



# REAL STRATEGIES FOR REAL GROWTH ✦ YOUR PERSONAL GUIDEBOOK

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**YOUR GUIDE TO MODERN MARKETING  
WHAT'S WORKING FOR ME & MY PARTNERS IN  
2025**

**BUILT BY A MENTOR • DESIGNED FOR GROWTH  
NO FLUFF. JUST STRATEGY.**

IN THIS E-BOOK, WE'LL GO OVER THE BASICS OF BUILDING A BRAND, AND THEN DIVE INTO SPECIFICS FOR CREATING YOUR OWN.

**USE THIS LIKE A BLUEPRINT. SHARE IT WITH YOUR TEAM.**





# BEFORE YOU DIVE

## IN...

**THIS IS NOT AN INVITATION TO JOIN A BUSINESS. YOU PROBABLY ALREADY HAVE ONE AND IT KEEPS YOU VERY BUSY!**

**THIS SHORT GUIDE IS ABOUT SHARING TOOLS AND STRATEGIES THAT I PERSONALLY USE AND RECOMMEND —**

THE SAME SYSTEMS MY CLOSEST PARTNERS ARE USING RIGHT NOW TO BUILD, GROW, AND SIMPLIFY THEIR MARKETING.

### **YOU'LL FIND:**

FREE OR LOW-COST TOOLS  
NO CONFLICTS WITH YOUR CURRENT BUSINESS  
OPTIONS YOU CAN USE OR IGNORE — NO PRESSURE

### WHY AM I SHARING THIS?

BECAUSE I BELIEVE IN GLOBAL SOLUTIONS, COLLABORATION OVER COMPETITION, AND HELPING OUR COMMUNITY WIN WITH PROVEN, DUPLICATABLE STRATEGIES — NOT HYPE OR SPAM.

**IF IT RESONATES, USE IT.  
IF NOT, KEEP BUILDING IN YOUR OWN LANE.  
EITHER WAY, THIS IS REAL VALUE — NO STRINGS  
ATTACHED.  
LET'S GROW TOGETHER.**



# WELCOME!

*THIS SHORT GUIDE IS A BEHIND-THE-SCENES LOOK AT THE TOOLS, TACTICS, AND PLATFORMS I PERSONALLY USE—AND WHAT'S WORKING FOR MY CLOSEST PARTNERS IN 2025.*

**WHETHER YOU'RE JUST STARTING, SCALING, OR STARTING OVER... THIS IS THE GOOD STUFF.**

**USE THIS GUIDE TO EXPLORE, CHOOSE, AND TAKE ACTION ON WHAT RESONATES WITH YOU. INSIDE, YOU'LL DISCOVER HOW WE:**

GET LEADS DAILY

AUTOMATE FOLLOW-UP

MONETIZE SKILLS & PARTNERSHIPS

STACK INCOME STREAMS

## TOOLS WE USE

*WHEN YOU'RE READY, TAP THE LINKS TO ACCESS TRAINING, FREE ACCOUNTS, AND WALKTHROUGHS ON MY YOUTUBE CHANNEL. LET'S BUILD SOMETHING THAT LASTS.*

**WE'RE NOT TALKING THEORY—  
WE'RE TALKING REAL  
STRATEGIES THAT ACTUALLY  
HELP PEOPLE WIN.**





## VISIT OUR CHANNEL: WAYS TO CREATE INCOME

### REAL TOOLS, REAL RESULTS

Ways to Create Income — Real Tools, Real Results  
We know the best way to learn is by seeing it in action. That's why we created the "Ways to Create Income" YouTube channel—to walk through what's working for us and the partners we support.

Inside you'll find:

- Short tutorials on tools featured in this guide
- Interviews with business builders & content creators
- Funnels, follow-ups, and automation setups you can model
- Real opportunities — zero fluff

**Tap below to subscribe & binge the series:**  
[YouTube.com/@WaystoCreateIncome](https://www.youtube.com/@WaystoCreateIncome)



**THE MRR  
EBOOK  
SYSTEM**  
**Tool #1**  
**for Lead  
Generation  
& Authority**

01

**Want leads but hate the tech stuff?**

**This simple system helps you launch faster by giving you resell rights to a high-value eBook, plus the training to turn it into a lead magnet that builds your brand.**

**You get:**

- A ready-to-use eBook with resale & branding rights
- Ideas for funnel templates
- Strategy to attract leads through value-first content

**It's not plug-and-play—but it's the framework I use to grow my email list and create passive income.**

► Watch how I use it:



# DIGITAL DOWNLINE SYSTEM

## 1 Tool #2 for Building Residual Income & Team Growth

# 02

**WANT TO EARN WHILE YOU LEARN—  
AND HELP OTHERS DO THE SAME?**

**Digital Downline gives you access to a free marketing training hub where you can share proven tools, build trust, and earn recurring income from products and services people actually use.**

**You get:**

Free team site & funnel to share  
Training and tracking built-in  
Affiliate programs that pay monthly  
Great for warm or cold traffic

**This is a no-pressure, low-barrier way to grow your list and income at the same time.**



**Watch This Free Training  
Now! Limited Time Only**

Inside of this powerful video you're going to discover how to make money from your website even if they say NO to your primary business opportunity plus how to end your real cash flow problems for good.

**Register FREE Now**

Enter Your Full Name, Email & FB Link To Get Access Now

Full Name:

Email:

Facebook:

**REGISTER**

Get Instant Access

**JOIN FREE — NO  
OBLIGATION, JUST  
INSIGHT.**

# INFLUENCING U SYSTEM

## Tool #3

# for Building Trust, Traffic & Daily Commissions

# 03

### WANT TO MONETIZE YOUR CONTENT WHILE YOU GROW?

Influencing U is a content-friendly platform where you can get paid to **\*\*share what you already love\*\***—while building long-term trust and income.

**No startup cost. No contracts.  
Just influence + action.**

Whether you're just getting started or already have followers, this platform helps you:

Earn 20% commissions on all subscriptions

Get paid daily with no pressure

Access your own influencer link & website

Use world-class training to grow your reach

### JOIN INFLUENCINGU AS AN INFLUENCER AND START EARNING DAILY!



#### FREE INFLUENCER

- ✓ Earn 20% on every influencingU subscription
- ✓ Get paid daily
- ✓ Have your own personal website
- ✓ Real-time sales report
- ✓ Access to world-class training tools

BECOME AN INFLUENCER

**REGISTER**

AMBASSADOR

**SYSTEME.IO  
PLATFORM**

**Tool #4**

**for**

**Automating  
Funnels,  
Emails &  
Sales**

04

**WANT TO BUILD FUNNELS, EMAIL FOLLOW-UPS, & SELL PRODUCTS— WITHOUT HIRING A TECH WIZARD?**

**SYSTEME.IO MAKES IT STUPID SIMPLE TO LAUNCH YOUR BUSINESS ONLINE. IT REPLACES 5+ TOOLS IN ONE EASY-TO-USE, BEGINNER-FRIENDLY PLATFORM.**

**The BEST PART?**

**You'll be able to:**

- Build high-converting funnels and pages
- Create automated email sequences
- Host digital products or online courses
- Launch affiliate programs
- Manage your CRM & business automations

**Whether you're a coach, course creator, affiliate, or marketer, this tool saves you time, stress, and money.**

**FREE**

**The world's easiest all-in-one marketing platform**

Enter your email address

Click here

**LEARN MORE**

Trusted by 100,000+ entrepreneurs



# Tool #5: TAKE ACTION

for

Momentum,  
Clarity &  
Real Results

# 05

**KNOWLEDGE IS POTENTIAL.  
ACTION IS TRANSFORMATION.**

**YOU'VE JUST SEEN TOOLS THAT MY PARTNERS AND I ACTIVELY USE TO GROW, CONNECT, AND CREATE SUSTAINABLE INCOME IN 2025. BUT READING ALONE DOESN'T CHANGE ANYTHING! IMPLEMENTATION DOES.**

**The BEST PART?**

**You'll be able to:**

Choose one strategy or tool that stood out

Watch the walkthrough or set up a free account

Apply it to your business in a small, focused way

Track the result, tweak, and keep building

Manage your CRM & business automations

**Whether you're a coach, course creator, affiliate, or marketer, this tool saves you time, stress, and money.**

**DON'T LET THIS GUIDE SIT IN YOUR DOWNLOADS FOLDER. PICK SOMETHING AND TAKE ACTION IN THE NEXT 24 HOURS. YOU'LL LEARN MORE BY DOING THAN BY WAITING.**



# YOUR NOTES:

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## FIRST IMPRESSION

When you think about your brand, you should think about how you want to come across to customers right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar?

*enjoy the process*



# COME UP WITH A STRATEGY

To define your personality, think about how you want people who interact with your brand to feel. Do they want to feel excited? Inspired? Happy?

Answering this question will help you determine what kind of voice or tone you want to present through all aspects of the brand—from email copy to social media posts, from blog content to product descriptions.



# THINK ABOUT YOUR NAME

If you want to build an online brand, one of the first things you'll need to do is come up with a name.

A good name can help people remember who you are and what your brand stands for. It's also important that your name isn't too long or hard to pronounce and spell, but at the same time, it should be creative enough that it stands out from the crowd.

# DEVELOP A STRATEGY

With your brand identity and voice in place, you can start building your strategy. The first step is defining whom you want to reach and how you'll do it.

This might sound like something that happens at the end of a strategic planning process, but the reality is that developing an audience persona (or personas) will help inform every step of the marketing process moving forward.

Setting goals for your online brand is essential: these goals will inform everything from deciding on content types and frequency schedules to budgeting for paid traffic and email campaigns.

Your business may have one overarching goal or many specific ones—for example, if you're looking to grow sales through advertising, setting up those ads in advance will save time by streamlining the process later.

Let's take this example further into account with practical steps like creating optimized landing pages or optimizing ads based on A/B testing results after they go live. We can better measure their effectiveness towards achieving those goals over time too!



