then define the plan to reach their goal, and lastly explore the obstacles that could stop them from achieving their goal. This not only gives the lead a clear vision for the future with a plan of action but also highlights the problems that could possibly stand in their way — *problems they could fix by purchasing your offer*. By making an offer after asking these 3 questions, you drastically increase your chances of making the sale. Plus, *you actually help them* — no sneaky sales techniques.

To really drive this session home, there are a few things to remember.

First, **it's absolutely essential that you listen**. You have to **be 100% focused on everything your lead has to say** — no doodling or staring out longingly into the distance. With our shortening attention spans and busy lives, a lot of people today don't know how to listen. As humans, having someone to talk to that listens entirely and pays attention to you satisfies a deep human desire for acceptance, understanding, and connection. So by just listening whole-heartedly, you can already provide value to your lead.

***“be 100% focused on everything your lead has to say”***

The key to listening is not talking — if you're busy talking, you aren't listening. Try to **restrain yourself from talking even until the point where it gets uncomfortable**. When the person finishes their response to a question and stops talking, just wait, don't say a word. If it starts feeling uncomfortable, then you know you're doing something right. This is a powerful technique for helping someone lower their natural guard, allowing you to dig deeper into the problem with the lead. They'll sense the







awkward silence, feel slightly uncomfortable, and want to fill the gap by talking more, thus exploring the concept further.

***“restrain yourself from talking even until the point where it gets uncomfortable.”***

Once you feel like they have given their full response, **repeat their answers back to them, adding at the end, “Is there anything else?”** This reassures them that you listened to everything they had to say, clarifies you understood everything, and confirms you’re on the same page. It also ensures that you leave no stone unturned. To help you with this, **I recommend taking notes throughout the call, highlighting words and phrases that carry a lot of emotion.** This way you also have something to refer back to if you end up working with them in the future.

This is quite a lot of information, so here’s a quick recap:

### SUMMARY OF STRATEGY SESSION TIPS

-  Listen
-  Restrain yourself from talking
-  Repeat their answers back to them
-  Ask, “Is there anything else?”
-  Take notes
-  Highlight words/phrases that carry emotion

Once you’ve ticked these boxes and made your way to the end of the call, it’s time to ask yourself the final question — to present your offer or not to present the offer? Trust me when I say that the majority of the time, you’ll feel completely compelled to present your offer. Not as a money grab but because you’ll genuinely want to help this person, and you’re confident your offer will do just that. *That’s the power of strategy sessions!*

With only a couple of clients a month, you can start to make a living by earning as much as \$2,000 per month. If you want to keep going and growing, then continue onto the next step!

Just a small side-note before we move on: After nailing the sale, a lot of people don't consider how they'll actually get paid. A few easy options include wire transfer or through Paypal. Another great option is creating a sales page with systeme.io. It's super easy to set up and integrates with both Stripe and Paypal. Bonus: it's free! Now you can make sure there's a smooth transition of money from your client's bank account into yours.

## 2.2. Step 2: Grow It!

### 2.2.1. Build your Audience

If you want to turn your \$2,000 per month into \$10,000, you're going to have to build your audience. And by audience, I mean email list. This is another one of my secrets to success — **your email list is the core of your business.**

Believe me, I've essentially been living off of my email list since 2010. If your offer is the beating heart of your business, your email list is the fuel that feeds the machine. It's an undeniable fact that you need traffic and leads to make sales. **More importantly, you need new leads each and every day to be sustainable.** Building your email list is the key to achieving that.

***“More importantly, you need new leads each and every day to be sustainable.”***

Want to know how to build your email list and, with it, your audience? Just follow these easy steps:

#### 1. Create a squeeze page to grow your list

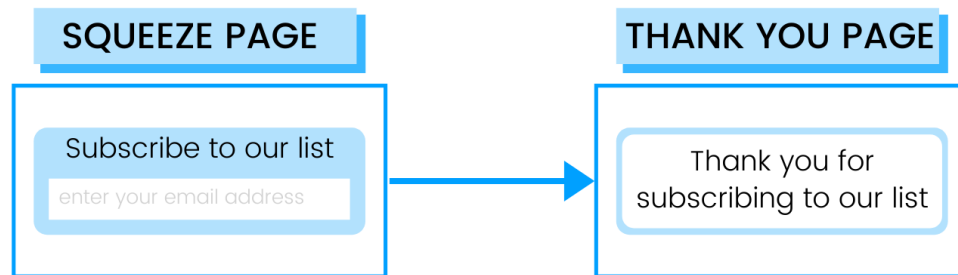
Using your systeme.io account, you can create a sales funnel within minutes. A sales funnel is your customer's journey from first gaining awareness of your business to purchasing an offer and converting from a lead to a customer. You're always going to have a sales funnel whether you know it or not. But if you create your own, **you**



**can intentionally guide your leads effectively and efficiently towards a sale,** thus putting the power in your own hands.

Each sales funnel is crafted towards a particular purpose. The one you're going to create is designed to build an email list, and it only takes two pages!

## TWO-PAGE SALES FUNNEL



First, you need a squeeze page — a page where leads can opt into your email list by entering their email addresses. Sometimes, leads need a bit more encouragement — they're offering up their valuable email address, so it's only fair they get something in return. I recommend adding a **value proposition**. This is a free offer that provides value to the customer. It could be a video, pdf, or whatever free content you have in store. This also acts as a taster to whet their appetite for what your business can offer them.

For example, a fitness trainer can have a value proposition in the form of a 21-day fitness guide.

Once they've completed the opt-in form, they're sent to the second page — a thank you page.

But what's the point of a squeeze page if people don't know how to find it?

### **2. Publish free content, always adding a call-to-action to visit your squeeze page**

This technique uses free content to draw in your lead. While you have their attention, you provide them with the link to your squeeze page by tactfully placing it in your content.

For example, if you're a fitness trainer and your value proposition on your squeeze page is a guide to lose 10 pounds in 6 weeks, just include **"Click here to download my guide on how to lose 10 pounds in 6 weeks"** in each article on your blog. No blog, no problem! Adding it to a Facebook post, Youtube video caption, or even your Instagram bio works just as well — just remember to actually link the CTA button to your squeeze page. Otherwise, you might end up with frustrated leads aggressively and hopelessly slamming a linkless "Click here" — an outcome I'm sure everyone would like to avoid.

This may seem like a small and simple task, but the impact is huge. This step presents you with organic traffic — i.e. free traffic. Even better, **it's qualified traffic**. This is traffic that has a high chance of performing a conversion action.

Let's say you're a food blogger — which leads do you think are more likely to take action? A mother of 4 that's trying to spice up her daily dinners or a young college student that can only boil pasta (if he can even afford pasta). While each and every new lead is vital, you want to attract leads that will actually convert.

Now, you're not going to sell to everyone who subscribes to your list. In fact, the top conversion rate you'll find among email lists is only 15%. But, by optimizing your list with this qualified, organic traffic, you can not only ensure a 15% conversion rate, but you'll also see that 15% is enough when you're bringing in loads of traffic.

While scaling your list this way is incredibly effective, **it's going to take some time, so be patient**. This method is in it for the long haul. To make sure you keep your numbers on a consistent incline, you're going to have to take on the consistent mindset yourself — which brings us to the next step.

### **3. Have a consistent publication schedule**

I'm sure you've heard people say, *"Consistency is key!"* Well, they were telling the truth.

A lot of people can post content once a day for 1 week. **Very few people can post content once a week for 1 year**. This difference sets successful businesses apart from the rest.

I have a client that went through my online course. She's a retired pharmacist selling natural products with a blog on skincare. She has posted content once a week, *every week*, since 2011 — now that's what I call consistency! This dedication paid off, as her blog started bringing in over \$1,000,000 per year in revenue.

But consistent publishing schedules aren't some magic beans that will grow your business overnight. Posting content once a week will, however, help you to find your voice, what does and doesn't work for you, and bring in some new leads that you can convert into customers.

Sometimes slow and steady wins the race. Your persistent hard work will pay off. As with all your content, you want to make sure it's top-quality and valuable to the lead.

You might be wondering, "But if I give away my best content for free, what can I sell?"

**The purpose of the free content is to provide tons of value and help the lead.**

This is different from your product which provides *results*.

If you aren't sure what kind of content to publish, or you've run out of ideas, here are 2 staples you can always fall back on:

- *How-to content* — guaranteed to give lots of value
- *Inspirational content*, such as case studies, stories, or interviews — proves to the lead that it's possible to get results

Lastly, to track your progress and growth, the KPI (key performance indicator) you should be focusing on is **the number of new opt-ins per day** — this is super important!

When I first talk to an entrepreneur about their email list, I don't ask tedious questions like "*How big is your list*". The first question is always, "*How many new subscribers do you get on your list per day?*" Why? Because an experienced business can have a large email list without a daily influx of new leads — and without new leads, they won't be growing. New opt-ins per day will tell you whether or not your business is growing and is also a precise indicator of your potential revenue.

**All you need is a few new leads per day**, and, in no time, your email list will be soaring, and you'll have established a powerful audience.

### 2.2.2. Build your Team

There are only 24 hours in a day, and there's only so much you can do in those 24 hours. This puts a cap on how much your business can grow.

But what if you weren't alone? What if you asked for some help? I know, I know — asking for help is difficult for a lot of people, especially entrepreneurs who believe that too many cooks spoil the broth. But if you build a strong, reliable team full of A-players that you trust, what you could achieve in a day increases *exponentially*.

In a business, there are 3 main areas of responsibility — **strategy, marketing, and management**. As the entrepreneur and steersman of the ship, your vision navigates the business in the right direction — your job is to handle the strategy. This means handing over the marketing and management to someone else.



It's a lot easier than it sounds, you just need the right mindset. I'm a marketer — marketing is my core expertise. Being in this industry, I knew that I needed to take my business to the next level and that I would need help to do that. After all, there are always better people for the job — people that were better at marketing than I was. So I decided to hire two guys; one for the French market and the other for the

English market. I knew stepping down and working with these guys would take my business much further than I ever could ever by myself.

*“Where do I find the perfect A-players for my team when I don’t know the first thing about hiring?”*

The first place to look for great talent is your email list. These are people that you know quite well. More importantly, they also know you. Through purchasing your offer, or even just reading the regular newsletters, they get to know the ins and outs of your business before they’ve even started the job — this means less training for you. Plus, you know that the chances of them being quite skilled within the same niche as you are high.

The next place you might strike gold is through referrals from people already on your team. Trusting the people on your team makes trusting the people *they* trust a lot easier.

But in the case that you hire someone and quickly realize it isn’t a good fit, don’t stress. **It’s perfectly okay to hire fast and fire fast.** It would be ideal if you found the right people immediately, but that isn’t realistic. Moving on quickly will just save everyone’s time.

***“It’s perfectly okay to hire fast and fire fast.”***

Unfortunately, at this stage, you can’t afford to hire an entire team all at once. The trick is to grow your team with your business. Here’s my recommended order of positions to hire:

### **1. Virtual assistant**

Once you’re earning around \$2,000 per month, the workload will start to pile up. While it can be interesting to reply to customer emails and to meet and engage with new people, it can also be quite a tedious task.

With your limited time and resources, handing over customer support to a virtual assistant will allow you to focus on more important tasks.

Answering emails isn’t all a virtual assistant can do. They can also run manual promotions on your email list (we’ll get to those later) and perform all the

time-consuming, technical tasks such as creating sales funnels and pages, running maintenance, and so on.

Being a virtual assistant can either be a part-time or full-time job, so it's best to pay by the hour. Because this is a remote job, you have the option to hire assistants from countries where the cost of living is lower, meaning they can still be earning good incomes while you save on the cost of your employees. While there are many countries to choose from, I know that, in the English market, a lot of people work with assistants in the Philippines and South Africa.

Here are some great tools that I use with my virtual assistants:

- *Time Doctor* — track the hours spent on the job
- *Slack* — useful for communication that helps my team communicate across +5 countries
- *Lastpass* — this super-secure password manager allows you to give access to your major accounts without giving your assistants your passwords

With your virtual assistants up and running, it's time to move to the next level.

## **2. Salespeople**

**Salespeople allow you to make money, even if you aren't working.** You could be going for a walk or doing some shopping while at the same time earning between \$1,000-\$10,000. It also means that multiple people could be earning money for you simultaneously. Now that's a nifty trick that wouldn't be possible if you were the lone member of your sales team.

How do you pay them? Well, there's usually a small fixed fee, but most of their income comes from commissions on their sales. Commission rates are usually between 13%-20%, so start off low when there are still newbies, increasing it as they gain experience.

Some tools that our sales team uses are:

- *Ringover* — while there is an English option, it's mainly a French company that allows you to make unlimited calls for only \$40 per month
- *Google spreadsheet* — this allows you to keep track of everybody's sales

- *Slack* — again, communication is key!

Once your sales team is running smoothly, you level up to the final position.

### 3. Consultants

Remember those example offers I used? The ones that went like *“6 months of coaching to lose weight. One call every 2 weeks. \$150 per month.”* Well, consultants are the ones that are actually going to be doing that coaching.

This one's a biggie. I used to do private coaching, and I could take on max 2 clients. Even though it was only 1 hour every two weeks per client, and I loved working with clients, I just didn't want to spend my days in meetings and tied to obligations. But then I learned that I could pay people to do the job for me. I might be the expert, but the client doesn't care about who's on the other side of the call. **As long as they're getting results, they'll continue to pay.**

So here's what I did. I found a client of mine who had worked through my online courses. First, he became an assistant of mine. He did so well that I asked if he could take on one of my clients, and he accepted. The client got excellent results, and the rest is history. Now he loves his job, *and* he makes several thousand euros per month working remotely.

I'm not the only one that found hidden gems using this method. I have a lot of clients that hired their own clients and found similar success.

Consultants are paid by commission, usually between 15%-30%, depending on the offer price and time spent with the customer.

After finding the last piece in the puzzle, you'll have built your dream team — I know I have! **I've managed to build an amazing team.** In this buzzing field where there's so much room to grow, the excitement is palpable. You can tell that the people enjoy the work. It's new, exciting, and they work from home — who wouldn't be happy working in their pajamas?

You know what they say — teamwork makes the dream work! The next dream is to turn your business into a sales machine, so let's get into it.

#### 2.2.3. Build your Sales Machine

Building your sales machine is the final step to growing your business. The purpose? Well, it's to ensure that your business is running as effectively and optimally as possible.

With that said, there are two main ways to turn your business into a sales machine:

### **1. Set up an automated email list sequence**

What is it? It's simply a sequence of emails that are sent to the people who opt into your email list. You can start selling immediately after your lead subscribes to your list — no need to wait! After they subscribe, send them a thank you page with a banner saying that their free content will shortly arrive in their inbox, but, in the meantime, *why not check this out?* And bam — you've started your sales page. This way you can optimize your conversions right off the bat.

A couple of years ago, I was running a Facebook campaign, and I was puzzled. I got 1,000 leads but only 500 visits to my sales page. I was losing leads somewhere, and I didn't know why. So I decided to switch it up a bit and add the entire body of my sales page to the email immediately after they opted-in. I went on a walk, came back a few hours later, and all I could say was, "Woah!" I had made half a dozen sales (which at the time, was pretty big for me). Through this, I learned the power of being bold with your sales page, *especially* if you have a high-converting offer.

Here's another secret: **you don't have to do it yourself.**

Most email marketing platforms, like systeme.io's email marketing feature, will do it for you. **Through the use of automations, the software handles the entire process for each and every lead you gain.** This means you won't have to manually send a welcoming email to each new lead that subscribes to your list. Just set up an automation, and with each new subscription, an automatic email is sent. The best part — this applies to entire sequences as well!

Usually, sequences last 1-2 weeks — it can be less, or it can be more. For example, in my how-to-learn English blog, I have a sequence that runs for 1 month. I use this side business to experiment with these kinds of things. But even though it's quite a long sequence, it still works.



The goal of your email sequence is to either sell a low-entry offer or book a strategy session. Remember to **pick only one goal for the sequence** — more than one call-to-action will only confuse your lead.

I have quite the number of email sequences under my belt, and my main advice is to not overcomplicate it. **Keep it simple.** First, create a document where you brainstorm your ideas for emails. Each email will have its own, specific purpose and center around one idea.

You could:

- *Tell stories* — it could be your story, how your life changed, how you discovered the solution to a problem, how you changed a client's life, etc.
- *Answer an objection* — if someone has an unfair critique of your offer, prove to your email list why they're wrong
- *Show a case study* — this could be an in-depth look at someone's business, their problem, and how your offer solved their problem
- *Provide how-to content that offers value* — these are short step-by-step guides that help solve a common problem among your email list
- *Discuss new bonuses of your offer* — you want your email list to know about each and every promotion, so if you're offering a discount, tell them!

**The key to each email is its call-to-action** — each email must have one, and it must be clear.

Don't forget that **done is better than perfect**. This is something I say often, and for good reason. Don't let your desire to make something perfect stop you from making anything at all. Especially when perfection doesn't exist. Instead, just get something out there, see how it does, and learn for the next one. This is the quickest way to grow.

***“done is better than perfect”***

## **2. Run manual promotions on your list**

Eventually, your lead is going to reach the end of your 1-2 week automated sequence, and then what? They're officially on your list, but without sending them emails, you won't be making any money.

My advice is to then run manual promotions on your list. A promotion is like an offer. Usually, it's for a strategy session, but it could also be for an online course, a discount, special offer, or whatever else you're offering.

### MANUAL PROMOTION EMAIL SEQUENCE

TUES:	THUR:	SUN:	SUN:
EMAIL 1 PURPOSE: opportunity	EMAIL 2 PURPOSE: value	EMAIL 3 (8am) PURPOSE: last-day reminder	EMAIL 4 (8pm) PURPOSE: the last push

First, we usually send an email on Tuesday. These emails should center around opportunity. This is a very short email that presents all the opportunities of our offer and nudges leads towards our sales page.

The next email goes out on Thursday and provides value. It could be something like the first video of the course to give them a taste of what they're in for. Testimonies and the answer to an objection work just as well.

Lastly, on Sunday, we close the offer, sending emails saying today is the last day. Now, this is very important. Just like the lead may not want to miss out on the last day of the limited-time promotion, you also want to capitalize on the last-day frenzy. So it's crucial that you send *not one* email, but *two* on the last day. That's one email in the morning, stating that today is the last day. Then one email in the evening, around 7-8 pm, that says "Last hours to take advantage of this great deal". Believe me when I say that this last email is the most important email that you *don't want to miss sending*.

Why? Well, after this one experience, I quickly learned their importance: One time, I had a promotion running. At first, sales were slow, and I was getting a little concerned. However, by the end of it, I had made half of my sales in the last couple of hours. So don't be afraid to send out *lots* of emails. If a few people on your email lists find it annoying, they can unsubscribe, no problem. Why should you build your marketing around people who only complain and probably won't buy anything

anyway? **Use your email list to its full potential and watch the wonders that effective emails will do for your sales.**

First, you want to define a promotion schedule. Sometimes, I ask my clients when their next promotion will be launched and get vague responses like, “after the holidays” or “when the kids go to school”. It doesn’t work that way. If you’re a professional, **define your schedule, and stick to it.** It could be one promotion a month, every other week, or even every week if that suits you.

Let’s say you choose to run it once per month. At the beginning of the month, you run a 2-week promotion for an offer. Two weeks later, you can send some free content or maybe a CTA to book a strategy session with you. You then do this again the next month. As long as you make a decision and follow it through.

I suggest that you run the first promotion by yourself. This allows you to show your team how it’s done and work out all the kinks. After that, you can delegate all future manual promotions to your assistants — this is where you’ll start to understand the joys of having assistants.

Each week, my assistants and I pick an old offer that we haven’t run in a long time and run the offer again. This happens on a weekly basis.

Without my audience, my team, and my sales machine, none of this would’ve been possible. I wouldn’t have been able to grow my business to where it is today. So take your business to new heights, starting with your audience and email list, then your team, and finally your sales machine!

## 2.3. Step 3: Scale It!

### 2.3.1. Scale your Traffic

You’ve launched your business, grown your business, and are ready to take it to the next step. Your business should be booming by now. But growing your business can only take you so far. **Where growing gets you sustainability, scaling gets you success!** Do you really want to settle for less when you’re on the verge of achieving *so much more*?

It's a universal truth in online business — **where traffic goes, sales follow**. Before you worry about converting your sales, let's first look at your traffic.

There are two main ways to scale your traffic:

### **1. Run Facebook ads**

If you want to learn how to run effective Facebook ads, then keep reading to the end. I've added a BONUS chapter where you'll find an awesome guide on how to scale your business using Facebook ads. So let's put this one on hold for now.

### **2. Launch your affiliate program**

I would say this is the more effective way of scaling your traffic. Facebook ads work great, but affiliate programs work wonders.

For you newbie affiliate marketers, here's a quick explanation. Affiliate marketing works by giving a link to affiliates who promote your offer using their own content. For each person they send your way that converts, they make a commission off that conversion. An affiliate program is the arrangement between the merchant (you) and the affiliate. Affiliates sign up and choose which offers they want to promote. You get top-quality, qualified traffic, and the affiliate gets commissions — everyone wins!

Your affiliates act as your soldiers. They do all the hard work — building an audience, creating the content, and marketing the content. Once you've built your army of affiliates, all you have to do is supply the links and hang behind the lines while your soldiers go into battle. You'll expand your reach, discover new audiences, and draw in loads of new leads, resulting in an increase in sales.

At the moment, I'm bringing in \$400,000 per month in revenue, and at least half of it comes from our affiliate program.

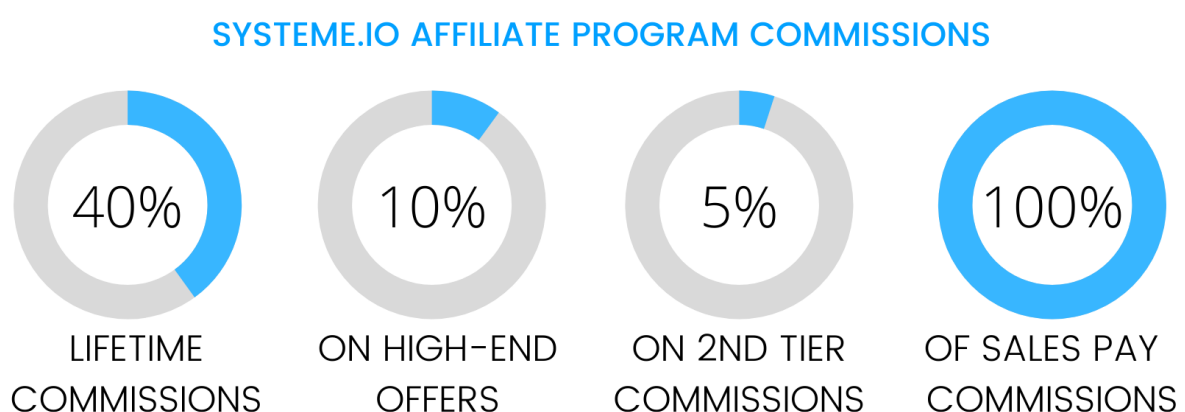
This promise of success can tempt business owners to launch an affiliate program but then sit back and do nothing, waiting for the crowds of traffic to pour in. It doesn't work like that. **Like with every acquisition channel, building your affiliate army will take time and effort.**

Using [systeme.io](#) to launch your affiliate program gives you an immediate edge. We know it works because we use it to run our own affiliate program. One of the key

advantages of systeme.io is that you don't have to desperately search for affiliates to build your affiliate army. You just have to look as far as your email list. Thanks to our built-in affiliate program features, **every single lead on your list is automatically an affiliate** — this means less friction, less work for you, and more people promoting your offers.

Systeme.io also has very sophisticated affiliate tracking which matches an affiliate's ID to every lead they bring in, tracking every sale. It does all the calculations for you, so all you have to do is pay out your affiliates once a month (usually on the 10th) using the amounts given to you by the program.

Figuring out the specifics of your affiliate program can be tricky, so let's use our affiliate program as an example. We pay out 10% commissions on the sales of our high-end offer — it's usually individual coaching but can also be events, seminars, and so on. On top of that, we pay out 40% lifetime commissions on all the systeme.io plans and online courses. So if an affiliate refers someone to systeme.io and this referral then purchases a systeme.io plan or online course, the affiliate gets 40% commission. Plus, with lifetime commissions, if the referral purchases from us again six months or even a year later, the original affiliate will continue to earn commissions on those sales.



The reason for doing this is to **make your affiliate program a long-term opportunity for your affiliates**. You need to prove to your affiliates that by working

with you, they can make good money for a long time. That's why we pay commissions on every sale. And we can do this because we use an all-in-one platform where our email list and our payment processor are managed by the same program. This guarantees a smooth and effortless process, paying out each and every affiliate.

I know many marketers that have one program to manage their email list, another to manage their sales funnels, and *yet another* to manage their payment processors. Having your affiliate program spread out all over the place only increases the chances of affiliates slipping through the cracks. Don't make the same mistake — **using an all-in-one platform like [systeme.io](https://systeme.io) builds strong foundations**, resulting in an effortless process and happy affiliates. Our affiliates are very happy with our program, and some of them are earning \$10 per lead which is amazing. It's why our affiliates only continue to increase.

***“using an all-in-one platform like [systeme.io](https://systeme.io) builds strong foundations”***

Here's what you can learn from our affiliate program's success:

- Pay out lifetime commissions *and* commissions on every sale
- Pay out good commissions to your affiliates — 40% may sound rather high, but you need to make it worthwhile for your affiliates, and this way, everybody wins
- Add free offers for your affiliates to promote
- The more offers, the more options for your leads, the easier the job is for the affiliate

You can also **create a Facebook group to promote your affiliate program** to existing affiliates. This builds a community that serves as fertile soil in which your affiliate program can grow. At the moment, Facebook is the perfect environment for this. Encourage people to join the group and use the group to help your affiliate promote your offers effectively.

***“create a Facebook group to promote your affiliate program”***

And, as always, you need to **keep an eye on the average amount of new leads per day**. You need a constant stream of new leads so that you can get a constant stream of revenue. New leads jump on new promotions much more readily than old leads. Why? Because old leads have most likely bought from you already, and while they may buy from you again, their chances of jumping on *every* promotion are slim. Your new leads are like the oxygen needed to keep your business alive — without them, your leads will get colder, becoming less and less responsive, until they're no longer breathing.

Launch your affiliate program, build its strong foundations, and remember to put in the time and effort — you'll be scaling your traffic in no time.

### 2.3.2. Scale your Conversions

Bringing in traffic is one thing, but converting those leads is *a whole other story*. Fortunately, scaling your conversions is simple — all you have to do is **launch more offers and optimize your email list**.

Launching more offers is a no-brainer. **The more offers you have, the more revenue you make per customer**. Why? Because it's a lot easier to sell to someone who has already bought something from you. By now, you'll have some fans — people who love what you do and will buy whatever you offer. So why limit yourself to only a few offers?

Another benefit: **The more offers you have, the more revenue you make per contact on your list**. Some people are a bit pickier, and while they may not like offer A, offer B could be exactly what they're looking for. The more options for leads to choose from, the better.

There are two kinds of offers that you can launch:

#### 1. Premium offers

These are more expensive packages for more advanced clients. For beginners, you can offer cheaper individual coaching. But for advanced clients, who have the potential for greater results, you can offer a more expensive package.

These offers can be in the form of seminars, workshops, retreats, etc. I've even taken clients on ski trips with my salesperson for a 3-day mastermind where we ski, talk business, and have fun.

I recommend you keep it simple — 2-3 premium offers are enough. We only have a few, and it works perfectly. If you feel you need more, then it's up to you. Just remember that, in theory, you can do everything and have as many offers as you like. But practically, you're limited on time and resources, and *everything* may not be possible.

## **2. Information products**

Remember when I spoke about the old way of launching a business? Information products were all the rave. It's understandable — you make them once, and you sell them for years. Plus, they're cheap and easy to create which makes them very high-margin products. Even though we're currently talking about the new way to launch an online business, information products are like denim jeans and a white tee — they never go out of style.

The first thing you'll want to do is survey your email list. This will give you some insight into your audience's problems. Find the most common problems and create information products that solve those problems.

And don't forget — **done is better than perfect!** You don't need to go crazy and create the greatest content that was ever made. Your leads are just looking for good, actionable content that will solve their problems. No need for oscar-winning videos or Pulitzer-prize-worthy literary masterpieces.

Once you have launched a few premium offers and information products, the next step is to **run different promotions for clients and non-clients.**

***“ run different promotions for clients and non-clients.”***

For example, in my digital marketing business, every week we promote one of my online courses to our non-clients. To our clients, we run a live webinar weekly where we encourage people to book a strategy session with us, and then sell our premium offer on the call.



This method is extremely effective because **you're optimizing your email list**. If a lead has never purchased anything from you, chances are low that they'll buy a premium offer right off the bat. Whereas if someone has already made a purchase, they know your business, know the quality of your offers, and are much more likely to invest in a premium offer.

This is where your team comes in. Your assistants can run these manual promotions on your list. Your salespeople can hold the live webinar, run the strategy session, and sell the premium offers.

Seeing as every promotion is different, it can be difficult to know which ones are performing better. Fortunately, I've found a great KPI that lets you compare your promotions evenly — **revenue per click**. You take the total revenue of the promotion and divide it by the number of clicks on each email. Now you can work out which ones bring in the most money, indicating which promotions you should run more often.

$$\text{revenue per click} = \frac{\text{total revenue of promotion}}{\text{number of clicks per email}}$$

You'll see that **new offers bring in the most revenue**. If you run a new promotion again in a year's time, the revenue per click will go down. Why? Because some people have already bought that offer. **Premium offers also produce a really great revenue per click value**. For example, taking a course of \$2,000 and promoting it for \$497, because *hey, it's Christmas!* You'll get insane value per click.

That's how you optimize your email list and your business. Following these few easy steps will naturally result in better conversions, helping you take that last step towards a successful business launch.

### 2.3.3. Bonus: How to Scale your Business using Facebook Ads

As promised, here's an actionable guide on how to scale your business using Facebook Ads — an effective method of sending traffic your way.

Everything I'm about to tell you I learned from a good friend, Nassim. He started as a systeme.io customer, then became part of my team, and is now running his own business as a marketing consultant. He makes between \$40,000-\$50,000 a month. And what do you think his main traffic source is? You guessed it — Facebook ads!

Let's say that you've created a high-converting offer — but what's the point if no one's going to see it? How are you going to expose it to the masses and get them to flock to your sales page? The answer — Facebook ad campaigns.

The thing is, you don't want just any traffic. **You want traffic you can control** — this allows you to scale at will. Thanks to the malleability of Facebook ads, you'll learn to craft your campaigns in such a way that you'll be able to manage your traffic to cater to your business.

On top of that, with Facebook's enormous audience, your exposure to new leads will be limitless. Knowing how to set up your Facebook ad campaigns correctly can guarantee a consistent stream of traffic.

Want to learn how to create a successful Facebook campaign? Here's how:



Let's discuss each of them in a bit more detail:

### **1. The right offer**

Your offer is the most important part of any campaign. As I said before, **no amount of marketing can sell a bad offer**, so you're going to want to spend some time perfecting it.

Here's a neat tell of a promising offer: If you already have an audience and some offers on the market, the offers that are selling really well are likely to succeed on Facebook as well. **There's a proof of concept** — all you need to do is tweak the offer to better suit Facebook.

When most people think about offers, they think about deliverables. For example, people may say, "I have a coaching program where I'll work with you for two months with 8 sessions." But this is just a small part of a strong offer.

#### **A strong offer is made up of:**

- *Benefits, outcomes, and results* — list all the main ones
- *Deliverables* — name all your deliverables
- *Price and terms of payment* — test at least 4 price plans
- *Bonuses* — add between 3-6 bonuses
- *Guarantee (risk reversal)* — start out with a 30-day guarantee
- *Testimonials (social proof)* — if you have some already, include them in your offer

If you haven't managed to get some testimonials yet, keeping your initial price low can help you make some quick sales and get some early reviews.

## **2. The right sales process**

Facebook will give you traffic, but without the right sales process, you'll struggle to turn your traffic into customers.

Your sales process is essentially your sales funnel and will depend on your offer and pricing. Usually, there are two go-to sales processes:

- Low-ticket offers (<\$300):

*Opt-in page → Sales page → Order page → 3 one-click upsells → Thank you page*

- High-ticket offers (>\$300):

*Opt-in page → Webinar/Video sales letter → Phone call → Order page → Thank you page*

You can create both of these sales funnels effortlessly using [systeme.io](#). Not only will it take you just a few minutes, but it's also free!

### 3. The right targeting

Traffic is good; qualified traffic is better. **The right targeting is the key to finding qualified traffic** — traffic that actually has the potential to become customers. So with effective targeting, plus the power of the Facebook algorithm, your chances of converting increase tenfold.

You just need to give the algorithm the right data — you're going to need large audiences of at least 500,000 people.

Targeting also comes with some trial and error, so I recommend testing:

- At least 30 different audiences
- Test lookalike audiences (these are audiences given to you by Facebook that mirror your current audience)
- One single interest in each audience

After 4-5 days, you can stop testing the audiences that aren't working and scale those that are converting.

To target effectively, you're also going to need to know how to capture your audience's attention. **It all comes down to your images and headline.**

There are few simple tricks to consider:

1. Add some text to your images for more clarity on your offer
2. Stick to 3-4 images
3. Use the word "FREE" in your headline — we've learned the power of this 4-letter word from our own testing
4. Add a number to your headline
5. Create a very specific headline that sticks to the point
6. Focus on the results

For example, “FREE: Get our proven 3-step formula to get more customers online.”

#### 4. The right message

Capturing someone’s attention is one thing, but holding their attention and increasing their desire is a different story. **You need a unique message that gives you a unique positioning**, separating yourself from your competition.

Your message is conveyed through your copy. Fortunately, we’ve devised a formula for creating a compelling message:

- *Hook* — questions work really well, as they engage the reader immediately
- *Story* — this is who you are, the problem you’re trying to solve, plus the establishment of some authority
- *Solution* — emphasize how your offer is the solution to their problem
- *Call-to-action* — you’re offering them a quick and easy path to conversion

A short text like, “Use our free 3-step formula to get more customers online” can also work for some offers and some audiences.

#### 5. The right KPI

Picking your metrics can either make or break your campaign. Choose the wrong KPIs, and you could invest in a hopeless campaign and scrap a winning one.

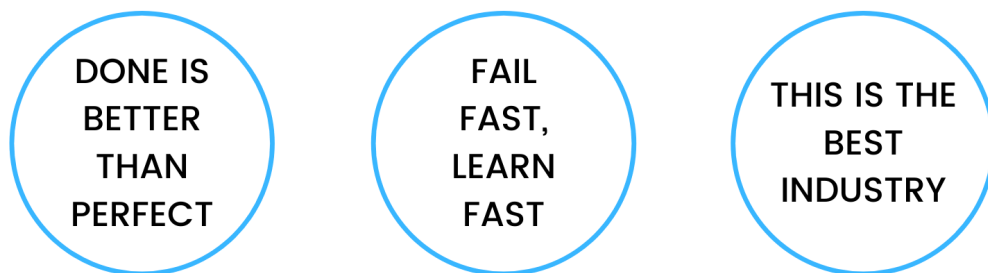
Here’s a list of the most important KPIs you need to look at:

- *Return on ads spend (ROAS)* — this will tell you how profitable your ads are (the main KPI)
- *Cost per acquisition (CPA)* — how much does it cost you when you get a new customer
- *Average order value (AOV)* — this is the average dollar amount you make each time a customer places an order and should be higher than your CPA
- *Cost per lead (CPL)* — how much does it cost you to get a lead
- *Cost per click (CPC)* — how much does it cost you to get a click

With this final component, you should not only know how to build an amazing, successful Facebook ad campaign but also how to analyze each one properly to scale the most promising of the bunch.

These Facebook ad campaigns are a perfect gateway to scaling your traffic and, ultimately, scaling your business.

### 3. Conclusion



After working through these steps, you have successfully launched your first online business. Congrats!

I want to leave you with a few last words.

I've said it a few times, and I'll say it again: **Done is better than perfect!**

If you take anything away from what I said, let it be this — it's a very simple concept. Take massive action, and get some results. Take your results, learn from them, adapt, and then keep moving forward. This goes hand-in-hand with my next piece of advice.

#### **Fail fast, learn fast!**

I've been in this game since 2010 — most of the things I've tried have failed. Out of 10 offers that I launch, maybe 2 do extremely well, 2 don't do so well, and 6 just do okay. That's just the way it is. The more you experiment and fail, the sooner you'll find what works for you and what will bring you extraordinary results.

Lastly, I just want to remind you that **this is the best industry in the world!**

I see a lot of other industries going through crises, and I feel sorry for them. But in my industry, *our industry*, I just see loads of people making lots of money and living their best lives — I know I am!

You can work from wherever you want. You can build a team that does most of the work, so you only have to focus on the strategy. Most importantly, you can build a

business that works for you. It took me a long time to figure out how. That's why I've decided to share this all with you. So you can be a step ahead of the game.

And hopefully, one step closer to:

Financial freedom . . .

The life you've always wanted to live . . .

And the person you have always wanted to be . . .

I wish you all the best for your new business venture and look forward to working with you in the future.

We'll chat again soon.

*Aurelian Amacker*