START YOUR DIGITAL BUSINESS FAST

YOUR GO-TO BLUEPRINT FOR STARTING AND SCALING YOUR DREAM BUSINESS!

Introduction:

What Does a Dream Business Look Like for You?

It is strongly suggested that you PRINT this out for study and note-taking.

Welcome to the Businessentials course!

I'm very excited about your decision to work through Businessentials. And that's because you're about to get your hands on the eight business essentials that will take you from zero to building a profitable business!

We'll tear down complex systems and give you only the information you need to succeed. No more getting overwhelmed. No more getting stuck. No more doing a lot of busy-work without accomplishing much of anything. That's because this course is going to get you on the path to profitability as quickly as possible!

Now before we jump into the eight business essentials, you need to ask yourself one question:

WHAT DOES A DREAM BUSINESS LOOK LIKE FOR YOU?

You see, a lot of aspiring business owners just look at one or two factors (such as profitability). They figure if they make a lot of money with their business, then they'll be happy.

But the truth is, business owners who are happy generally find a business that possesses the following four characteristics:

PASSION-FILLED.

Your business should not "feel like work". It should be something that you enjoy and love doing. Because if you don't enjoy it and love it today, you can be sure you're not going to love it and enjoy it a year from now, five years from now and so on.

What's more, your business may not be uber profitable right off the bat. It takes time to grow your business. Anyone who tells you otherwise isn't being completely truthful. So, if you're working long hours to get it off the ground and you don't have anything to show for it yet, you're going to start hating your business. It will feel like a job.

So, pick something you're already passionate about, and you'll end up making money without feeling like you're working. Do something you're gonna do anyway ... and learn to makey money from it.

PURPOSEFUL.

Your business should be more than just a way to make money. After all, if you just wanted a paycheck then you could go get a job. Instead, your business is a calling. This is something whereby you make a difference in people's lives, in the world.

You might also think about this in terms of your legacy. Long after you're gone, the impact of your business is going to live on. What kind of impact will you make in the world? You don't need to change the whole world – but if you can change the life for a small group of people (your audience), then it's worth it.

Next characteristic…

PROFITABLE.

Obviously, you gotta look for something that makes money. That's why a digital business is "dreamy". In particular, selling information is a dream business, as it's a "do it once, profit from it many times over" business model.

Here are the other advantages of a digital-information business:

- Profit margins are high. That's because you don't have any expenses associated with typical brick and mortar stores, such as renting store space, manufacturing products, carrying inventory and more. You have very low overhead, so almost everything you make ends up in your pocket as pure profit.
- You can reach people around the world from the comfort of your home. In other words, you can reach a BIG audience with minimal effort. You literally have a global audience at your fingertips.
- Advertising is very targeted. A lot of brick and mortar businesses place expensive ads that really aren't all that effective, only because their ad venues are somewhat limited. With your online business, you can reach people via very targeted advertising, such as pay per click platforms. And that means higher ROIs and more profit in your pocket.

End result? Plenty of profit.

And finally…

PORTABLE.

A dream business shouldn't tie you down. There is freedom and flexibility in WHERE you work (anyplace with an internet connection) and WHEN you work (setting your own hours). That's why an information business is a good choice, because you can run your business anytime and anywhere.

If you want to work at home today and work at the beach tomorrow, you can. If you want to work in the morning today and work in the afternoon tomorrow, you can. You have complete freedom, flexibility and portability.

So, those are the four characteristics of a dream business. And as you can see, an information-product business ticks all the boxes. That's why we'll focus on selling info products in this Businessentials course, where you'll be learning all about the following eight business essentials:

MARKET:

In this step, you'll find out the five "must haves" for choosing your ideal market.

MISSION:

Here you'll learn how to craft a mission statement that defines your identity and impact.

MONETIZE:

Here you'll discover proven models for earning $100,000 C.A.S.H. per year.

MINIMIZE:

This is where you'll find out how to get maximum results in your business with minimum steps.

MODEL:

Here you'll learn about the four key parts of your customers' path to profitability.

MORE:

This is where you'll learn how to make more money with three "set it and forget it" ways to grow your business 24/7.

METHODS:

Here you'll find out the #1 way to simplify, scale and structure your business.

MILESTONES:

In this step, you will learn how to set a weekly routine that works for you to grow your business.

So come along as we jump into these eight business essentials, starting with defining your market…

Essential One:

MARKET:

Five Must-Haves For Choosing Your I.D.E.A.L. Market

One of the first things you need to do when starting a new business is to choose your market.

But not just any market. Because if you choose the wrong market, you're setting yourself up for an uphill battle. You definitely don't want to spend a lot of time and money trying to build a business around a market that's just not interesting or profitable.

So, how do you choose your I.D.E.A.L. market? Simple – you make sure your market has the following five I.D.E.A.L. characteristics:

Interest **Dilemma** **Evergreen** **Accessible** **Lucrative**

What are these characteristics, exactly? Let's take a closer look at each of them…

INTEREST

This is a 2-part characteristic, in that both you and your market need to show interest in some broad topic. Specifically:

- Your interest. You need to have an interest in the topic, because it's something you'll be working on for years to come. If you're sort of "meh" about it today, you'll definitely feel even more apathetic a year from now.
- Your market's interest. Your market needs to be actively interested in the topic. They must WANT it. There must be a demand for it. Your tribe-community-target audience must be hungry for a particular area of interest.

While there are those who advocate going where the money is even if you're not personally interested in the market, you should strongly consider sticking with something you enjoy and love. You are much more likely to find the shortterm start and long-term growth of your business to be more satisfying and smooth if you do.

This mutual, shared passion between you and a group of consumers is the starting point of your I.D.E.A.L. market selection. Next…

DILEMMA

The next thing you need to determine is if your market has a dilemma (problem) that you can solve. And specifically, it needs to be a dilemma that you can solve using multiple products. (I.E., by creating a sales funnel).

In other words: if you pick a market that just has one small problem that you can solve with just one product, then you're going to be hurting for profits. Instead, pick a market that has a BIG dilemma which requires multiple, ongoing solutions.

For example, those who want to lose weight have a big problem which requires multiple solutions. These folks may want products such as:

- Nutrition information.
- Meal plans.
- Recipes.
- Exercise information.
- Motivational information.

Each of these topics can spawn several products, and collectively they can create a large, profitable sales funnel.

Next…

EVERGREEN

The next thing you want to determine is if your market is evergreen. In other words, did it exist five years ago? Will it exist five years from now? If not, move along and find something else.

Because here's the thing…

Fad markets can create a lot of profits very quickly as people rush to jump on a bandwagon. But once the fad fades (and it always does), you need to start over with your business. That's why you'll want to pick an evergreen market that you know will be just as strong next year as it is right now.

Here's a good tool to help you determine if a market has staying power: https://trends.google.com/.

Simply enter your keywords (such as "weight loss"), and check that interest is stable or growing over time.

TIP

If you want to cash in on a fad, then do it within an evergreen market. For example, if you're selling diet guides, you can be sure that the bulk of your products teach evergreen strategies for weight loss. However, you can include elements of fads in your products or sales funnel, such as having a lead magnet that reveals a fad. When the fad fades, you only need to switch out lead magnets (rather than changing an entire line of products or even switching to a different market).

Next…

ACCESSIBLE

The next characteristic you'll want to look for is to be sure your market is accessible. In other words, can you reach them through traditional advertising channels at a reasonable cost? Does your market tend to congregate in reachable venues?

In order to determine this, you'll need to do a little market research. Ask yourself these questions (and determine the answers with research):

- Are there keywords you can use to target this market on platforms like Google AdWords? If so, do these keywords return plenty of traffic?
- Is the market reachable on platforms such as Facebook? Does it return plenty of traffic?
- Is the market reachable via search engine optimization? (Check a keyword tool such as Wordtracker.com to find out.)
- Are there social media pages, social media groups, blogs, forums and other communities thriving in the market on which you can participate and/or place ads?
- Are there plenty of other marketers competing in the market? (Hint: these "competitors" may become joint venture partners who can help you reach your market.) At a minimum, lots of competitors usually indicates a healthy market.

And finally…

LUCRATIVE

What you're looking for here is whether you have an enthusiastic, profitable market. And the best way to determine this is to once again do your market research. What you want to find out is if your market is ALREADY spending money in the niche – and what they're buying. The very best predictor of what they'll buy tomorrow is to look at what they are buying today.

Here are a few steps to take to determine if your market is lucrative:

- Research how much the market spends on market-related items. The statistics are readily available via a Google search when you're looking at big markets such as dog training, golf, travel-related markets, etc.
- Check out what people are buying. Go to sites such as Amazon.com and ClickBank.com, enter your keywords, and look for evidence that your market is lucrative. See if there are bestselling products in your market (evidence that people are spending money in the market), as well as several products on the same topic (which is evidence of a profitable market if there is plenty of competition).
- Scope out the competition. Enter your keywords into Google, and check out how many sites are in your market. If you see a lot of competition, that's a sign of a healthy (lucrative) market.

- Follow the advertising dollars. Check out Facebook's ads, look at the sponsored ads on Google, and look for ads on niche sites. If you see evidence that business owners are paying for ads, that's a sign of a lucrative niche.

As you complete this step, be sure to check out niche markets (smaller segments of the overall population). For example, weight loss is a huge market. But you can carve out a smaller niche, such as by targeting women over 40 that could still be a large enough market to meet all of the criteria previously mentioned.

Before we close out this section, let me give you some time-tested, proven markets that meet these criteria. Well, all of the criteria with the possible exception of interest to YOU. You can decide that for yourself. :)

Aging/senior interests, Baby and Child, Beauty, Business, Career and Jobs, Coaching And Consulting, Communication, Computers and Technology, Cooking, Dating, Finance And Investment, Health And Fitness, Hobbies, Home And Family, Investing And Finance, Leadership, Men's Issues, Motivational, Parenting, Pets, Photography, Public Speaking, Real Estate, Recreation And Sports, Relationships, Religion, Retirement, Sales And Marketing, Self Improvement/Help, Sexuality, Sports, Stock Market,
Travel And Leisure, Women's Issues, Writing.

ASSIGNMENT

Now that you know how to scope out an I.D.E.A.L. market, your assignment for this section is twofold:

1. Write down a list of potential markets. Think about your own problems and interests, as well as those of your friends. Brainstorm as many markets as you can to create a big list for this step. Then narrow this list using the next step…
2. Research these markets using the five points above in order to choose your I.D.E.A.L. market. Choose a market that not only includes all five characteristics, but ideally rates highly on each factor.

So, go ahead and start working through the steps right now. Because the sooner you do, the sooner you can start building your business!

Note: Of course, you can just choose one of the proven markets listed above that is of interest to you as a quick and easy shortcut.

Essential Two:

MISSION:

Crafting a Mission Statement That Defines Your Identity and Impact

In the last section you learned that the first business essential is to choose and define your ideal market. Once you know who you're serving, then you can decide what sort of impact your business is going to have on the world. You can answer the question,

"Why does my business exist?"

In other words, this is the step where you create your mission statement. Here's why this is important...

If your business is like a ship, then your mission statement is like the rudder. Your mission statement tells people why your business exists and how it does what it does. It gives you a clear purpose that will guide your decision-making and help you stay true to what makes you ... you. It helps you stand out in the market and stick to what you do best in the market.

As you evaluate your decisions and activities through the lens of your mission statement, you better ensure that you stay on course by focusing your time and attention to things that matter and eliminating those things which aren't useful or necessary.

Create your mission statement using this simple "What-How- Why" formula:

What Your Company Does +
How Your Company Does It +
Why Your Company Does It
= Your Mission Statement.

Let's walk through each part of this formula…

PART 1 What Your Company Does

The first step is to simply define (in basic terms) what your company does.

NOTE: Don't worry about making this statement a perfectly smooth statement at this point. For this step, simply get it down on paper. Later on, we'll combine your statements into something that's succinct, smooth and useful.

Here are examples of statements that tell people what your company does:

- I show people how to make money online with information products.
- I help women lose weight with customized meal plans.
- I help small business owners become more efficient by designing business and marketing apps.

Those are just examples. Obviously, you need to create your own statement that defines what you actually do.

Now the second part of your mission statement…

PART 2 How Your Company Does It

Now in order to design this part of the statement, you need to think about your core competencies. Ask yourself these questions:

- What do you do better than almost anyone else in the market?
- How is the way you create or deliver the product different from others in the market?
- What do you do in your business that incorporates your own values?

Once you have the answer to those questions, then take whatever is most important to you and use that as part of your mission statement. Again, at this point just get it down on paper – we'll polish it up later.

Let me give you a few examples of the "how":

- Provides superior customer service.
- Offers unlimited free revisions.
- Turns complex processes into simple systems.
- Makes it easy for beginners to get up and running fast.
- Creates big results with small steps.

Take a moment and think about how you and your company does what it does. Then move onto the next part of the mission statement formula…

PART 3 Why Your Company Does It

This is where your passion and purpose come in. Ask yourself these questions:

- Why did you start your business?
- Why did you choose to serve this particular group of people?

FOR EXAMPLE

- I want to help people live their best lives through weight loss.
- I want to help people get out of debt and live financially free.
- I want to help people restore and strengthen their marriages.
- I want to help people get rid of pain.

Now the last step…

PULLING IT ALL TOGETHER INTO ONE STATEMENT

Once you've brainstormed the three above parts, then it's time to pull it all together into one statement. Keep these tips in mind:

BE SUCCINCT.

Several people have analyzed mission statements and found that they're generally short – only about 15 words on average.

BE CLEAR.

Don't burden your mission statement with jargon or business-speak. Be clear and specific.

BE INSPIRATIONAL.

Your mission statement should serve to guide both your employees and virtual staff (where applicable), as well as your prospects and customers. So be clear about why your business does what it does.

BE UNIQUE.

Many people turn all or part of their mission statement into their unique selling position (USP). So think through your mission statement carefully, and use it to set yourself apart from others in your niche.

TIP

Once your mission statement is in place, it can guide you as you develop the framework for your business, including your branding. You may even wish to find a domain name that reflects your mission statement. Plus, it helps you stick to what you do best instead of trying to become something you are not. All of your products, practices and promotions grow out of the mission statement and and allow you to align everything you do with your core purpose.

Remember, your mission statement is going to have an effect in terms of both identity and impact:

IDENTITY:

how you're different than others in your niche, why you do what you do.

IMPACT:

your mission statement should guide how you run your business to make a real difference in the lives of your target audience.

Now let me share with you some real-life examples of mission statements:

FACEBOOK:

To give people the power to share and make the world more open and connected.

AFLAC:

To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers.

NIKE:

To bring inspiration and innovation to every athlete in the world.

AMERICAN STANDARDS:

Be the best in the eyes of our customers, employees and shareholders.

LAIDLAW INTERNATIONAL:

Exceed our customers' expectations by being the leading provider of safe, responsive, value-added services in the student transportation industry

PAYPAL:

To build the Web's most convenient, secure, cost-effective payment solution.

KICKSTARTER:

To help bring creative projects to life.

WALMART:

Saving people money so they can live better.

NOTE: Here is a clear example of a company whose slogan ("Save money. Live better.") flows directly from their mission statement.

JIMMY D. BROWN'S EARNCOME

Helping people turn their passion into profit and their profit into passion.

Now it's your turn…

ASSIGNMENT

Your assignment for this lesson is to go through the steps above to create your own mission statement. Specifically:

- Define what your company does.
- Define how they do it.
- Define why they do it.

Then combine these three parts into one succinct, clear and inspirational statement.

Go ahead and get started right now, because your mission statement will serve as the framework on which to build your entire business!

Essential Three:

MONETIZE:

Proven Models For Earning $100,000 C.A.S.H. Per Year

You've got a market and you've got a mission. Now what you need to do is choose a lucrative business model to monetize your business idea.

In general, there are four good ways to generate C.A.S.H. online. These four methods include:

- Courses
- Service
- Affiliate
- Helping

Let's take a closer look at each of the "big four" revenue-generating methods to see which one is right for you…

COURSES

This is all about creating and selling your own information products, especially courses. However, you can sell reports, videos, access to membership sites, and more.

In all cases, the key to profitability is to set up a sales funnel. This includes:

- A free offer (AKA lead magnet) to get people on your mailing list.
- A low-cost frontend offer (AKA tripwire product) to turn prospects into cash-paying customers.
- A higher-priced foundational offer to turn buyers into repeat customers.
- And a variety of finishing offers you sell on the backend to your customers.

We will talk about each of these more later, but for now I highly recommend this model, simply because it's the most profitable model since you own and control all the assets and moving parts.

AFFILIATE

This is often chosen by beginners, because you can get started very quickly since you don't need to create your own product. Instead, you use a unique tracking link to promote other peoples' products. Whenever someone buys a product through your link, you earn a commission. This could be as little as 5% to 10% of the sales price for physical products. For digital products, you can generally expect at least 50% commissions –and in some cases, you might see 75% or even 100% commissions.

The downside? Someone else gets the customer mailing list and the backend profits, which is really where the money is at in a business. It's better to have people promote your products than for you to promote their products!

SERVICE

The idea here is to take your skills and sell them to others. You might offer services such as:

- Ghostwriting
- Copywriting
- Graphic design
- Web development
- Software/app development
- Virtual assistance

And other skills that business owners want and need.

The downside with this model is that it's more like a job, since you're trading time for dollars, although you do get to choose when and where you want to work.

HELPING

This is where you directly help people achieve their goals via coaching and consulting. Yes, this is trading time for dollars as well, which is a downside of this model. However, it tends to be a high-end offer, so you may be able to make a nice chunk of change doing it.

SO, WHICH ONE SHOULD YOU CHOOSE?

Now, you might have looked at this list and realized there are other ways to make money online. For example, plenty of people buy and sell physical goods on sites such as eBay and Etsy. However, I consider the four C.A.S.H. methods to be the "big four" – and as such, I suggest you choose your money-making method from the above list.

Obviously, you're going to need to sit down and figure out for yourself which method is best for you. And in some cases, you may even combine methods. For example, you can very easily sell courses on the frontend of your business, and then sell affiliate products and/or coaching on the backend.

But to make things as simple as possible, for now I just want you to choose ONE method. And I strongly urge you to choose "courses," simply because of these two reasons:

1. You're not trading time for dollars. Which means you can create passive streams of income. It's the ultimate "create it once and get paid over and over" model.
2. It will be the most profitable business in the long run. You own all the assets, such as the products and mailing lists. Of course, you can always add in ALL of the C.A.S.H. options to your business over the years to come.

In fact, let's take a look at just how profitable the course model can be…

Need ideas for how to turn information products into a $100,000 per year business? Check out these models…

MODEL 1

Selling A $97 Information Product.

If you have just ONE product and you sell 3 copies per day, you will earn **$106,215 per year**. Create a related “part two” (Part one for beginners, part two for advanced is an ideal setup) and you can double your revenue.

You can dramatically ramp up your revenue by creating a new $97 product per quarter, which is not difficult to do.

MODEL 2

Offering A $20 Monthly Membership Site.

With 417 active members, your revenue will total **$100,080 for the year**. Twenty dollars per month is a high-converting price point and getting four hundred paying members within a large market isn’t difficult. Some membership sites have thousands, even tens of thousands, of members.

An added bonus to owning a membership site is regular interaction with PAYING CUSTOMERS. It’s easy to ramp up revenue by offering your inner circle additional offers ... especially when you give them special deals as VIPs.

MODEL 3

Creating A $497 4-Week eClass.

If you offer the same class every month, you’d need just 17 customers per class to earn **$101,388 per year**. Your eclass would consist of a weekly lesson and assignment for students to complete. You would serve as coach for students, be available for them to ask you questions (via email) that are related to the curriculum and interact with them by grading their completed assignments.

If you created multiple classes, you’d likely find that many of your students from class one would return for class two and so forth. It wouldn’t take many students at all to create a six-figure income, making this one of the easiest models to implement.

MODEL 4

Making A $197 Licensing Package.

How about selling PLR (private label rights) content to others in your market? This simply means you license your content to others for a premium price and they can use it as if they wrote it themselves. This is an incredibly lucrative and easy way to rapidly get to the six-figure threshold. Just 10 orders per week of a $197 PLR package would bring in **$102,440 per year**.

That's from ONE package. Create a new package per quarter, or even monthly, to sell to the same customer base and skyrocket your profit.

MODEL 5

Selling $997 Home Study Courses.

If you want to create a physical product (manuals, binders, DVDs, etc.) to ship to customers, it only takes 9 orders per month to bring in **$107,676 per year**. Your shipping and handling fees can offset the duplication expenses to make this virtually as profitable as digitally-delivered content. Create a second course and double your revenue. Create a third course ... you get the idea.

With each of these models you can create multiple offers to dramatically increase your revenue. When you also include other low-cost frontend offers and backend offers, revenue can quickly grow exponentially as we will look at later.

ASSIGNMENT

You've learned about the four main methods for generating C.A.S.H., plus you've seen five examples of how to turn the "course" method into a six-figure business. So now it's your turn. Here is your assignment:

1. Carefully think through the four methods for generating C.A.S.H., and then select the ONE that's right for you. (Again, I suggest you go with the "courses" method, where you sell information products.)
2. Plan exactly how you intend to make $100,000 per year with your business. Use the examples above to guide you in terms of what you'll sell on the front end and at what price and how many customers you'll need to reach your goal. Again, choose ONE.

Go ahead and take some time to plan your profit model right away!

Essential Four:

MINIMIZE:

How to Get Maximum Results In Minimal Steps

Now it's time to start building your business!

This is where a lot of aspiring business owners stumble. And most of the time, they stumble because they try to make the process way more complex than it needs to be.

Yes, a thriving business DOES have a lot of moving parts. But here's the thing… you don't need to put in place all those moving parts right out of the gate. Anyone would get overwhelmed trying to do that.

Because you know what? In order to make money, you only need two things:

An offer and a buyer for that offer.

As such, making money is as easy as building a community of buyers and selling products to them. Don't overcomplicate this!

And that means that you only need to put the following three minimum pieces in place before you can launch your dream business and start making money:

1. Craft an appealing offer
2. Create a mailing list.
3. Choose a traffic source.

So let's talk about how to take these three steps…

STEP 1

CRAFT AN APPEALING OFFER

The first thing you need to decide is what you're going to sell to your audience. And you know what? This is a very easy thing to determine. All you have to do is go back to your market research and look at what products consistently sell well in your market. Then you can create something similar yet BETTER.

For example, perhaps you're catering to women who want to lose weight, and you notice that products for low-carb diets tend to sell well. You can create your own low-carb diet guide. And then you can make yours even better than the competing products. This may include:

- Including a free low-carb cookbook as a bonus.
- Providing six month's worth of meal plans (if your competitors only provide three).
- Including illustrations for exercises or even videos. (Or just simplify things with your unique process.)
- Offering a weight-loss support forum membership as a bonus.
- Including personalized coaching or accountability.

How do you determine how to make your product better than the competing products? Like this:

- Review top-selling products in your niche. That way you can determine for yourself the strengths and weaknesses of similar products. Your goal will be to retain the strengths of similar products, while improving on the weaknesses.
- Read customer reviews of top-selling products. You'll quickly get a feel for what customers want in a product.
- Request feedback from your prospects. In other words, ask them what they want in a product.

Keep in mind that you are in no way copying someone else's product. This is your UNIQUE product, with your own spin. The only thing that is going to be similar is the overall topic.

Now, this isn't a comprehensive course on product creation ... I simply can't cover every detail in this business training. Determine what kind of product you want to create (IE $97 product or $20 membership site) and then learn the steps for creating it. Later in this training you'll learn how to create systems for doing just that. Next step...

STEP 2

CREATE A MAILING LIST

Now you need to convince your prospects to join your mailing list so that you can follow up with them repeatedly to provide them with valuable and helpful information while simultaneously promoting your offer. (And in the future, you'll be pitching other offers to them too.) For this step, you need three pieces:

1. **An autoresponder.** Go with a trusted third-party service such as Aweber, GetResponse or similar.
2. **A set of at least five emails to send out to new subscribers.** These emails should be directly related to your offer and should be part content to build a good relationship, and part pitch to sell the offer.

FOR EXAMPLE

If you're selling a diet guide, then you might send out a five-part ecourse called, "The Five Secrets of Fast Fat Loss." Each email would share one secret (e.g., "lower your carbs"), and each email would also pitch your offer.

3. **A free offer.** This free offer (AKA lead magnet) should be directly related to your paid offer, so that anyone who wants your lead magnet will naturally want your paid offer. This could be an ecourse, a report, a video, a checklist, a set of templates, a webinar, or any other valuable, in-demand resource.

As you craft your lead magnet, keep this in mind: design something useful yet incomplete. It should be useful in that it solves part of your prospect's problem, yet it's incomplete because it doesn't solve the entire problem. And that means your prospect needs to purchase your paid offer in order to solve the rest of their problem. Think of it this way: your free offer helps the prospect while your paid offer further helps by enhancing or expanding on what was provided in the free offer.

FOR EXAMPLE

- You offer a set of meal plans as a free offer. Your paid offer is a complete diet course.
- You offer a report about creating a Facebook ad campaign as a free offer. Your paid offer is a set of Facebook ad templates and graphics.
- You offer a checklist as a free offer. Your paid offer is a step-by-step course that explains every step from the checklist in greater detail.

And finally…

STEP 3

CHOOSE A TRAFFIC SOURCE

While there are a lot of different ways to get traffic, your job for this step is to choose just ONE source. Once you master and get results from ONE source, then you can start incorporating other traffic sources.

SIDE BAR

This strategy goes for the rest of your business. Your job is to create just one offer, one list, and one traffic source. Focus on those three things and master each of them. Once you've mastered one step, then and only then should you elect to add another. Don't spread yourself too thin, or do a lot of things without maximizing your results for any of them. Better to do a few things well!

So, here are three ideas for traffic:

GUEST BLOGGING.

Search for related blogs in your niche which accept guest articles. Follow their submission guidelines carefully, and submit high-quality content. Include a link to your lead page directly in your article (where allowed) or in your author byline.

PAID ADVERTISING.

This includes platforms such as Google AdWords and Facebook's ad platform, both of which let you hone in on a narrowly targeted market. You can also place ads on niche sites. (Finding and placing ads directly is your best bet, but you can also use a service such as BlogAds.com.)

PARTNER TRAFFIC.

The idea here is to set up an affiliate program and let others in your market drive traffic to your site. You can create a rebrandable report and let your affiliates drop their affiliate links into the report, so they can make money simply by giving something away for free. (Hint: Use a platform such as ClickBank.com or JVZoo.com to set up your affiliate program.)

Now it's your turn…

ASSIGNMENT

Your assignment for this lesson is simple: you need to start snapping the three minimum pieces in place. So for this assignment, do the following:

1. Determine what type of paid offer you're going to create.
2. Decide what type of free offer you're going to use to draw people to your list while simultaneously selling the offer.
3. Determine what one source of traffic you're going to use to get people to your lead page.

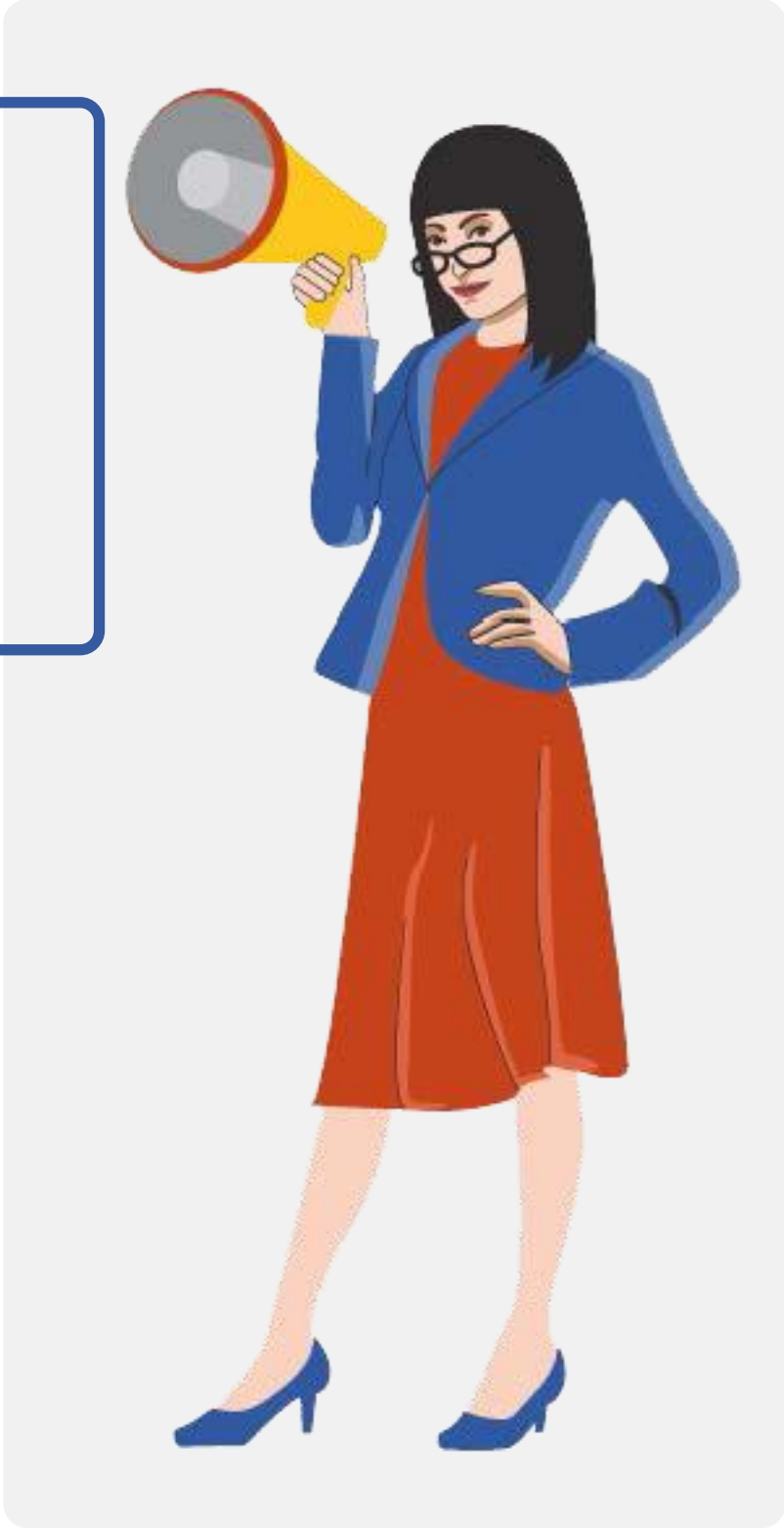
Again, just focus on one offer, one lead magnet, and one source of traffic. Once you've mastered these steps, then you can begin incorporating other traffic sources and offers. (We'll talk about that in an upcoming section.)

P.S. Again, this isn't a course on product creation, email marketing or traffic generation, but rather on essential pieces for creating and running an Internet business. Coming up you'll *learn how to learn how* to do those things. :)

Essential Five:

MODEL:

The Four Key Parts of Your Customer's Path to Profitability (And What to Put There)



So, at this point you have the three "bare minimum" pieces in place:

1. You have a paid offer.
2. You have a list with a free offer.
3. You have a traffic source.

With these three pieces alone, you can start making money with your business.

But if you want to create your DREAM business – one that's really profitable – then you need to create a path to profitability. And that means you need to set up a sales funnel.

WHAT'S A SALES FUNNEL?

Simple: it's a suite of related products (or services) that do the following:

1. Attracts qualified prospects and gets them on your mailing list so that you can start following up with them to genuinely help them improve their lives through valuable resources while also working to close the sale.
2. Transforms prospects into customers who give you their business because they know, like and trust you.
3. Turns customers into profitable repeat buyers because you deliver (and over-deliver) high-quality resources that they find truly helpful.

Because you know what?

You're not going to get rich selling just one product. Just about every successful business around the world – from a Fortune 500 to your local Mom and Pop shop – generates massive profits only when they have a sales funnel in place. So that's why you're going to spend the next few minutes learning about how you too can set up a profitable sales funnel.

So let's jump in…

Your customer's path to profitability is composed of four pieces:

1. Free offers. This is what attracts prospects and gets them on your mailing list.
2. Frontend offers. This is a low-cost product that turns the prospect into a customer.
3. Foundational offers. Here's where you turn a customer into a repeat buyer.
4. Finishing offers. This is where you maximize your profits. This is where the REAL money lays hidden in your business. In fact, some businesses don't even make money at all until this step.

At this point, you already have the free offer (lead magnet) and the foundational offer in place. if you haven't already planned or created them, then those are the two you'll start with. However, you'll need to fill out your funnel with the other two pieces in time.

Let's step through this path to profitability and look at how to put each of these pieces into play. At the end, you'll get an example of how to put these pieces all together…

FREE OFFERS:

Your free (lead magnet) offer has two goals:

1. To attract qualified prospects and get them on your mailing list.
2. To provide valuable content that presells your frontend offer.

To those ends, your free offer must include the following characteristics:

- **BE IN-DEMAND.** It must be something your prospects really want. If they don't know what they want, do your market research to find out what they're already buying.

- **BE VALUABLE.** It should be something you can easily offer as a paid product. It should be something that the prospect finds genuinely helpful in progressing towards his or her goal.
- **LEADS TO THE PAID FRONTEND OFFER.** It should offer part of a solution, and then naturally lead people to purchase the frontend offer as I mentioned earlier.

Example free offers include: reports, checklists, webinars, templates, cheatsheets, documents, free trials, lite versions of apps and software, etc.

FRONTEND OFFERS

As mentioned, your free offer should presell your frontend offer. In addition, you'll be pitching your frontend offer within the emails you send to your subscribers.

The frontend offer's first job is to turn prospects into customers. And that means you need to offer a highly valuable yet low-cost product. It needs to be something your prospects really want, and its high value should make the frontend offer irresistible.

For example, you might offer a really valuable report or video that normally sells for $25-40 (or others are selling for $25-40 for the same type of offer) and offer it for just $5 or $10. Typically you want to price it at ten bucks or less.

The frontend offer's second job is to turn a customer into a repeat buyer. And that's why your frontend offer should also be useful yet incomplete, and it should naturally lead the customer to purchasing your foundational offer. If it's something the customer loves, and they are happy with their purchase, they will likely be back for more.

Which brings us to the next point on the path to profitability…

FOUNDATIONAL OFFERS

This is your core offer, and it often carries a higher ticket price (such as $50, $100 or more). This is a more comprehensive product, though your sales funnel should leave room to sell additional products. In other words, your foundational offer shouldn't 100% solve your prospect's problem. (IE No singular product teaches EVERYTHING about running an online business. It would simply be too big. That's like trying to teach HEALTH in one product.

This isn't about withholding information at any place; it is simply offering more related information or resources. Think of a college education: it's not one class; it's many classes all making progress towards a degree. Nobody gets an education with a single piece of curriculum or a single resource.

FINISHING OFFERS

These are your upsell and backend offers, which is where you'll find the real profits in your business. You'll put these offers in multiple places, including:

1. Right on the order form for your foundational offer, where you offer a related product that enhances the use or enjoyment of the foundational offer.
2. Within the foundational offer.

3. Inside emails that you send to your prospects.

These finishing offers may come at a variety of price points, from low cost add-ons for $10, to high- ticket backend offers that are $1000 or more. In all cases, they should be highly related to the foundational offer, so that anyone who orders your core offer will want your finishing offer too. These offers could be a membership site, private mastermind group, coaching / group coaching, licensing, done-for-you services, etc.

So how do you put all these pieces together? Take a look…

Example of How to Snap These Four Pieces Into Place

We've identified four points along your customer's path to profitability. You'll lead customers through these four points via emails you send to your prospects and customers, as well as cross-selling within the products themselves. And since all the products are related to each other, it's an easy sell to convince someone to make multiple purchases.

Here is an example…

EXAMPLE: A WEIGHT LOSS SALES FUNNEL

FREE OFFER:

A short report called, "The Five Secrets For Getting Rid of Belly Fat."

FOUNDATIONAL OFFER:

An in-depth diet guide which includes six months' worth of meal plans and recipes, exercise guidance, and more.

FRONTEND OFFER:

A two-week supply of low-calorie meal plans and recipes to help people get a jump start on weight loss.

FINISHING OFFERS:

A meal-planning app as an upsell alongside the foundational offer. Backend offers include selling access to a support forum and customized nutritional coaching or a membership site.

ASSIGNMENT

Your assignment for this time is to map out exactly what you want your sales funnel to look like. Include these two points:

1. List exactly what products you'll have in each of the four points on the path to profitability.
2. Plan the timeframe in which you want to complete your sales funnel. For example, what will your sales funnel look like one month from now… three months… six months?

Remember, you can start with the minimum pieces of one free offer and a foundational offer. However, you need to create a plan of how and when to fill out your sales funnel for maximum profitability.

Essential Six:

MORE:

Three Set It and Forget It Ways to Grow Your Business 24/7

Do you want to make more money with minimal effort?

Very few business owners would say “no” to this question. And that’s why you’re about to discover three surefire ways to grow your business. Here’s a quick overview:

GET MORE CUSTOMERS.

You can increase your traffic to get more customers, but that’s not our focus for this lesson. Instead, we’ll look at how to increase your conversions, which means more sales and a better ROI on all your ad campaigns.

GET MORE CUSTOMERS WHO SPEND MORE PER ORDER.

This means increasing the amount of money people spend with you per transaction.

GET MORE CUSTOMERS WHO SPEND MORE PER ORDER MORE OFTEN .

In other words, we’ll look at ways to increase the frequency in which your customers buy from you.

So let’s take a look at each of these pieces a little more closely…

GET MORE CUSTOMERS

The key to getting more customers is to increase your conversion rates. Let me give you an example…

Let's suppose you're selling a $100 offer, and you have a 2% conversion rate. That means that for every 100 visitors who come to your sales page, you make two sales for a total of $200 in profits.

Now imagine if you doubled your conversion rate to 4%. Now you'd be able to make four sales for every 100 visitors for a total of $400 in profits. That's not just doubling your conversion rate ... it's doubling your profit!

Think that's worth doing? You bet it is. Here's how to increase conversions across your sales funnel:

- Tweak your sales letter. While there may be room for improvement on nearly every part of your sales letter, you're going to want to focus on the following pieces that will have the most impact:

THE HEADLINE.

Aim for a benefit-driven headline, preferably one that uses social proof and/or curiosity to keep people reading. E.G., "Who Else Wants to Get Rid of Belly Fat The Easy Way?"

YOUR OVERALL OFFER.

This includes the price of your offer, as well as bonuses and positioning.

THE TITLE OF YOUR PRODUCT.

This can have a huge impact on conversions, so be sure you spend time creating appealing titles.

- Track your emails. You use your emails to connect all the pieces of your sales funnel, so be sure your emails are working hard to close the sales. The most important pieces to test include:

THE SUBJECT LINES.

THE OVERALL OFFER INSIDE THE EMAILS.

THE DAY AND TIME OF DAY YOU SEND THESE EMAILS.

- Test ad campaigns. This includes keywords (where applicable), headlines, body copy and graphics.

That's how you get more customers from the same amount of traffic. You should always be testing, tracking and tweaking your marketing materials to improve your conversion rate. Next…

GET MORE CUSTOMERS WHO SPEND MORE PER ORDER

The idea here is to upsell and cross-sell customers so they spend more money with you per transaction. Let me explain:

CROSS-SELL: Where you sell a related item. (E.G., "Would you like to order a low-calorie cookbook to go with the diet guide?")

UPSELL: Where you offer an upgrade for an additional charge. (E.G., "Would you like to order the video version of this course for just $5 more?")

NOTE: The term upsell is often used to define any offer sold at the point of sale, so don't let terms confuse you.

Here are different ways to offer your upsells and cross-sells:

- Directly on the sales page. When the prospect gets to the bottom of the sales page, they have a choice of purchasing the main offer or purchasing an upgrade. (E.G., The choice to purchase the Bronze, Silver or Gold membership, with each level providing access to an increasing set of resources.)
- On the order form. Once the prospect clicks through to the order form, you can pitch a relevant offer. (E.G., Would you like to purchase a set of ad templates for just $10 more?)
- As a page between the sales page and order form. This is where you might offer a one- time offer. When people click off the offer page and go to the order form, they'll lose the chance to ever purchase that particular deal again.

The ideal cross-sells or upsells are any offers that enhance the use and enjoyment of the main product. Let me give you a few examples:

- You're selling a video about how to create a marathon training program. You offer personal coaching as a cross-sell.
- You're selling a blogging course. You offer a package of WordPress themes and plugins as a cross-sell.
- You're selling memberships into a leadership site. You offer a "Platinum" membership as an upsell, which includes access to a private Facebook group.

Next…

GET MORE CUSTOMERS WHO SPEND MORE PER ORDER MORE OFTEN

This is where you sell additional products on the backend of your business, so that customers not only spend more money with you, but they're also spending it more often.

These offers can run the gamut from low price to high ticket. They may include:

- Ebooks and reports.
- Videos.
- Audios.
- Memberships and subscriptions.
- Software, apps or plugins.
- Tools such as templates, checklists, worksheets, planners and more.
- Coaching/consulting.
- Access to private groups or forums.
- Licensing.

Here's where to insert these offers:

- Inside all follow-up emails you send to customers.
- Inside all of your other products (ebooks, reports, videos, etc.).
- Inside membership sites.
- In the dashboard of software/apps/plugins.
- Across your social media channels or on your blog.
- In postcards or other materials you send via the postal mail.

Basically, any time you communicate with your existing customers is a chance for you to pitch another related offer.

ASSIGNMENT

Your assignment for this lesson is to determine exactly how you'll achieve the following:

1. How you'll boost conversions to increase customers. (E.G., by testing your sales letter.)
2. How you'll get customers to spend more per transaction. Exactly what type of products will you offer? How much will you charge? Where will you insert them?
3. How you'll get customers to spend more money with you more frequently. Exactly what types of products will you sell on the backend? How much will you charge? Where will you insert them?

Finally, close out this assignment by determining an exact plan with a timeline of when you'll have these various pieces in place.

Essential Seven:

METHODS:

The #1 Way to Simplify, Structure and Scale Your Business

We've simplified the basis for building your business to these steps:

1. Start with the minimum (one free offer to build your list, one foundational offer to sell to this list, one source of traffic).
2. Focus on each of these steps and master them.
3. Once you get results, then start filling in your sales funnel with frontend offers and finishing offers to maximize profits.

On paper, the process is fairly simple. But each step of this process takes time. And you'll need to take some of these steps in the process multiple times. That's why the more you can simplify the process, the easier it will be for you to scale and grow your business.

So, what's the secret to making it easier for you to step through this process? It's this: you need to create systems for each part of the process.

Here are the three parts of a good system:

- Simplify: A good system strips out all the extra distractions so that you can focus on those steps that are most important.
- Structure: A good system provides structure, in that it gives you a streamlined process for each step so that you do it right the first time and make progress.
- Scale: A good system scales, meaning you can give these systems to virtual staff to complete the processes for you.

So, what sort of processes are we referring to? For starters, you'll create systems for the minimum steps mentioned above. This involves:

1. Choosing a traffic source.
2. Creating a list to drive the traffic to.
3. Crafting a paid product to sell to those who join your list.

Here's the three-step process for creating systems for your business:

STEP 1 Decide Which Tasks Require Systems

Not every step is going to require you to create a system. Some processes are so simple or straightforward that you don't need to spend time streamlining them.

What do you already know how to do and aren't likely to forget any important details? You don't need to develop a system for that. These are usually small and/or familiar processes. What is it that you DO NOT already know how to do or are likely to forget important details? You need a system for that.

So for this step, go through the steps of each process (traffic, list and offer), and determine which step would benefit from a system. Anything you need to do but don't know how to do or takes you too long to do needs a system. It's even a good idea to make a broad stroke BIG SYSTEM (IE How To Create A Product) and then SMALLER SYSTEMS with finer details for each of the steps in that big system.

Then move onto the next step…

STEP 2 Determine How Others Do the Task

Now you need to do some research to find out how others do the task. Work through these steps:

- Check YouTube.com videos. E.G., search for “how to install a WordPress plugin.”
- Research Google. Likewise, run a search in Google to find “how to” reports and other information about the best way to complete a process. Your searches may include:
    - How to [complete a process].
    - The best way to [complete a process].
    - Tips for [completing a process].
    - Mistakes to avoid when [completing a process].
    - Shortcuts for [completing a process].

E.G “The best way to create a slide-share video.”

- Ask your colleagues. If you’re a member of business forums or social media groups, or perhaps a mastermind group, ask your colleagues for their processes and tips. (And if you’re not a member of any of these, then consider joining one or more because they are invaluable resources.)
- Hire a coach or consultant. If it’s an important task, then hire a professional to show you the best way to do it. For example, if you’re walking through the process of researching a market, then hire a business consultant to help you.
- Hire a freelancer to create a report or video. This works particularly well if the freelancer is well-versed in the process. For example, if you’re looking for help with setting up a WordPress blog, then hire a WP developer to create an instructional video for you.
- You can even purchase an existing product from someone else that already has a step-by-step system in place that you follow along, tweaking it to make it work for you, making notes throughout the process.

Now the last step…

STEP 3 Develop Your Own System

Now that you've found out how others complete the process, you can refine it. That means walking through the steps and looking for specific places where you can improve on the process to make it faster, easier or better.

You'll also want to outline your process and ask for feedback from people who perform this process regularly. This includes:

1. Other business owners.
2. Employees and freelancers who regularly complete some task.

For example, maybe you're walking through the process of brainstorming product titles. Perhaps you add in a step where you plug information into fill-in-the-blank templates to make titling faster and easier than ever. Perhaps the most important part of any system are the small details that you will likely need to refer to each time you go through the system. (IE Make sure to add the COUPON BRICK on the order form before activating the page.)

ASSIGNMENT

Your assignment for this lesson is to walk through the three steps of creating a system for EACH of the minimum parts of your business. This includes...

1. Create systems for building your list. This includes systems for creating a lead magnet and crafting content for your autoresponder.
2. Create systems for getting traffic (just focus on the process for ONE source).
3. Create systems for your offer. This includes systems for market research as well as creating the product itself.

Finally, be sure to put a plan in place to create systems for the other parts of your sales funnel. This system-creation should go hand-in-hand with your plan for when you will be doing the various steps to fill out your funnel. You can create a checklist (that's all a system is!) for any regular activity related to running your business. Keep them handy and you won't miss a thing!

Essential Eight:

MILESTONES:

How to Create a Weekly Routine That Works for You

Some people may have 40 hours per week (or more) to devote to their business. Others may be lucky if they can squeeze in one hour per day (for a seven-hour workweek).

But here's the thing…

No matter how much time you have, you CAN start and grow your dream business. And one big key to consistent growth is to create a work schedule and stick with it. That's what this lesson is about.

So let's walk through the steps…

STEP 1 Decide the minimum amount of time you'll work each week.

This may vary according to your other commitments. However, you should decide how much time you'll be able to work each day (and each week).

Don't worry about whether it's "enough" time. And don't worry if there are days where you only have small chunks of time in which to work (such as 10 minutes here, 10 minutes there). Taking small, consistent steps is much better than taking no steps at all – so that's why you're going to develop a schedule to meet your lifestyle and needs.

TIP

Having said that, be sure that you do prioritize your business over things of lesser importance. For example, you may sacrifice some of your social obligations in order to launch your business.

Next…

STEP 2 Determine your weekly, monthly and quarterly tasks.

Now you need to create a list of both the startup tasks and ongoing tasks that you'll be doing weekly, monthly and quarterly.

For example, your startup tasks may include:

- Choosing a domain name.
- Setting up a website (e.g., installing and customizing WordPress).
- Doing market research to find a market.
- Doing market research to find out what this market wants.
- Creating a free lead magnet.
- Choosing an autoresponder.
- Creating content to upload to the autoresponder.
- Creating an offer to sell.
- Implementing one traffic method.
- Planning your sales funnel.

And so on.

Likewise, you'll also break down your ongoing tasks, which may include things such as:

- Working to grow traffic using that one traffic method.
- Selecting and implementing additional traffic methods (one at a time).
- Working to grow traffic using these additional methods (e.g., finding and recruiting affiliate partners, finding guest blogging opportunities and creating content, posting to social media, etc.).
- Creating additional products for your sales funnel.
- Cross-selling these products throughout your funnel (e.g., creating emails to send to customers).

Tasks can be broken down into even smaller steps ... so regardless of the amount of time available in your schedule you can check something off and make progress. Even if you have just ten minutes! Plus, it's invigorating to see things crossed out ... you're getting closer to your goal! So, list all tasks, and then break these tasks down into smaller steps. For example, setting up a Facebook ad campaign includes these steps:

1. Deciding what to promote.
2. Creating the ad text.
3. Creating the graphic.
4. Choosing your audience via the ad platform.
5. Creating a landing page.
6. Monitoring/testing the ad to optimize performance.

Once you've broken down your various tasks into bite-sized pieces, move onto the last step…

STEP 3 Develop your schedule.

Now you need to look at the tasks you need to do, and then fit those tasks into the time you have allotted each week. I'm going to give you three example schedules filled with potential tasks (your tasks may vary):

1. A 7-Hour Workweek Schedule where you work one hour per day for seven days.
2. A 10-Hour Workweek Schedule where you work ten hours anytime during the week.
3. A 21-Hour Workweek Schedule where you work three hours per day for seven days.

NOTE: You may modify any of these approaches to fit the number of hours you have available to work.

EXAMPLE 1 : 7-HOUR WORKWEEK (1 HOUR PER DAY)

With this schedule the goal is to complete a project or milestone within a one week period working just **one hour per day**. Typically, this will be an objective from within one of the three major moving parts discussed previously (list, offer, traffic) and can include initial setup activities or ongoing tasks. Here is an example where the objective for the week is to setup a new list.

DAY 1 Create a free offer (aka lead magnet) to offer as an incentive to convince prospects to join your list.

DAY 2 Create a landing page (that highlights the free offer) whereby prospects can join your list, and a download page whereby prospects access the free offer upon successful registration.

DAY 3 Setup an account with Aweber or some other provider to build and communicate the list. Write the initial email. Link the account to your landing page. Upload all moving pieces. Test the process.

DAY 4 Write a series of 4-5 follow-up emails with additional content and / or advertisements to presell your paid offer.

DAY 5 Plan out your additional email campaigns for the list (free content, follow-ups) and your traffic strategy for getting prospects to the landing page.

DAY 6-7 Flex: Use this time to finish up any of the previous day's work that took longer than expected or get a headstart on next week's project.

EXAMPLE 2 : 10-HOUR WORKWEEK (WORK ANY TIME) .

With this schedule, you would complete the ten activities which are currently most important to your business by working **ten one-hour blocks at any time during the week**. In other words, the activities for product launch week will look different than the activities for blog setup week. WIth this model, you could work a FIXED schedule like five hours on Saturday and five hours on Sunday. Or you could work a FLEXIBLE schedule of one hour blocks wherever they fit into your current week. Your schedule might look like this:

[HOUR 1] Plan out your next sales funnel of a free offer, frontend offer, foundational offer and finishing offer.

[HOUR 2] Outsource logo and graphics to a qualified freelancer for the new projects.

[HOUR 3] Research and outline the free offer and frontend offers.

[HOUR 4] Write and send a content piece (article) to your list, along with a special promo offer.

[HOUR 5] Monetize / test Facebook ad campaigns to optimize performance.

[HOUR 6] Meet with a major partner to discuss mutually beneficial joint venture.

[HOUR 7] Create the new free offer (lead magnet).

[HOUR 8] Write on the next information product.

[HOUR 9] Write on the next information product.

[HOUR 10] Write on the next information product for thirty minutes and plan next week for thirty minutes.

Again, the activities on this schedule are going to change from week to week based on what your most pressing needs are for your business. Some weeks it may be critical to launch a product while other weeks things like setting up an autoresponder follow-up sequence, hosting an affiliate contest, learning how to create video tutorials, creating and hosting a webinar or any of a dozen different things might be the most important priority.

What is worth nothing is that you should never go very long without incorporating activities from all three of the major moving parts: offer development, list marketing and traffic generation.

EXAMPLE 3: 21-HOUR WORKWEEK (3 HOURS PER DAY VIA FOUR 45-MINUTE B LOCKS) .

With this schedule, you would cover the three major categories (product creation, email marketing, and traffic generation/conversion) along with a flex block every single day which equates to **four forty-five-minute blocks per day for a total of three hours per day or twenty-one hours per week**.

DAY 1

BLOCK 1 - PRODUCT CREATION: Research your next information product.

BLOCK 2 - EMAIL MARKETING: Write and load an email to your follow-up autoresponder.

BLOCK 3 - TRAFFIC GENERATION: Find 2-3 new potential affiliates and contact them.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

DAY 2

BLOCK 1 - PRODUCT CREATION: Organize and outline your next information product.

BLOCK 2 - EMAIL MARKETING: Create an article to send to your list (and give to affiliates).

BLOCK 3 - TRAFFIC GENERATION: Create social media blurbs and load to your affiliate center.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

DAY 3

BLOCK 1 - PRODUCT CREATION: Write your next information product.

BLOCK 2 - EMAIL MARKETING: Create a free offer (aka lead magnet) to send to your list.

BLOCK 3 - TRAFFIC GENERATION: Find 2-3 new potential affiliates and contact them.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

DAY 4

BLOCK 1 - PRODUCT CREATION: Write your next information product.

BLOCK 2 - EMAIL MARKETING: Create a special promotional mailing to send to your list.

BLOCK 3 - TRAFFIC GENERATION: Create an affiliate training manual for your affiliates.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

DAY 5

BLOCK 1 - PRODUCT CREATION: Write your next information product.

BLOCK 2 - EMAIL MARKETING: Buy PLR content to load to a new autoresponder series.

BLOCK 3 - TRAFFIC GENERATION: Find and recruit new affiliates or create new affiliate content.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

DAY 6

BLOCK 1 - PRODUCT CREATION: Create Powerpoint slides for your next information product.

BLOCK 2 - EMAIL MARKETING: Setup a landing page for the new autoresponder series.

BLOCK 3 - TRAFFIC GENERATION: Plan out an affiliate contest or launch.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

DAY 7

BLOCK 1 - PRODUCT CREATION: Record slide presentation video for your information product.

BLOCK 2 - EMAIL MARKETING: Analyze your email marketing stats to look for ways to improve.

BLOCK 3 - TRAFFIC GENERATION: Work with your top 1-2 affiliates on a joint venture.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

The important thing is not what activities you see listed in these example schedules, but rather how the schedules are organized into important time blocks. The point is this: you can build your business no matter what your schedule looks like as long as you devote what time you do have to making progress (taking the next step) in the critical areas.

ASSIGNMENT

Now it's your turn. Walk through the three steps mentioned above to create your own quarterly, monthly and weekly schedules. Choose one of the three example schedules to serve as a framework or tweak one of them to best suit the available time you have each week to devote to your business.

Be sure to leave planning time each week in your schedule (planning products, planning sales funnels, planning ad campaigns, even planning your next schedule). It's important to regularly assess where you are at and where you are going to make sure you are taking appropriate measures to reach your goal. Progress, not perfection is what you are after. Remember: it's all about taking the next step.

Closing Thoughts:

How to Get Unstuck Any Time You Can't Move Forward

Here are two truths about making money online:

1. There are some things you won't know how to do in your business. Or you'll know how to do the task, but you won't be able to create a very good end result. (For example, you may know how to create graphics, but you may not be able to create GOOD graphics.)
2. If you try to do everything yourself, your business is going to grow slowly (or not at all).

In both cases, you're stuck. Not moving forward. Your business is stagnant and unprofitable. The good news is that there is one solution to both of these problems: outsourcing.

Now a lot of times people say, "I can't afford to outsource." But the truth is, you can't afford to NOT outsource. It's better to spend money to make money, than it is to not make any money at all. So if you want to get unstuck, if you want to grow your business quickly, and if you want more profits, then the solution is to outsource.

Because think about it…

If you were starting a brick and mortar store, you'd have dozens of big expenses. But with your digital product business, your expenses are minimal – and outsourcing is one of them. But while the cost to outsource is minimal, it directly leads to making money – which makes outsourcing a great investment.

Here's a crash course in outsourcing…

STEP 1 Decide What to Outsource

Ask yourself these questions:

- What is your budget?
- What tasks take you a lot of time to complete?
- Which tasks can a freelancer do better than you?
- Which tasks do you not know how to do?
- Which tasks would you rather not do?
- Are there any tasks that you love and prefer to do yourself?

Depending on your answers, you may outsource a small part of your business… or you may outsource just about everything. This includes product creation, sales copy, blog content, autoresponder content, web development, list building, advertising such as social media marketing or pay per click ad management, setups and installs, and more.

Next step…

STEP 2 Discover Potential Freelancers

Now the next step is to cast a wide net to find as many potential freelancers as possible for each task. Here's how:

- Run a search for freelancers on Google (e.g., "voiceover artist"). Check both the organic and paid results.
- Ask colleagues for recommendations.
- Post on business and freelancing forums and in related Facebook groups.
- Ask your contacts (blog, newsletter, social media) for recommendations.
- Post a local "want ad."
- Post projects on freelancing sites such as Guru.com and UpWork.com. (Recommended)

Next…

STEP 3 Do Your Due Diligence

The above step will return a lot of potential freelancers – but not every freelancer is worth hiring. Ask yourself these questions (and research the freelancer to determine the answers):

- Does the freelancer produce good work? (Check their portfolio and samples.)
- Is the freelancer able to provide you with references? Did you follow up on the references and get good reviews?
- Does the freelancer have good feedback ratings on freelancing sites (where applicable)?
- Does the freelancer have a long, established history of providing quality work?
- Do you see any potential problems, such as complaints from former customers or business partners?
- What is the freelancer's turnaround time?
- How much does the freelancer charge?

Take your time with this step, as finding a good, reliable freelancer who suits your needs and budget will save you a lot of time and hassle in the long run.

HINT

It's a good idea to hire your best prospective freelancers to do one or more short projects for you. That way, you can get a feel as to whether you'll work well together. If a freelancer does great with short projects, then you can assign bigger and more important projects.

Next…

STEP 4 Develop Detailed Briefs

One of the keys to getting great results when working with a freelancer is to provide in-depth project briefs. In other words, give as much detail as possible about what you want so that your freelancer doesn't need to be a mind reader.

Here's an example set of questions to ask yourself when hiring a writer. You should provide the answers to these questions inside the brief:

- What is the purpose of the content? (Is it a free offer? Is it a paid product? A blog post? Etc.
- What is the working title?

- Who'll be reading this content?
- What do you want the reader to do when they've finished reading it? (E.G., click a link and buy something?)
- How long is the content?
- What exact points would you like covered in the content? (Provide a detailed outline.)
- What style writing do you like? E.G., conversational?
- Do you need anything special, such as statistics included?
- Provide samples to show your freelancer what you're looking for.

In Sum…

Again, all of this takes a little time upfront. But that investment of time will pay off handsomely in the long run once you start working with a reliable freelancer who produces great work!

NOW LET'S WRAP THINGS UP…

So, we've come to the end of the Businessentials course, which means you now have a framework in place for launching your own profitable digital-product business. Let's recap the eight essential pieces:

MARKET:

In this step, you learned the five "must haves" for choosing your ideal market.

MONETIZE:

Here you discovered proven models for earning $100,000 C.A.S.H. per year.

MODEL:

Here you learned about the four key parts of your customers' path to profitability.

METHODS:

Here you found out the #1 way to simplify, scale and structure your business.

MISSION:

Here you learned how to craft a mission statement that defines your identity and impact.

MINIMIZE:

Here you found out how to get maximum results in your business with minimum steps.

MORE:

Here you found out how to make more money with three "set it and forget it" ways to grow your business 24/7.

MILESTONES:

In this step, you learned how to find a weekly routine that works for you to grow your business.

Bottom line – you've got your blueprint. So, your next step is to take action! If you haven't already done so, go ahead and start working your way through these eight business essentials and complete each of the assignments in order. By the time you're finished, you too will have a profitable, thriving business!