

Digital Wealth Blueprint

HOW I STARTED MY DIGITAL MARKETING JOURNEY



By Rob B.

EliteCashLife.com

Table of Content

Introduction: About Me & What To Expect

Chapter 1: What is Digital Marketing?

Chapter 2: What They Won't Tell You

Chapter 3: Why I Started A Digital Marketing Business

Chapter 4: How Everyone Says To Get Started

- Identify Your Skills
- Determine Your Niche
- Find You Target Audience
- Identify Pain Points
- Come Up With The Solution

Chapter 5: How I Actually Started (Much Less Confusing)

- The RoadMap
- The Legacy Builder
- Thank You!

INTRODUCTION

About Me & What To Expect



So, who am I?

My Name is Rob.

Here are a few things about me and my family.

- I'm 51 years old
- I live in Missouri
- I'm happily married with 3 children and 10 grand children! Yes, time truly flies by which is the main reason I did this.
- I work full time as a contractor
- Home with family is my favorite place

What To Expect In This Guide

I personally hope I can provide some clarity and insights into the world of digital marketing, and how you can use it to create passive income to build financial freedom. I believe that with the right resources, knowledge and mentality, anyone can build a profitable online digital marketing business to help create a passive income stream.

This guide will break down exactly how I started and what I wish I knew from the beginning. Everything I explain in this guide I have learned myself and want to pass on to help others. I hope this will be a helpful resource in your journey to a life of passive income.

Let's get started.



CHAPTER I

What is Digital Marketing?

Do not let the term digital marketing confuse or intimidate you. It simple means you are **marketing a product online or in a digital space**. There are a million ways to do this, and we won't cover them all, but it's just a broad term that refers to trying to sell something in a digital format. That's it. Plain and simple.

Here's another term you need to know as you enter this new world of making money online with digital products.

Master Resell Rights (MRR)

A Master Resell Rights (MRR) course is a course that you purchase, learn from, and then you can actually sell for 100% profit. You can't change or alter the course, but this allows people (like you and me) to purchase a course, learn from it, and then use it as product to sell.

This was an eye opener for me because I didn't know what to sell.

Moral of the story

There are so many things to buy and sell online, and it was completely foreign to me. So, don't let the idea of not having anything to sell stop you. Because with MRR courses becoming insanely popular, it's never been easier.

CHAPTER 2

What They Won't Tell You

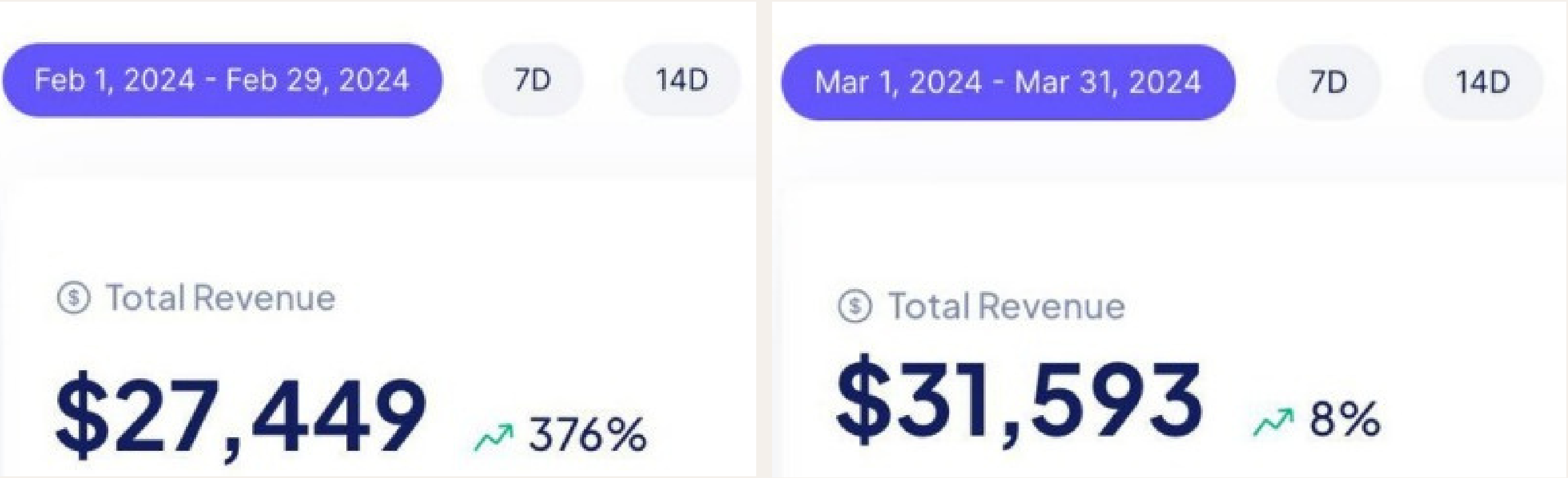
Now before we dive into more tactics and strategy, just know there is a lot of crap out there. I hate to admit it, but it's true. So just make sure you ask questions, get to know people and don't buy anything from anyone until you feel comfortable with them.

There are people trying to convince you that you can make \$10,000 in your first few week. While that may be true for 1% of the population, it's a lie for most of us. Stay away from those people.

To do this right, it takes some time, some energy and patience.

Here's my personal story.

It took me around 9 weeks, a lot of posts, on multiple platforms before I made my first sale. So yes, I put my time in. But then, This happened! \$25,000-\$30,000 a month (February and March 2024 below) with products I didn't create but got 100% profit from!



So yes, this is 100% possible. I'm living proof.

But, make sure you are in this for the right reasons and know that this is a marathon, not a sprint.

CHAPTER 3

Why I started a digital marketing business?

Here's my why:

- The world is dang expensive!
- I want to do more than just work until I die
- I want to enjoy my family more (you can't get time back)
- I wanted to take a chance on myself and invest in my future
- Because I want to live my dream life, not help my boss live his

So, there you have it.

A lot of reasons, but I'm assuming you can align with some of them.

What you need to think about if you want to start this journey.

This is an investment in yourself, your family and your future.

This is not a get rich quick scheme and you're not going to be a millionaire next month. Although, I have seen a couple people do it in a few months!

This is how you learn a new skill that can help you shape your future if you do it right. I've seen too many people who aren't patient enough to actually learn the skills they need.

Don't sprint the marathon out of the gate.

Make sure you're the last one standing.

Those are the ones who will reap the rewards.

CHAPTER 4

How Everyone Says To Get Started

Identify Your Skills

Everyone always wants to jump in and start making money right away. I don't blame you, I was the same way.

But, before you set up your social media accounts, website, affiliate programs, etc., you need to identify your skills which will help you find your niche!

Identify the skills you possess that are in demand and can be monetized effectively.

Consider your expertise, experience, and knowledge in specific areas that can provide value to others.

This is going to help attract your target audience!

Questions to ask yourself:

- a) What am I good at?
- b) What do people tell me I'm good at?
- c) What do I already have a lot of knowledge and skills in?
- d) What did I study? What do I like reading about?
- e) What do I want to share with the world?



CHAPTER 4

How Everyone Says To Get Started

Determine Your Niche

A niche is basically a category that will determine the type of product(s) you will promote and your target audience.

Choose a niche you are passionate about. This will allow you to enjoy your work, feel comfortable promoting the product, and build trust with your audience.

Overall, your niche is going to be about the problem you want to solve. It doesn't involve WHO is involved, but the problem. Example: my niche is 'make money online' the problem is people don't know how to, or if it's possible, and my job is to show a solution.

Examples of most popular niches

- Health & Fitness, Fashion, Wealth, Travel, Parenting, Relationships, Pets



CHAPTER 4

How Everyone Says To Get Started

Find Your Target Audience

When you create digital products, it is essential that you are specific with your target audience. For example:

If you're a college student, you probably won't connect to a full-time working mom.

So, write down your target audience.

Who do YOU connect with?

Who can YOU relate to based on your own experiences and passions?

How can you use your own personal skills, passions, and expertise to help your target audience with a problem they may be facing?

Example 1: You are a very organized parent who works 9–5 and has multiple kids. Your target audience would be parents who want to prioritize their time better.

Example 2: You are a college student who loves to cook on a budget. Your target audience are other college students who want to learn how to make good food without much money.

Fill In The Blanks:

I want to help [target audience] who are struggling with [their main challenges or problems] by providing them with [your solution or expertise] so they can [desired outcome or transformation].

CHAPTER 4

How Everyone Says To Get Started

Identify Pain Points

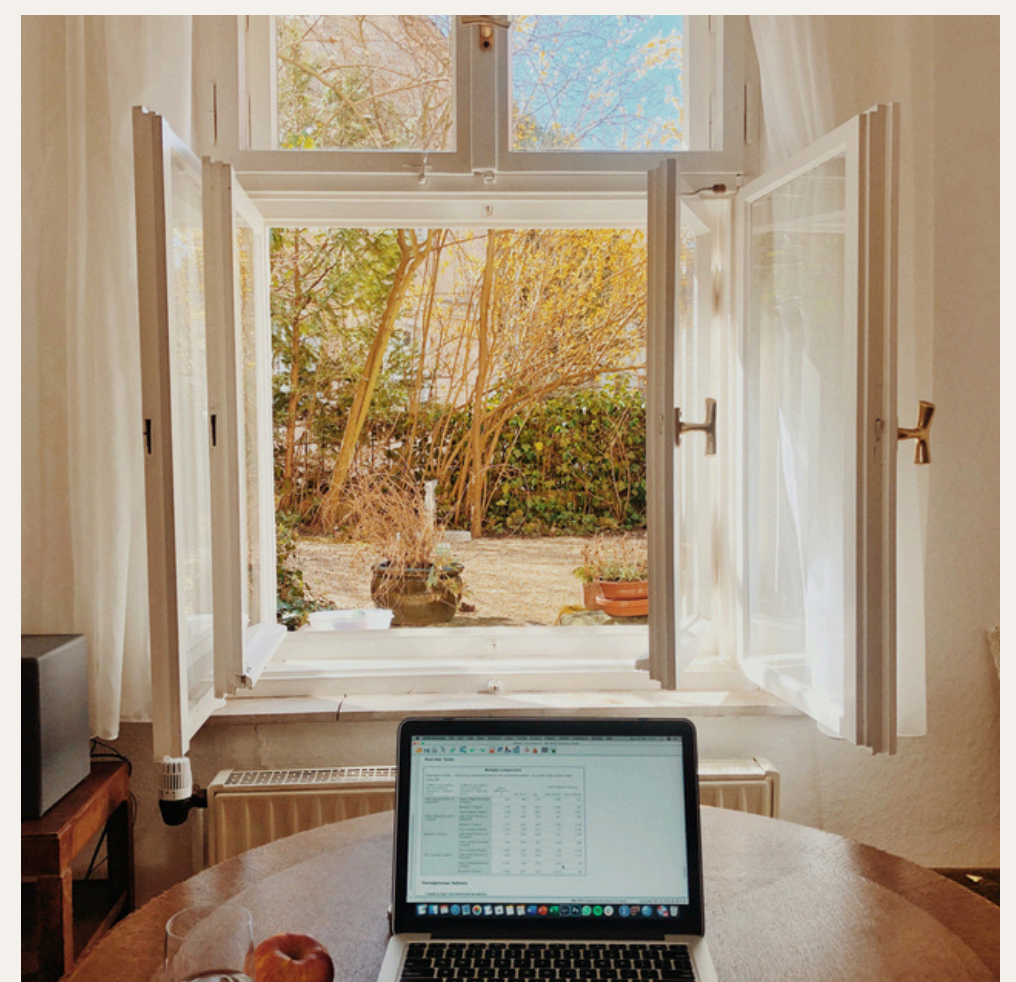
Next, you want to identify pain points.

Identifying pain points involves understanding the challenges, problems, or frustrations that your target audience faces. This understanding allows you to tailor your products, services, and/or solutions to effectively address those pain points.

Here are steps to help you identify pain points:

1. Research your target audience
2. Listen to your audience
3. Use surveys and questionnaire to get a better understanding on what they are after

By identifying and addressing the pain points of your target audience, you can develop products, services, and/or solutions that effectively meet their needs!



CHAPTER 4

How Everyone Says To Get Started

Come up with the solution

This is the fun part!

Once you have determined the above steps, it's time to come up with the solution for your audience's pain points/struggles!

This is what you are going to be offering to your audience to SOLVE their problem.

This could involve creating digital products like EBooks, online courses, or building a blog/website for digital marketing.



CHAPTER 5

How I Actually Started

Yes, I also thought that list was a bit overwhelming.

It's true, you do need to go through all those steps. But, you don't have to do it alone. Also, creating a product is easy to say, it's hard to do unless someone teaches you how. Same with defining your niche, building a following, creating content for Instagram, Tiktok, Facebook, Youtube, etc.

So, I did a lot of research, and I ended up investing in a few beginners' digital marketing courses (over time) that taught me everything I needed to do. I followed the videos, I learned the lessons and I implemented them every day for months.

1.) My first course was called [The RoadMap](#)

I used that course to build my foundation for everything I currently do. Not to be corny, but it opened my eyes to the world of making money online. This was hands down the best course online, it is the "God Father" of all courses. It was an MRR course but has since changed to an affiliate course so it no longer has 100% commissions. It has 80% commissions but no longer requires your own website or payment processor.

Then after a few months, I watched all the big shots with huge followings burning out the market by just jumping from one course to the next selling to as many people as they could, leaving most people that bought stuck with no help or customer service. And with time, most courses become outdated as the algorithms change. So, I figured out I needed a program that you could get 100% commissions from, but also be interactive where the training updates as things change....

2.) Which led me to the amazing Program that I share today. It helps regular people make money from the comfort of their home around their family. It teaches a 2 hour workday to make \$300 to \$900 a day. Imagine what life would be like, the freedom you would have, if you could make \$300 to \$900 a day working only 2 hours around your family. No more 60 hour work weeks, no more working while a daycare raises your kids, no more struggling living paycheck to paycheck. I have never seen a program like the [Legacy Builder](#).

CHAPTER 5

This is why I love [The Legacy Builder](#). It covers everything that has to do with building a business online and the training for all social media marketing platforms.

And, it Comes with Master Resell Rights so this program gives you your first Low ticket, Mid Ticket and High Ticket products to sell for 100% profit. It comes with 4 digital products to fit all price ranges of buyers. \$100, \$300, \$600, and \$900. You'll never need any other products!

It also comes with interactive mentoring from a woman that used this exact system to make a million dollars in her first 17 months.

And.... It comes with a fully automated funnel and website system that works for you 24/7 while you spend time with your family and friends. Allowing you a way to make money 24/7 while you travel, enjoy life, or even while you sleep!

There is no other program on the market today like this. Nothing even close. If you are a beginner and want your own business in a box to start making a profit within 7 days. YOU NEED TO GET STARTED TODAY!

[CLICK HERE TO LIVE THE LIFE OF YOUR DREAMS](#)



Thank You For Being Here

So, there you have it.

I hope this helped you understand a little bit more about how you can learn to make money online through digital marketing and digital products.

Everyone has a different journey, but I hope mine made sense.

I knew I wanted to make some passive income. I found a tool to help me. I kept learning as I went.

It has truly been life changing and has allowed me the freedom to live my dreams instead of helping my boss live his.

It wasn't by accident. It was by showing up every day. Learning and not being afraid to take a chance on myself.

Digital marketing is a dynamic field that offers LIMITLESS opportunities for creativity and growth.

If I can help at all, don't hesitate to reach out!

Text me @ (573) 260-3102

To Your Success!

Rob