

WORKBOOK

**START YOUR
DIGITAL
BUSINESS
FAST**

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

1 THE BUSINESS KICKSTART WORKBOOK

Now that you know the process for launching your dream business online, your next step is to start taking action. This workbook will help you get up and running fast as we step through the process lesson by lesson.

Let's get started...



LESSON 1:

What Does a Dream Business Look Like for You?

Write down the types of businesses you're interested in starting. Then one-by-one, go through each business idea and answer the four following questions:

- 1 Are you passionate about this business?
- 2 Do you feel like this business is purposeful?
- 3 Does the business idea have the potential to be profitable?
- 4 Is the business portable (i.e., you can work from anywhere)?

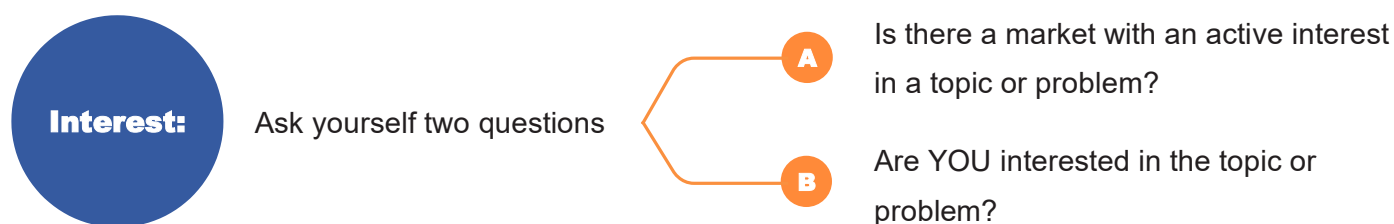
When you find a business that possesses all four of the above characteristics, then you know you're on the right track.

LESSON 2:

Market

Your next step is to choose an IDEAL market that can reasonably support you for many years to come.

So, what you do next is write down ALL the potential markets you have in mind. Then research these markets and answer the following questions in order to narrow down your list to only the best markets:





Is there a specific dilemma around which you can create solutions for your prospects?
.....



Is this topic/problem one of lasting interest?
.....



Are you able to access the market through traditional advertising methods (both free and paid)?
.....



Is this market profitable?
.....

By the time you answer the above questions, it should become very clear to you which market is the right choice. If your short list still includes several markets, then choose the market that is strongest on all five of the IDEAL characteristics.

LESSON 3:

Mission

Brainstorming time! Go through each question below and insert as many answers as possible. Then pick the best answer from each question.

- 1
- What does your company do?
- 2
- How does your company do it?
- 3
- Why does your company do it?

Now combine your three best answers into one succinct mission statement:
.....
.....

The “big four” ways to earn CASH online include: courses, affiliate, services, and helping. What you’re going to do in this worksheet is give an overview of how you’d set up your business in your chosen market within each of these methods, and then add the pros and cons of each (according to your own preferences, strengths, weaknesses, etc.).

Let’s get started:

Name your market here:

COURSES:

What would your business look like if you sold courses?

What are the pros of this monetization method?

What are the cons of this monetization method?

AFFILIATE:

What would your business look like if as an affiliate?

What are the pros of this monetization method?

What are the cons of this monetization method?

SERVICES:

What would your business look like if you sold services?

What are the pros of this monetization method?

What are the cons of this monetization method?

HELPING:

What would your business look like if you sold coaching?

What are the pros of this monetization method?

What are the cons of this monetization method?

Based on your answers above, select your monetization method:

LESSON 5:

Minimize

This lesson is about taking the minimum three steps in order to start getting results (set up an offer, list and traffic source). Now it's time to plan. Fill in this worksheet:

- 1 What sort of free offer will you use to entice your market to join your mailing list?
.....
- 2 What paid offer will you sell to these prospects?
.....
- 3 What type of content will you upload to your autoresponder to presell prospects on this offer?
.....
- 4 What traffic source do you choose to start with?
.....
- 5 List your plan for getting traffic using this source.
.....

LESSON 6:

Model

Now it's time to plan your sales funnel. Answer these questions:

- 1 **FREE:** What free offer will you use to attract people into your sales funnel? (This is the same product as question #1 in the last lesson.) How will it naturally lead to the frontend offer?
.....
- 2 **FRONTEND:** What sort of tripwire product will you sell at a low cost? How will it naturally lead to the foundational offer?
.....
- 3 **FOUNDATIONAL:** What sort of core product will you sell as your primary offer? How will it naturally lead to the finishing offer?
.....

4

FINISHING:

What are your finishing offers? Here you'll set up multiple offers, so be specific about what all products you may include.

.....

5

List all the ways you'll cross-sell these pieces throughout your sales funnel.

.....

LESSON 7:

More

This lesson is about getting more customers... who spend more money with you... and spend money more frequently. After you complete the lesson, do the following brainstorming exercises:

1

List all the ways you can think of to get more customers.

.....

2

List all the ways you can get customers to spend more money with you.

.....

3

List all the ways you can get customers to spend more money more frequently.

.....

Next, choose the methods from #1-#3 that you definitely want to implement.

Now create a plan (with timelines) that details exactly how and when you'll implement these methods for making more money.

LESSON 8:

Methods

Time to plan your business systems. Fill in this worksheet:

1

List all the processes for your businesses (e.g., setting up a mailing list, setting up a website, researching product ideas, hiring a freelancer, etc.).

.....

- 2 Break these processes into smaller steps, where applicable. (E.G., part of setting up a site is to set up a blog.)

.....

- 3 Now decide: which of these processes/steps require systems to streamline the process?

.....

Once you've decided which ones require systems, then walk through the steps in the lesson to research and develop your own systems for each process.

LESSON 9:

Milestones

You can set up and run your business, no matter how much time you have... if you schedule smartly. Fill in this worksheet:

- 1 What tasks do you need to do quarterly?

.....

- 2 What are your monthly tasks?

.....

- 3 What are your weekly tasks?

.....

- 4 What are your one-time (set up) tasks?

.....

- 5 Which ones are ongoing tasks?

.....

- 6 Rank the order of importance for each task so that you prioritize those that are most important.

.....

- 7 How much time do you have each week to devote to work? List your daily allotted time slots.

- 8 Now create your weekly work schedule by listing exactly what you'll do in each of your daily time slots. Use the lesson as guidance as to how to set this up.

LESSON 10:

How to Get Unstuck

Outsourcing is a great way to move forward more quickly. Use this worksheet to get started:

1 What should you 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?

2 Cast a wide net.

Now the next step is to cast a wide net to find as many potential freelancers as possible for each task. Decide which of the following methods you'll use to find freelancers.

- Run a search for freelancers on Google (e.g., "voiceover artist"). Check both the organic and paid results.
- Post projects on freelancing sites such as Guru.com and UpWork.com.
- 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.”
- List any other methods you intend to use.

3 Do your due diligence.

For each freelancer you find, 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?
.....

Using the answers above, select the best freelancer for the job. It’s a good idea to create a detailed brief for a small task and hire multiple freelancers in order to determine with whom you work the best.

2 FIVE KEYS TO A SUCCESSFUL ONLINE BUSINESS

At this point, you know exactly how to set up your dream business. And you know how to make it profitable, too.

Now if you're really looking to create something successful, then you need to take a few extra steps. Check out these five keys to running a successful online business...



GET THE RIGHT MINDSET

You're not an employee anymore – you're a business owner. And that means you need to start thinking like one. Keep these tips in mind:

THE BUCK STOPS WITH YOU.

No matter what happens, you're ultimately responsible. Don't blame business partners, freelancers, or anyone else.

THE DAY DOESN'T END AT 5:00PM.

This doesn't mean that YOU need to be sitting at your desk monitoring your business 24/7. However, it does mean that you need to put systems and staff in place to take care of things when you're not able. For example, install an app on your website to let you know if it goes down so that you can get it back up and running ASAP.

WORK SMARTER, NOT HARDER.

You're not trading time for dollars anymore. That's why you need to plan a business that lets your income grow even when you're not sitting at your desk. For example, installing an evergreen autoresponder series lets you make sales the hands-free way.

NEXT...

PRIORITIZE CUSTOMER SERVICE

Just read a few Yelp reviews, and you'll quickly realize the reason people either stick with a business or leave it boils down to customer service. You can have the best products in the world... but if your customer service stinks, your customers are going to vow to never do business with you again. Not only that, but they're going to tell their friends too.

That's why it's so important to make customer service a priority. Here's how:

BE SURE YOUR WEBSITE IS USER-FRIENDLY.

A good customer service experience begins with a good experience on your website.

MAKE YOUR CUSTOMER SERVICE EASILY ACCESSIBLE.

Don't make people jump through hoops (such as registering for a help desk) in order to contact you.

ANSWER ALL CUSTOMER SERVICE INQUIRIES PROMPTLY AND PROFESSIONALLY.

And if you have customer service staff, train them to do the same.

NEXT...

BUILD A STRONG BRAND

A brand isn't just a logo and a slogan. Instead, it's a driving force for your entire business. It's the FEELING you want your customers to experience when they use your products or think about your business. It's how you set yourself apart from your competitors. And it's the way you create "top of mind" awareness, so that your prospects and customers think about your business even when they're not directly looking at one of your ads.

Follow these best practices:

CREATE A BRAND AROUND A FEELING.

Then be sure every part of your brand (from the colors to the slogan) are designed to evoke this feeling.

DESIGN A SLOGAN THAT SETS YOU APART FROM YOUR COMPETITORS.

This unique selling proposition may flow directly from your mission statement. E.G., "We try harder." (Avis rental car company.)

INTEGRATE YOUR BRAND THOROUGHLY.

This includes on your website, in your sales letters, within your product packaging, and in all content. Be sure your customer service staff is trained on how to reflect your brand in their replies.

NEXT...

GROW YOUR BUSINESS EVERY DAY

Building a business is a marathon, not a sprint. And that means that taking small, consistent steps every day tends to produce big results. As such, make it a habit to do something each and every day to grow your business such as:

- Find a new place to purchase an advertisement.
- Create a flash sale.
- Create a blog post.
- Craft a rebrandable report for your affiliates to give away.
- Post on social media.
- Post a video on YouTube.com.
- Develop a new lead magnet.
- Develop a free webinar.
- Send an email to your list.

And similar tasks. If you take these sorts of steps consistently, you'll see your business grow consistently.

TEST EVERYTHING

A truly successful business isn't built on gut feelings and guesswork. If you want to create a higher return on investment with everything you do, then you need to start testing the various parts of your business. This includes:

TESTING YOUR IDEAS.

For example, before you create a big product, you might start by creating a lead magnet on the same topic. If the lead magnet generates a lot of interest, then it's safer to invest your time and money in developing the larger product.

TESTING YOUR AD CAMPAIGNS.

Many platforms (such as Facebook or Google AdWords) include built-in statistics so that you can determine which ads and which keywords deliver the best results.

TESTING YOUR EMAILS.

Most of the bigger autoresponder services tend to include built-in statistics, which makes it easy for you to track and test your emails. Pay particular attention to your subject lines, the overall offer, and your calls to action. You'll also want to do some testing to find out what days and times of the day work best for sending

TESTING YOUR SALES LETTERS.

Factors such as the headline, overall offer (including price) and calls to action tend to have the biggest impact, so focus on testing these items first. You can use a tool like SplitTestMonkey.com to start testing your sales letters.

NOW LET'S WRAP THINGS UP...

CONCLUSION

Creating products, building lists and driving traffic are three important pieces of a profitable business – but they're not the only things that will drive your success. If you want to grow a truly successful business, then you'll also want to be sure you have the right mindset, prioritize customer service, develop your brand, grow your business every day, and test everything.

Once you do these things, then you'll be able to take your business to the next level!



3 THE FAST-START CHECKLIST

Ready to get up and running? Below you'll find a detailed, chronological checklist guide that shows you the tasks you need to do to launch your dream business. Most of these tasks take just 15 minutes or less (or they can be broken into 15-minute time slots), so you can work them into most any schedule.



SELECT (AND PLAN)

Select the following:

- Your overall business model.
- Your monetization plan.

Start with the minimum three. Plan the following:

- What product you'll use as a lead magnet to get people onto your mailing list.
- How you'll create your lead magnet so that it naturally leads to the paid offer.
- How much you'll charge of the paid offer. (Do market research to see what others are charging.)
- What sort of content you'll upload to your autoresponder to close the sale.

Plan your mission and branding:

- What is your unique hook/angle? What makes you different than your competitors?
- How will you incorporate this branding into your domain name?
- How will you incorporate it into your products?
- How will you incorporate it into the rest of your business?

Once your initial planning is complete, you can start setting up your business. Complete the following tasks:

CHOOSE A DOMAIN NAME.

Be sure it incorporates your branding.

- Purchase your domain through a reputable domain registrar such as NameCheap.com or GoDaddy.com.
- Purchase web hosting (though a reputable firm such as HostGator.com).
- Log into your domain registrar, and change your domain name servers according to the information provided by your webhost.

SET UP YOUR WEBSITE.

Depending on your preferences and skills you can do it yourself, or hire someone else to do it. Here's one easy way to do it:

- Download and install the files from WordPress.org using their famous "five-minute installation."
- Customize your site by choosing a theme that matches your branding.
- (Optional – install needed plugins to improve functionality.)

CHOOSE AN AUTORESPONDER SUCH AS AWEBER.COM, GETRESPONSE.COM, OR SIMILAR.

SET UP YOUR FIRST AUTORESPONDER AND COPY THE OPT-IN LINK SO YOU CAN INSERT IT INTO YOUR OPT-IN PAGE. (MORE ABOUT THIS STEP LATER.)

CREATE A FIVE TO-SEVEN PART EMAIL SERIES.

(Each email takes about 15 minutes.) These emails should promote the paid offer.

CREATE ATTENTION-GETTING TITLES FOR EACH EMAIL.

UPLOAD THE SERIES TO YOUR AUTORESPONDER.

SELECT A PAYMENT PROCESSOR (SUCH AS PAYPAL, CLICKBANK, STRIPE, ETC.)

SET UP AN ACCOUNT WITH THE PAYMENT PROCESSOR, AND CREATE A PAYMENT BUTTON FOR YOUR PAID OFFER.

(Which you'll paste into your sales letter in the next step.)

SALES PROCESS

Now it's time to create your products and marketing materials.

FREE OFFER:

- Research the topic.
- Determine the strengths and weaknesses of similar products. Decide how you'll make your product different and better.
- Outline your free product.
- Do a rough draft of your product. (Obviously, this is one of the tasks that will take more than 15 minutes. However, you can work on it in small chunks of time until it's complete.)
- Polish the draft. Cut out anything unnecessary, and clarify anything that isn't clear.
- Add graphics to the product to make it more visually interesting. (Pictures, illustrations, charts, tables, etc.)
- Proof the final product.
- Check once more that the free offer helps presell the paid offer. Convert the document to a PDF.
- Upload the product to your website.
- Create a download page where customers will land after they purchase the product. (Be sure this matches the link you provided when creating your opt-in form.)

CREATE THE OPT-IN PAGE:

- Create a headline with the offer's MAIN benefits. List the other benefits of this free offer.
- Craft a call to action that encourages people to opt-in. Copy your opt-in button into the lead page.
- Upload the lead page to your website.
- Go through the process of signing up for your list to be sure that all download links and the form itself works.

PAID OFFER / SALES PAGE:

Now go through all the steps you just took above to create the free offer, except this time you're creating your paid offer.

NOTE:

Instead of an opt-in page, you'll create a sales page. Steps include:

- Create an attention-getting headline.
- Create a sub-headline that provides more benefits and/or arouses curiosity.
- Craft an opening that asks an intriguing question, tells a story, reminds people of their problem/pain, or otherwise connects and empathizes with them.
- Introduce the paid product as the solution.
- Provide a list of benefits of this product.
- Offer proof that your claims are true (pictures, videos, testimonials, etc.).
- Handle objections and justify the price.
- Offer risk-reversal (a guarantee).
- Provide a call to action.
- Paste your payment button into the letter (and make sure the landing page for the button matches your product's download page).
- End with a P.S. which gives people a strong reason to buy the product now.

Test everything to make sure the payment button works and redirects customers to the correct page.

TIP:

If you need help doing ANYTHING at all with setting up your business, you can outsource it using the training at www.Earncome.com/freelance-force/.

SEND TRAFFIC

NOW PICK JUST ONE SOURCE OF TRAFFIC.

RESEARCH HOW TO GET TRAFFIC USING THIS ONE SOURCE.

BEGIN SENDING TRAFFIC USING THIS SOURCE.

Commit to doing something every day to get traffic using this source, and focus on this one method until you master it and are getting good results.

FOR EXAMPLE:

if you're focusing on guest blogging, then your regular tasks would include seeking out new guest blogging opportunities, creating content to submit to blog owners, refining the ads at the end of your articles in order to drive more traffic to your lead page, etc.

SUMMARY

At this point, you have the following pieces in place: a free offer, a mailing list, a traffic source to build that list, and a paid offer to sell to that list.

Congratulations, you now have everything you need in place to make money! Go ahead and master these steps. Once you're starting to get good results, then you can create more offers and add in more traffic sources to grow your business!



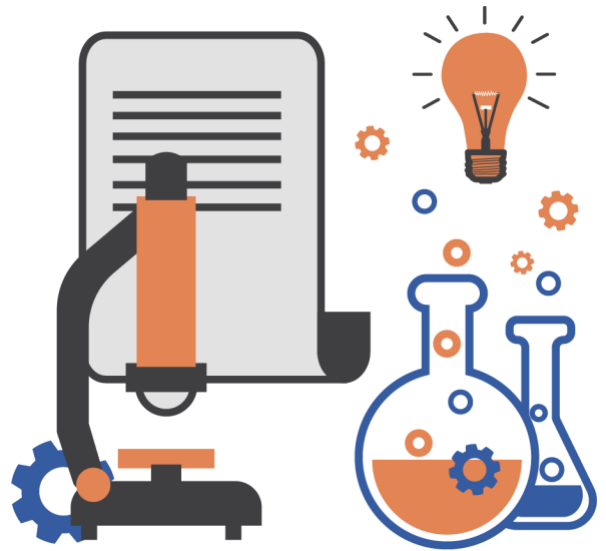
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THE FIVE COSTLIEST BUSINESS MISTAKES (AND HOW TO FIX THEM)

You're rolling along, building your dream business... when WHAM, something takes you by surprise. You've made a mistake. Maybe it was something you didn't think was important, or maybe you just overlooked it accidentally. No matter what the reason, the end result is the same: you're out time, you're out money, and you're in for a lot of frustration.

Doesn't exactly sound like a dream business, does it? Right. And that's why you'll want to pay attention to the following five costliest business mistakes... and how to fix them.

Take a look...



MISTAKE 1:

Not Doing Market Research

Sometimes marketers get really excited about a product idea. And when they get excited about it, they assume that a whole lot of other people (AKA customers) are going to be just as excited as they are. So, then they imagine huge product launches that put more money in their pocket in one day than they used to make all month.

Except when the big day happens, the sales don't come. And along with the lack of sales comes a sinking feeling for the business owner who realizes he wasted a lot of time and money creating a product that no one wants.

Don't make this mistake. You can avoid this by doing two things:

DO YOUR MARKET RESEARCH.

Finding out what people are already buying and then creating something similar (yet better) is one of the surest ways to make money. As the saying goes, "build a better mousetrap."

TEST YOUR IDEAS.

If, despite your market research, you're not sure if an idea is going to fly, then test it on a small scale before you invest a lot of time and money.

For example, you can create a sales letter for a non-existent product, drive traffic to the sales letter, and see how many people click the “buy” button as a gauge of how much interest there is in the product. (Naturally, the “buy” button will lead to an opt-in page, telling people to join the list to get notified when the product is ready.)

NEXT...

MISTAKE 2:

Failure to Create Segmented Lists

If you're not building lists at all, that's a HUGE mistake. But it's also a mistake to build lists without segmenting them. That's because once you segment your lists, you can send out highly targeted content that results in higher conversion rates.

Here's how to segment your lists:

- Separate your prospect list from your customer list.
- Segment your prospect list according to the lead magnet they've downloaded.
- Segment your customer lists according to the products they've purchased.
- Make use of your autoresponder tools, such as segmenting your list according to if someone opened your last email.

It's very simple to set up segmented lists if you're using a major autoresponder, so it's a good idea to get started from day one.

NEXT...

MISTAKE 3:

Neglecting Your Sales Copy

One of the most profitable skills you can acquire is to learn the art and science of writing good sales copy. This skill even comes in handy when writing other content, such as blog posts, social media posts and email newsletters. The better copy you write, the more reads, clicks and conversions you can expect to get.

Point is, it's a good idea to start learning how to write effective copy.

There are a whole lot of prospects who are going to make decisions about buying your product largely based on the title of your product. It's true. Your title can make or break the success of your product.

And that's why you want to be sure to spend time creating good titles.

Keep these tips in mind:

**BRAINSTORM
MULTIPLE TITLES.**

Then pick a few of the best ones and test them. You can do these tests fairly quickly (such as in a weekend) by sending large amounts of paid traffic using sites such as Google AdWords and even Facebook advertising. Just be sure you hold all other variables constant across your ads, with the only difference being the title of your product.

**PRESENT A BIG
BENEFIT IN YOUR
TITLE.**

(E.G., "How to Win Friends and Influence People.")

**USE ATTENTION-
GRABBING WORDS
IN YOUR TITLE.**

Examples of these power words include: you, how to, amazing, secrets, discover, revealed, instantly, quickly, fast, and easy.

**AROUSE CURIOSITY
WHENEVER
POSSIBLE.**

(E.G., "The Secrets of Rapid Weight Loss.")

**USE TITLING
TEMPLATES TO
HELP YOU
BRAINSTORM
TITLES EVEN
FASTER.**

You can search for these at Google. (Ex. "product title templates")

NEXT...

Putting out good quality work is important. You always want to over-deliver to your customers. But being a perfectionist is a way to waste time without making money.

Because here's the thing...

If you're a perfectionist, then the various pieces and parts of your business will NEVER be good enough. You'll endlessly tweak products, tweak sales letters and tweak ad campaigns... without ever releasing any of them. And that means you're not making any money.

Here's what to do instead: tweak on the fly.

This means putting forth your best effort in all you do, and then releasing it to the public. Let your audience vote with their wallets. You can track and test the parts of your business (like sales letters and ad campaigns) to find out what your audience responds to.

And then you can make tweaks with the confidence that your tweaks are going to produce great results.

End result? You make money even while you're still "perfecting" your product, copy and ad campaigns.

IN SUM...

You can be humming along, thinking everything is going great – and then it can all come to a screeching halt where you're getting really poor results. Fortunately, if you follow the advice above, you'll be able to avoid some of the costliest business mistakes.



5

THE BUSINESS KICKSTART GROUP COACHING Q&A



You've been given a good blueprint for getting your dream business up and running. But perhaps you still have a few questions. Here are the answers to the most commonly asked questions...



YOU SAID YOU NEED TO SPEND MONEY TO MAKE MONEY. HOW DO YOU RAISE THE FUNDS TO INVEST IN YOUR BUSINESS?

While it takes very little money to start an online business, here are some ideas to raise funds if you need...

REMAIN AT YOUR DAY JOB.

This gives you extra money to launch your business, plus you can reinvest your initial business profits right back into your business.

MOONLIGHT AS A FREELANCER TO RAISE CASH.

For example, you can sell writing services on sites such as UpWork.com.

DO A CROWDFUNDING CAMPAIGN.

If you have a novel idea, then you might use a site such as Kickstarter.com to raise cash.

SELL UNWANTED/ UNNEEDED ITEMS.

You probably have things laying around your house that could bring in extra cash. This could be anything from antiques to recreational vehicles. You can sell these items on sites such as Craigslist.org or eBay.com.

SELL HANDMADE ITEMS.

Do you have a knack for making something that people want, such as jewelry? You might try raising extra cash by selling your goods on Etsy.com.

CONSIDER CROWDLENDING.

If you're considering getting a loan, check out your options on Prosper.com.

GET A TRADITIONAL LOAN.

You might start by asking friends and family for a small loan, and/or talk to your local bank or credit union.



HOW DO YOU TURN YOUR COMPETITORS INTO JOINT VENTURE PARTNERS?

A lot of business owners blast joint venture proposals out to everyone in the niche. But these “cold” proposals don’t tend to generate a lot of positive response.

So, here’s the key: build relationships with potential JV partners, and then it’s much easier to propose joint ventures or invite them to your affiliate program.

How do you start building relationships? Like this:

- Interact on social media.
- Post thoughtful replies on their blogs.
- Attend their webinars and talk to them before or after the event.
- Attend offline events and develop friendships.
- Do something for a potential partner first (such as make money for them by joining their affiliate program).

Point is, treat them like a human rather than an ATM. Build friendships first, and later it will be a lot easier to work together.



WHAT ARE SOME WAYS TO ADD VALUE TO A PRODUCT (AND ITS PERCEIVED VALUE?)

Here’s how to boost the value of your digital product:

- Don’t call an ebook an “ebook.” Call it a manual, system, guide, blueprint or similar.
- Turn a text product into an audio or video, both of which have a higher perceived value.
- Add a high-value bonus to your offer.
- Consider doing a live event (such as a webinar), which has a high perceived value.

Want to go the extra mile? Create a physical product and send it via the mail. This not only has a high perceived value, but a physical product has lower refund rates too. And you don’t even necessarily need to deal with inventory or fulfillment if you use a print- on-demand service.

NEXT...



HOW DO YOU PROFILE A TARGET MARKET?

What you're looking to do is answer questions about your market's demographics (age, gender, location, etc.), as well as their problems, wants, fears, motivations, etc. Here's how to get answers to these questions:

- Research your target market (e.g., "dog owner demographics") in Google, as some other organization or government institution may have collected statistics for you.
- Survey your market. Ask open-ended questions in order to get as much information as possible.
- Become a part of your market by doing what they do in a typical day. The more time you spend doing what they do, the better you'll understand them.
- Spend time talking to them. This is easy to do on niche forums, in niche Facebook groups, or even at offline meetings.
- Read their product reviews on sites such as Amazon. This will give you an idea of what they want.

NEXT...



WHAT IS YOUR FAVORITE MEMBERSHIP SITE MODEL?

I liked the fixed-term membership site model. It tends to have a higher retention rate versus your traditional monthly membership, since members can see an end in sight. Plus, sending regular content to members gives you a great opportunity to sell goods and services on the backend.



WHAT IS SPLINTERING AND HOW CAN I USE IT TO GROW MY BUSINESS?

Splintering is when you take a piece of your larger product and use it as a standalone lead magnet or tripwire product. This is a good way to grow your list and generate backend sales.

For example, if you have a 10-module video training course, you might splinter off one module and sell it for a low cost. This gets people into your sales funnel, and it's also very effective because anyone who's interested in the splintered portion of your product will definitely be interested in the product as a whole.



WHAT TYPES OF TOOLS DO YOU USE EVERY DAY TO GROW YOUR BUSINESS?

I use a lot of tools on a regular basis. Here are some of my favorites:

CONTENT MANAGEMENT SYSTEM.

When I need a blog, I prefer WordPress.org.

PAYMENT PROCESSORS.

I use several different ones, including PayPal and ClickBank.com.

AUTORESPONDERS.

Aweber.com and GetResponse.com are good, reliable service providers to handle email.

SOCIAL MEDIA MARKETING.

While there are plenty of tools you can use for various aspects of social media marketing, I prefer all-in-one tools such as HootSuite.com.

SPLIT TESTING.

I always look to my other tools first to see if they have built in testing tools, which they often do (e.g., Aweber has built-in stats for testing subject lines and other components of your email). I also like standalone tools such as SplitTestMonkey.com.

If you go outside these recommendations, just be sure to do your due diligence to insure you're choosing reliable tools that meet your needs.

