

7 Clues To eBook
Lead Magnet
List
Building



About The Author



Tracy Quinn, aka tracyQ., has been investigating the case of finding success online since 2013.

Growing up without the internet meant she really was starting from scratch!

Working with a shoestring budget after her redundancy payment ran out, she has had to have a steely determination to find success.

Tracy believed it was the only way to financial & personal freedom for her & her two boys. It's a freedom she wants to help others achieve, because for many it's the only route to business ownership & an escape from the 'rat race'.

That's why Tracy loves sharing everything she has learned over the years & why she wants to help you make money online too.



CLUE 1

Determine Your Target Market

Examples:

- 🔍 People who want to train their dogs
- 🔍 Stay at home mums/dads who want a side hustle
- 🔍 Keeping fit over 50
- 🔍 College graduates interview techniques
- 🔍 People wanting to learn gardening in a small space
- 🔍 People who want to homeschool



CLUE 2

Identify Target Market Problems

Examples:

🔍 Why are they tossing and turning at night?

🔍 What would they pay to have it solved?

🔍 Can I create a short eBook to give them a solution to their problem?



CLUE 3

Decide Which Problem Your eBook Will Focus On

Examples:

- 🔍 5 Ways To Get More Leads With Video
- 🔍 3 Ways To Sponsor More Reps Online
- 🔍 How To Lose Belly Fat In 7 Days
- 🔍 5 Ways To Get More Energy Without Pills
- 🔍 Meet The Love Of Your Life In 30 Days
- 🔍 How To Grow Your Hair With Supplements



CLUE 4

Get Content

Sources:






- 🔍 PLR Articles/Reports
- 🔍 AI Research
- 🔍 Blogs
- 🔍 Books
- 🔍 Free Public Domain Assets

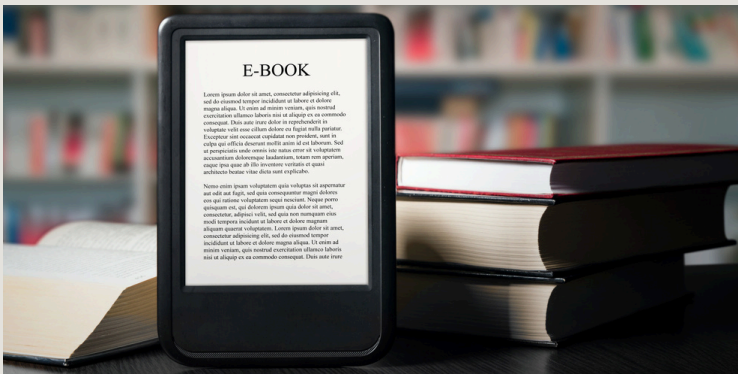


CLUE 5

Create Your eBook

Resources:

-  [Canva Templates](#)
-  [Outsource eg. Fiverr.com](#)
-  [Designrr ebook creator](#)
-  [Google Docs/ MS Word](#)
-  [Free Public Domain Assets](#)



CLUE 6

Build Your Opt-in Funnel & Follow-up

THE (FREE) "50+ SLEUTH STARTER" PLAN
START BUILDING YOUR DIGITAL HOME!

You could buy funnel software anywhere... but when you build your business inside Funnel Sleuth HQ, you get the tools AND the tech team (me) holding your hand. No jargon... No getting left behind.

Tracy Q




JOIN SLEUTH HQ TODAY
WE'RE WAITING FOR YOU!
JUST CLICK THE IMAGE
FOR MORE INFO



CLUE 1

Market Your eBook

Ideas:

- 🔍 Social Media
- 🔍 Fan Page/Groups
- 🔍 Make A YouTube Video
- 🔍 Traffic Exchanges
- 🔍 Safelists & Viral Mailers
- 🔍 Publish On Amazon
- 🔍 Marketplace, e.g., eBay. Etsy, etc.



Tracy's Words Of Wisdom:

"Success is not just what you accomplish in life, it's also about what you inspire others to do"



tracyq.info

